

# A Study of the Loyal Purchasers of Bus and Shuttle Tickets from Online Travel Agencies (Otas) in Indonesia

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## ABSTRACT

An online travel agency (OTA) is an online-based marketplace that allows consumers to research and book travel products and services, including hotels, flights, cars, tours, cruises, activities and more, directly with travel suppliers. Even though the COVID-19 pandemic has shaken the tourism sector, Indonesia as one of the favorite tourist locations in the world has sped up the vaccination process which is a good momentum for the revival of the national tourism sector. Those conditions led to competition between OTAs starting to get intense again and each OTA company must strengthen its business by improving and creating new services to win the market. The Bus and Shuttle are the most common ground public transportation in Indonesia which is one of the flagship products of OTA and has grown over the last 3 years. This study aims to determine the values of online bus and shuttle tickets through OTA perceived by the loyal consumer. The result implies that functional, informational, preference values, and bus or shuttle usage satisfaction are important factors in getting loyal consumers. These loyal consumers will be of high value because apart from having a good impact on the company's economy, they will also ultimately tend to invite the surrounding environment through e-WOM.

**Keywords:** Bus and Shuttle, Consumption Values, EWOM, Loyal Consumer, Online Travel Agency, OTA.

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## I. INTRODUCTION

Tourism activities have shifted from luxury needs to be a primary need along with the rapid growth of technology which plays an important role in high accessibility to fulfill human needs for travelling by changing the consumer from offline to online behaviour. An online travel agency (OTA) is an online-based marketplace that allows consumers to research and book travel products and services, including hotels, flights, cars, tours, cruises, activities, and more, which are connected with travel suppliers (Expedia, 2022). According to (Statista, 2020), the most popular online travel agencies among consumers in Indonesia are led by local companies such as Traveloka and Tiket.com, followed by foreign OTA companies such as Agoda and Booking.com.

Even though the COVID-19 pandemic has shaken the tourism sector, Indonesia as one of the favorite tourist locations in the world has sped up the vaccination process. Based on the Ministry of Health of the Republic of Indonesia, from the target of 208 million, as of Sunday (10/10/2021), the COVID-19 vaccination has penetrated more than 100 million people who received the first dose of injection.

Based on that, The Indonesian government said that 2022 is a good momentum for the revival of the national tourism sector, one of which is to take advantage of Indonesia as the host of the G-20 and MotoGP international activities and relax the mobilization of foreign and domestic tourists.

According to the (Central Bureau of Statistics, 2020), the number of foreign tourist visitors in March 2022 in Indonesia has increased by 121,02 % compared to last year. This data can be a sign that tourism in Indonesia has recovered.

Those conditions led to competition between OTAs starting to get intense again and each OTA company must strengthen its business by keep improving and creating new services to win the market. One of the rising OTA products recently is the bus and shuttle. It has been the most common ground public transportation in Indonesia since the old time, but it recently became one of the flagship products of OTA and has grown over the last three years. There are already several big OTA players that also provide the service, namely Traveloka, Redbus, Pegipegi, and Tiketux. That way, this research is aimed at helping the OTA players to implement an accurate business and marketing strategy to be able to win the business and shuttle market competition.

The O2O (online to offline) mode, which combines online and offline channels, is quickly becoming a prevalent business model with the growth of e-commerce. According to (Fitzgerald, 2012), O2O refers to "the use of the internet and mobile technology to generate offline local sales or redemption".

The research model comprises five explanatory variables which are functional, emotional, social status, information, and preference values. The values are then broken down based on the mixed factors from literature and qualitative

research studies. Since OTA is the first touchpoint that customer experiences the pre-booking service, the customer will discover and finally find the suitable bus or shuttle service based on their preferences. In this phase, customer has their own perceptions regarding the value of using OTA based on the five explanatory variables that the researcher defined.

After booking bus or shuttle tickets online, the customer experiences the offline service. Therefore, the confirmation of expectations about the actual performance of bus or shuttle service offline also plays an important role in affecting customers' intention to achieve their satisfaction.

The satisfaction leads to the intention to rebook a bus or shuttle through OTA in the future. The retention customer can be a loyal customer that also potentially is an organic marketing and communication channel to acquire more new consumers through e-WOM. It is highly probable that consumers with a clear intention to repurchase online will recommend this kind of travel purchase to others.

However, comparable—if not more significant—factors are the incentive that OTA provides for returning customers on their sites. The idea of perceived value theory is examined and applied to explain the influence of these values on the desire to rebook buses or shuttles through OTA sites.

#### A. Research Questions and Objectives

This research was carried out to give a better understanding of consumer behaviour, especially for bus or shuttle services. In order to achieve that questions that need to be answered are:

1. What are the determinant factors of the loyal consumers in online booking of buses and shuttles through OTA?
2. Do rebooking intention influence consumer to do E-WOM?
3. What are the suitable business strategies based on consumer behaviour insight?

Research questions that have been mentioned should be In regard to the research questions, this study has three critical objectives, which are as follows:

1. To determine the factors that affect the bus and shuttle to be a loyal consumer.
2. To examine whether rebooking intention influences E-WOM
3. To recommend the business strategy based on consumer insight.

#### B. Writing Structure

The framework for writing this paper consists of introductions to bus and shuttle service in OTA, followed by a literature review that discusses O2O, TVC, Confirmation, Rebooking, and EWOM theory. The next is the methodology and data analysis with findings and discussion of the PLS-SEM results following the structure. Furthermore, the theoretical and managerial implications accompany the results' conclusion. Finally, study limitations and improvements can be developed from this study.

#### C. Research Limitation

This research is more focused on findings on the consumer behaviour of the loyal consumer in bus and shuttle service in OTA that will be findings to get the generic business strategy

insight. The business situation for external and internal analysis will be excluded from this study.

## II. LITERATURE REVIEWS

### A. OTA and O2O theory

With the rapid development of e-commerce, business implementation has gradually shifted from purely online channels to the integration of online and offline channels, named the O2O mode. O2O refers to “the use of online and mobile technology to drive offline local sales or redemption” (Fitzgerald, 2012). That is online marketing and purchasing drive offline consumption. O2O mode has been widely applied to the travel industry, named OTA. Hotel and flight services were the new wave of adoption in OTA. Several hotels and airlines are trying to integrate with the OTA to attract more customers. OTAs do not own any hotels, or airlines but host a website or application that helps tourists or business travellers with rich information on hotel or airline schedules, price comparisons, discounts, and review comments.

From the point of view of attracting returning customers, which is the main objective of this study, the operation flow can be described as an O2O2O (online to offline to online) mode. The first O (online) refers to the service quality of OTA websites attracting customers to booking for bus or shuttle tickets; the second O (offline) refers to customers experiencing offline bus or shuttle services, and the third O (online) refers to attracting returning customers to rebook bus or shuttle ticket through OTA. This study focuses on the factors affecting customers' intentions during the three different stages of the operation flow.

The bus and shuttle services are also the new potential service since the market share of use in Indonesia is enormous and massive. The bus and shuttle company can integrate their inventories to the OTA with the same model. However, no prior study has investigated the bus and shuttle service as a subject of research.

### B. Perceived Value

In general, perceived value can be considered as the “consumer's overall assessment of the value of a product/service based on the perception of what is received and what is given” (Zeithaml, 1988). Perceived value is “a trade-off between the quality or benefits people perceive in the goods relative to the sacrifice they experience by paying the price”. According to (Zeithaml 1988), perceived value refers to a customer's total evaluation of the usefulness of a good (or service) based on perceptions of what they get and what they get provided. Although assessing solely the monetary worth appears overly simplistic, the ratio of quality to price is frequently used to evaluate customer value (Chiu *et al.*, 2005; Lin & Wang, 2006). In order to understand why buyers choose specific brands and products. (Sheth *et al.*, 1991) proposed five consumption value dimensions (social, emotional, functional, epistemic, and conditional value). Later, (Sweeney & Soutar, 2001) eliminated the epistemic and conditional values and divided functional values into sub-dimensions (quality/performance and price for money). They suggested that functional, emotional, social, and monetary values all play a role in what is thought to be valuable.

The value of functional, emotional, social, and monetary values, which are specifically supplied to customers utilizing hotel booking services, help compensate for the multidimensional concept known as perceived value. The perceived value of bus and shuttle booking services is viewed as fundamental to assuring client satisfaction in cost-benefit analysis. Additionally, research in the travel sector revealed how satisfaction and repurchase intention are impacted by perceived value (Nunkoo *et al.*, 2017; Ozturk *et al.*, 2016; Sabioteortiz *et al.*, 2016; Teng *et al.*, 2018).

On the other hand, a study conducted by (Fornell *et al.*, 1996) indicated that perceived value is positively related to customer satisfaction.

### C. Theory of Consumption Values (TCV)

The TCV (Sheth *et al.*, 1991) defined the five generic consumption values, namely functional, emotional, social, conditional, and epistemic. Table I presents conceptualizations of these five values with references to relevant literature. For three key reasons, the researcher used the TCV to offer an overall theoretical framework for the investigation. First off, the TCV is a proven theory that has been successfully applied to investigate consumption values in a variety of scenarios (Dhir *et al.*, 2018; Kaur *et al.*, 2018; Mäntymäki & Salo, 2015; Mäntymäki *et al.*, 2014). The TCV has been used in the hospitality and tourism industries, such as in frequent flyer programs run by airlines (Long & Schiffman, 2000) and destination marketing, according to earlier research (Phau *et al.*, 2014). Third, the TCV provides a multi-faceted view of value that takes into account both the affective and cognitive aspects of consumption. This multi-dimensional viewpoint is crucial since it makes it possible to understand the complexity of tourism services (Williams & Soutar, 2009). The prior study from (Shalini Talwar, 2020) found that five generic values using the theory of consumption value have a positive association with the purchase intention on booking hotels in OTA.

#### i. Functional

A product alternative's functional features and physical characteristics (Lee *et al.*, 2015).

#### ii. Emotional

A product alternative's ability to make an impact on a sentimental and affective level (Lee *et al.*, 2015).

#### iii. Social

A product alternative's capacity to augment self-image of the consumer (Khan & Mohsin, 2017).

#### iv. Epistemic

A product alternative's ability to incite curiosity, offer novelty, and/or satisfy a quest to seek knowledge (Mohd Suki, 2016).

#### v. Conditional

A product alternative as an outcome of some situation or circumstances that the consumer faces (Sheth *et al.*, 1991).

As the research objective of this study is to adapt and extend the generic TCV to the OTA context specifically on bus and shuttle service, the research then using mix-method to combine the attributes from the literature with the moderate attributes based on the consumer's in-depth interviews as a qualitative study which was undertaken to identify related themes and develop a pool of attributes to measure OTA-specific values in bus and shuttle service domain. The n-

participants of the research were 12 consumers who booked bus and shuttle tickets via offline and OTA channels over the last 1 year. The research goal is to provide insights that are expected to help the OTA players in understanding consumer needs in purchasing Bus and Shuttle tickets. They discover some questions as follows:

- How is consumer perception on purchasing bus & shuttle tickets?
- How is consumer behaviour in purchasing bus & shuttle tickets?
- What are consumer needs in purchasing bus & shuttle tickets?
- What are current consumer pain points in purchasing bus & shuttle tickets?

### D. Monetary Ande-Service Quality Values (Functional Values)

Prior tourism literature has discussed the importance of functional value in consumer choice and predicting consumer intentions. (Jamrozy & Lawonk 2017) found functional value to be a significant predictor in influencing purchase intention toward ecotourism. Shalini Talwar found that monetary value positively correlates with purchasing intentions in OTA online booking. The former is evaluated based on fair pricing, the ability to compare costs, and the availability of promotional offers. In contrast, the latter is assessed based on convenience, a steady stream of advantages, and the maintenance of a high level of benefits.

On the other hand, (Yuxin Li, 2018) developed the research by defining the SERVQUAL instrument to measure service quality. Ease of use, Information Quality, Security, and Visual Appeals are factors that construct E-Service Quality. However, Information and Visual Appeals are defined as epistemic and emotional values in TVC. Thus, the researcher uses ease of use and security as the reference. Based on the available information, we believe that these variables will likely improve OTA.

H1a. Monetary value positively affects the satisfaction of OTA.

H1b. Ease of use value positively affects the satisfaction of OTA.

H1c. Security value positively affects the satisfaction of OTA.

### E. Social Status Value (Social Value)

According to a prior study, social value is significant in the context of tourism (Williams & Soutar, 2000). Additionally, (Morosan & DeFranco, 2016) discovered that social aspects have a favourable impact on passengers' intentions to utilize hotel mobile apps. Similar findings were made by (Phau *et al.*, 2014), who discovered that social value has a big impact on where tourists decide to go. According to (Gallarza *et al.*, 2013), volunteer travel is thought to have a significant perceived social value. Additionally, (Lei *et al.*, 2019) discovered that consumers of branded hotel mobile apps got social value from the service-request features.

Social value in the current study refers to the benefits of utilizing OTA apps that are obtained on a social level. We have given the use of OTA apps the label social status value since the underlying items show that consumers believe that doing so prompts social approval and helps them project a positive image. The researcher contends that social status

value probably has a favourable impact on perceived value based on the body of research that is currently available. Therefore, the researcher suggests the following:

H2. Social status value positively affects the satisfaction of OTA.

#### F. Information Value (Epistemic Value)

Previous research has indicated a favourable relationship between customers' decision behaviour and epistemic value, such as when choosing nutritious foods (Thomé *et al.*, 2018) or buying virtual products for teenagers (Mäntymäki & Salo, 2015). Only a small number of empirical research, meanwhile, have looked at how epistemic value influences tourism and hospitality literature. For instance, (Phau *et al.*, 2014) discovered an association between epistemic value and the favourable perception of the tourist destination and the choice of vacation location.

In this context of research, epistemic value is defined as information value and it is quantified in terms of learning about various offers, promotions, and the terms and conditions pertaining to OTA apps. The researcher argues that reliable and updated bus or shuttle detail information is essential for the consumer when they discover the bus or shuttle tickets. Therefore, the researcher suggests the following:

H3. Informational value positively affects perceived value.

#### G. Preference Value (Conditional Value)

The research was conducted to believe the way that conditional value is linked to a variety of consumer behavior-related problems in a variety of contexts, including education (Rivera *et al.*, 2018). The influence of conditional value has also been highlighted in earlier tourism and hospitality literature, and it is thought to be a significant value for visitors (Hur *et al.*, 2012). According to (Phau *et al.*, 2014), conditional value is produced from a particular circumstance or environment that a consumer encounters in relation to travel. The previous study also found free cancellations, promotional incentives, and the listing of more properties by OTAs.

To make the values become more relevance, the researcher also utilizes qualitative data to define the items. Researcher, therefore, maintains that the preference value produced from the OTA app is likely to increase the perceived value and suggests the following:

H4. Preference value positively affects the satisfaction of OTA.

Thereafter, a pilot survey was conducted with 30 OTA users to assess whether the items were easily understood, clearly, worded, and unambiguous. The final survey instrument was created with input from the pilot survey. It's interesting that during the qualitative study, the emotional value didn't become a central issue. As a result, we adhered to previous research (e.g., Salini Taware *et al.*, 2020). It removed the suggested framework's emotional value. It removed the suggested framework's emotional value.

#### H. Expectation and Confirmation Theory

Customers build their initial expectations about a certain service before making a purchase, according to Oliver's expectation confirmation theory from 1980. Customers establish opinions about a service's performance after

accepting and using it. Customers then assess if their initial expectations were realized by comparing the perceived performance with those expectations. Last but not least, client expectations and confirmations shape their contentment, which in turn that affects their propensity to make additional purchases. As a result, confirmation is considered to be one of the key factors influencing satisfaction and end-up with repurchase intention in the future.

According to this study, confirmation refers to how customers judge if offline bus and shuttle services delivered via OTA met their expectations and were delivered on time. When a consumer has expectations when using OTA in the pre-purchase phase and they confirm the post-purchase experience, which is the actual performance of bus and shuttle service in an offline environment, it will influence the customer's intention to be satisfied and ultimately lead to a repurchase via OTA. Customers will go to another OTA or perhaps prefer to make future reservations traditionally offline if their expectations are not met. Thus, the researcher hypothesized that:

H5. Confirmation positively affects consumer satisfaction with buses and shuttle.

H6. Consumer satisfaction with buses and shuttle affects the satisfaction of OTA.

#### I. Rebook Intention and e-WOM

Consumer satisfaction leads to the intention to rebook a bus or shuttle through OTA in the future. The retention customer can be a loyal customer that also potentially is an organic marketing and communication channel to acquire more new consumers through e-WOM. It is highly probable that consumers with a clear intention to repurchase online will recommend this kind of travel purchase to others.

Electronic word-of-mouth, or e-WOM, is seen as an informal, person-to-person exchange of information about a company, a product, or a service between a non-commercial communicator and a recipient (Harrison-Walker, 2001). This form of communication significantly influences consumers' purchasing decisions, typically occurring during most purchasing procedures (East *et al.*, 2005; San Martin *et al.*, 2015b). The most trustworthy sources of information for potential tourists are those that reflect favorably on prior visits to a region. The additional entity, characteristic, and popular sorts of information for those interested in traveling is e-WOM (Chi & Qu, 2008; Yen & Tang, 2019). According to this definition, e-WOM is "any positive or negative statement made by future, current, or past customers regarding a product or firm, which is made available to a large number of individuals and institutions over the Internet" (Hennig-Thurau *et al.*, 2004). Since e-WOM contributes an especially high market value to the tourism industry due to the intangible nature of tourism services, the factors that cause consumers to provide this type of feedback to other potential consumers are the subject of interest in the fields of marketing and communication (Harrison-Walker, 2001; Baber *et al.*, 2016; Wien & Olsen, 2017). (Casalo *et al.*, 2015; Sanchez-Fernandez *et al.*, 2019).

H7. Satisfaction with the bus and shuttle positively the intention to rebook the bus or shuttle ticket via OTA.

H8. Satisfaction with OTA positively the intention to rebook bus or shuttle ticket via OTA.

H9. Repurchase Intention positively influences e-WOM about the online booking bus and shuttles via OTA.

### III. RESEARCH METHODOLOGY

#### A. Data Collection

The research is classified as mixed-method research consisting of qualitative and quantitative. In qualitative research, the research utilized secondary data from the prior bus and shuttle study. In quantitative research, a cross-sectional survey data collection is applied to online buyers in Indonesia through a structured in-person administered questionnaire. Online survey data collection is conducted due to the social distancing policy during the COVID-19 pandemic, limiting physical contact with the respondents. The online questionnaire is uploaded on Google Forms and administered for one month using the purposive sampling technique. This research was conducted by distributing online questionnaires in October 2022. To protect the respondents' data, each respondent is classified as anonymous. Questionnaire links were given to social media consumers who have the below criteria:

- a. Online Travel Agent (OTA) consumer Competitors such as Traveloka, Redbus, Tiketux, and the like.
- b. Have purchased Bus or Travel products online through the OTA application.

The perception of an online booking for the bus and shuttle tickets using the OTA platform from the survey data only evaluates how the consumer repurchases and eventually do E-WOM to their society. The questionnaire design is adjusted based on this consideration, adopted by several literature sources, and adjusted to the context of bus or shuttle and the characteristics of Indonesian consumers. All construct items in the research are measured using a seven-point Likert scale (1= "strongly disagree" to 7= "strongly agree"). The researchers also conduct a comprehensive discussion to find the best wording in the sentence and ease of understanding the main idea of the questions. Presents the summary of several items and the source of each item. About 273 data are collected from the respondents. As seen in Table I, the respondent was dominated by males aged 18-45. Most respondents considered the middle-low segment since the expense is mainly dominated by less than 5 million IDR per month. The respondent is expected to fit the loyal customer criteria since the buying frequency is dominated by the equal two and more.

#### B. Data Analysis

To quantify the primary data, the researchers utilize Partial Least Square-Structural Equation Modelling (PLS-SEM) using SmartPLS 4.0 to analyze the measurement and structure models. Since SmartPLS can analyze complex models, PLS-SEM is more appropriate than other statistical tools. The measurement model examines the convergent and discriminant validity of items and constructs. The structural model examines the hypothesized relationships between the constructs in the research model. The partial least squares (PLS) method is also suitable for analyzing the reflective and formative constructs. The researcher constructs the hypothesis model in this study by utilizing a similar prior study. The perceived value of OTA is a formative second-

order construct measured by the TVC indicators of all-the first-order perceived value factors (functional, social, epistemic, and conditional value). On the other hand, by using the theory of online to offline to an online model and confirmation theory, a consumer also needs to get confirmation from the actual bus or shuttle experience to get satisfaction. The satisfaction drives the consumer to rebook and become a loyal consumer who will do e-WOM.

TABLE I: DESCRIPTIVE STATISTICS (N = 273)

Description	Category	Nominal	Percentage (%)
Gender	Male	176	64.5%
	Female	97	35.5%
Age	<17	2	0.7%
	18-25	99	36.3%
	26-35	127	46.5%
	36-45	36	13.2%
	>45	9	3.3%
	<1.000.000	49	17.9%
Expense per month (IDR)	1-2 Mio	64	23.4%
	2-3 Mio	46	16.8%
	3-5 Mio	47	17.2%
	5-7.5 Mio	25	9.2%
	>7.5 Mio	42	15.4%
Online Ticket Type	Bus	177	64.8%
	Shuttle	96	35.2%
Buying Frequency	1	67	24.6%
	2	44	16.1%
Flagship OTA	>2	162	59.3%
	Traveloka	168	61.5%
	Redbus	64	23.4%
	Website Operator	33	14.2%
	Tiketux	8	2.9%

### IV. RESULTS AND DISCUSSION

#### A. Measurement Model PLS-SEM

Internal consistency, convergent validity, and discriminant validity are the metrics used to assess the statistical modelling in PLS-SEM to determine the model's robustness (Hair *et al.*, 2017). Cronbach Alpha and Composite Reality (CR) evaluations of the validity of the data make up internal consistency. The needed CR value for explanatory research is 0.70 to 0.95 based on (Hair *et al.*, 2019) criteria. The CR for each factor is over 0.80 based on Table III. If Cronbach Alpha is larger than 0.7, the value is considered to have trustworthy reliability and above the advised level (Eisingerich & Rubera, 2010). All constructs pass the statistical tests determining if they fulfill the minimum Cronbach alpha, with the smallest number being 0.839. As a result, it can be said with an internal consistency that the measurement used is reliable.

Furthermore, measurements of convergent validity were carried out, which consisted of measuring the factor loadings of each questionnaire indicator and the Average Variance Extracted (AVE). Determining each relationship between the indicator and its latent construct or variable is the goal of convergent validity. (Awang *et al.*, 2015) state that the loading factor for established items should have a minimum value of 0.6. Each indicator's factor loadings meet these requirements, with the lowest value at 0.732. The subsequent measurement is AVE as the grand mean value of the squared loadings of the indicators. The minimum score must be achieved greater than 0.5 (Hair *et al.*, 2019). From the results of the statistical testing, the AVE value exceeds the minimum

criteria, with the lowest value of 0.707. Therefore, convergent validity meets all the criteria

Discriminant validity was used as the final measuring model. According to (Hair *et al.*, 2019), Discriminant Validity is measured based on how much it correlates with other constructs in the theoretical model, compared to how many indicators represent only a single construct associated with the construct. When the constructs in the path model are conceptually more distinct, a lower and thus more conservative threshold value of 0.85 seems warranted (Henseler *et al.*, 2015). As seen from the results of the HTMT measurement in Table II, none of them crossed the limit, with the most considerable value of 0.84 Therefore, the model and measurement of the questionnaire used have met the validity and reliability criteria.

**B. Structure Model PLS-SEM**

The evaluation of the research model is the next step in the PLS-SEM modelling process. The statistical outcomes of the investigated hypothesis are measured using at least four assessments, including the coefficient of determination (R-square), Predictive Relevance (Q-square), effect size (f-

square), and significance of path coefficients. The PLS-Algorithm is used in PLS-SEM testing to determine the values of R-square and f-square. To get Q2, blindfolding data processing was carried out. Meanwhile, bootstrapping was performed to test the path coefficients with a sub-sample of 5000, with a confidence level of 0.05.

R-Square and Q-Square was measured in the initial test. The amount of variance in a structural model that is explained by endogenous latent variables is represented by the R-value. The latent variables in the structural model indicate that the better the construct is explained, the higher the R-Square value. Each construct in Table IV has an R-Square value of greater than 0.5, indicating that independent variables in the model account for more than half of the variance of the dependent variables indicated. Additionally, Q-Square is calculated to test the model's prediction relevance. Q-Square values above 0 demonstrated that values are accurately reconstructed and that the model has predictive relevance (Henseler *et al.*, 2009). Each construct in Table IV has a Q-Square value of more than 0.35, indicating that the model is predictively relevant for these constructs.

TABLE II: DISCRIMINANT VALIDITY HETERO TRAIT-MONOTRAIT RATIO (HTMT)

Variables	1	2	3	4	5	6	7	8	9	10
1 CONF	-	-	-	-	-	-	-	-	-	-
2 EWOM	0.7	-	-	-	-	-	-	-	-	-
3 EOU	0.6	0.6	-	-	-	-	-	-	-	-
4 IV	0.7	0.6	0.7	-	-	-	-	-	-	-
5 MV	0.7	0.7	0.5	0.6	-	-	-	-	-	-
6 PV	0.7	0.6	0.6	0.6	0.7	-	-	-	-	-
7 REBOK	0.7	0.8	0.6	0.6	0.6	0.6	-	-	-	-
8 SATBUS	0.8	0.7	0.6	0.7	0.6	0.7	0.7	-	-	-
9 SATOTA	0.8	0.8	0.8	0.8	0.7	0.8	0.8	0.8	-	-
10 SV	0.7	0.7	0.7	0.7	0.8	0.7	0.7	0.7	0.8	-
11 SSV	0.6	0.6	0.4	0.6	0.8	0.6	0.5	0.6	0.6	0.6

TABLE III: MEASUREMENT ITEMS AND RESULTS OF THE CONFIRMATORY FACTOR ANALYSIS

Code	Items	Loadings	AVE	CR	Cronbach's Alpha	Sources
EOU1	1. It is easy to find the bus or shuttle ticket according to my choice of the OTA that I usually use.	0.852				
EOU2	2. The OTA I usually use does not waste my time.	0.732				
EOU3	3. It is easier to complete bus or shuttle ticket transactions on the OTA that I usually use.	0.855	0.668	0.909	0.876	Yuxin Li <i>et al.</i> 2018
EOU4	4. The OTA that I usually use always works well without errors.	0.813				
EOU5	5. The OTAs I usually use have a well-organized bus or shuttle ticket categories.	0.83				
SC1	1. The OTA I usually use has adequate security features to protect customer information.	0.894	-	-	-	
SC2	2. The OTA I usually use will not use personal information without my permission.	0.921	0.782	0.935	0.907	Yuxin Li <i>et al.</i> 2018
SC3	3. The OTA I usually use only collects a small quantity of my personal information.	0.86	-	-	-	
SC14	4. I feel safe using the electronic payment system on the OTA that I usually use.	0.862	-	-	-	
MV1	1. The OTA I usually use guarantees the cheapest bus or shuttle ticket prices compared to other OTAs.	0.849				
MV2	2. The OTA I usually use allows me to compare available bus and shuttle ticket prices.	0.738				
MV3	3. Using the OTA I usually use allows me to take advantage of discount offers and other promotions.	0.772	0.629	0.894	0.852	Sweeney & Soutar 2001 from Chang <i>et al.</i> 2019
MV4	4. The OTA that I usually use gives me the option of cancelling the bus or shuttle ticket for free.	0.798				
MV5	5. The OTA that I usually use gives me the option of changing bus or shuttle ticket schedules for free.	0.806				
SSV1	1. The OTA I usually use helps me get social recognition.	0.923	0.855	0.959	0.943	

Cont. of Table III						
SSV1	1. The OTA I usually use helps me get social recognition.	0.923	0.855	0.959	0.943	
SSV2	2. The OTA that I usually use helps to make a positive impression on the people around me.	0.892				
SSV3	3. The OTA that I used changed how people around me perceived me.	0.956	-	-	-	Sweeney & Soutar 2001 from Chang <i>et al.</i> 2019
SSV4	4. The OTA I usually use helps me stand out among my peers.	0.926				
IQ1	1. The OTA that I usually use provides the latest information.	0.827				
IQ2	2. The OTA that I usually use provides complete information.	0.907	0.877	0.912	0.925	Sweeney & Soutar 2001 from Chang <i>et al.</i> 2019
IQ3	3. The OTA I usually use provides clear information.	0.861				
IQ4	4. The OTA I usually use provides in-depth information.	0.836				
PV1	1. The OTA that I usually use gives me the option of choosing a seat when travelling on a bus or travel.	0.717				
PV2	2. The OTA I usually use gives me many options for departure times according to my needs.	0.816				
PV3	3. The OTA I usually use gives me many route options.	0.808	0.610	0.886	0.839	Sweeney & Soutar 2001 from Chang <i>et al.</i> 2019
PV4	4. The OTA that I usually use offers various insurance (i.e = accident, travel delays)	0.716				
PV5	5. The OTA that I usually use gives me many bus or travel operator options	0.84				
SATOTA1	1. The OTA I usually use is reliable.	0.807	-	-	-	
SATOTA2	2. It is more economical if I buy buses or travel through the OTA I usually use.	0.801				
SATOTA6	6. When I purchase the OTA I usually use, I save time.	0.8				
SATOTA11	11. I am satisfied with the service of the OTA application that I usually use.	0.853	0.610	0.886	0.839	Sweeney & Soutar 2001 from Chang <i>et al.</i> 2019
SATOTA12	12. I am satisfied with the data security of the OTA that I usually use.	0.819				
SATBUS1	1. I am satisfied with the bus or travel service that I ordered on the OTA application that I usually use.	0.9				
SATBUS2	2. I am satisfied with the bus or travel facilities that I ordered on the OTA application that I usually use.	0.895				
SATBUS3	3. The driver who rides the bus or travel that I ordered on the OTA controls safely and comfortably.	0.823	0.747	0.922	0.887	Sweeney & Soutar 2001 from Chang <i>et al.</i> 2019
SATBUS4	4. My choice to travel by bus or travel that I ordered on the OTA that I usually use is the right choice.	0.836				
CONF1	1. My experience travelling by bus or shuttle is better than expected on the OTA I usually use.	0.799				
CONF2	2. The service provided by the bus or shuttle is better than I expected from the OTA I'm used to.	0.857				
CONF3	3. Overall, the bus or shuttle confirmed most of my expectations of the OTAs I'm used to.	0.901	0.736	0.943	0.928	Bhattacharjee 2001 from Chang <i>et al.</i> 2019
CONF4	4. My experience with bus or shuttle tickets via OTA that I usually use is better than I expected.	0.873				
CONF5	5. Most of my expectations about booking a bus or shuttle ticket through the OTA are confirmed.	0.87				
REBOOK1	1. I intend to book another bus or shuttle ticket through the OTA application that I usually use.	0.911				
REBOOK2	2. I intend to rebook the bus or shuttle ticket through the OTA application I usually use.	0.855	0.787	0.917	0.865	Bhattacharje 2001 from Chang <i>et al.</i> 2019
REBOOK3	3. I want to rebook a bus or shuttle ticket through the OTA, which I usually use as much as possible.	0.894				
EWOM1	1. I recommend the products and services for booking a bus or shuttle ticket via OTA that I usually use.	0.903	-	-	-	
EWOM2	2. I recommend booking a bus or shuttle ticket via OTA, which I usually use for friends or family.	0.897	0.801	0.924	0.876	Dolen <i>et al.</i> 2007 and Maxham 2001 from Li & Liu 2014
EWOM3	3. I recommend booking a bus or shuttle ticket via OTA to others on purpose.	0.885	-	-	-	

TABLE IV: ADJUSTED R SQUARED, Q SQUARED

Variables	R-Square Adjusted	Q-Square
Satisfaction of OTA	0.834	0.51
Satisfaction of Bus	0.589	0.517
Rebooking using OTA	0.581	0.589
EWOM	0.524	.377

Furthermore, measurements of the effect size (F-Square) were carried out to assess the relative impact of a predictor construct on an endogenous construct. Hair *et al.* (2019)

defined F-Square values of 0.02, 0.15, and 0.35 as indicating modest, medium, and significant effects.

Table V shows the value of F-Square for each hypothetical relationship made. In addition, the results of the path coefficient consisting of t statistic and p-value are also shown to measure the significance of the relationship and standardized  $\beta$  to measure the significance values of the relationship between independent variables in the dependent variable.

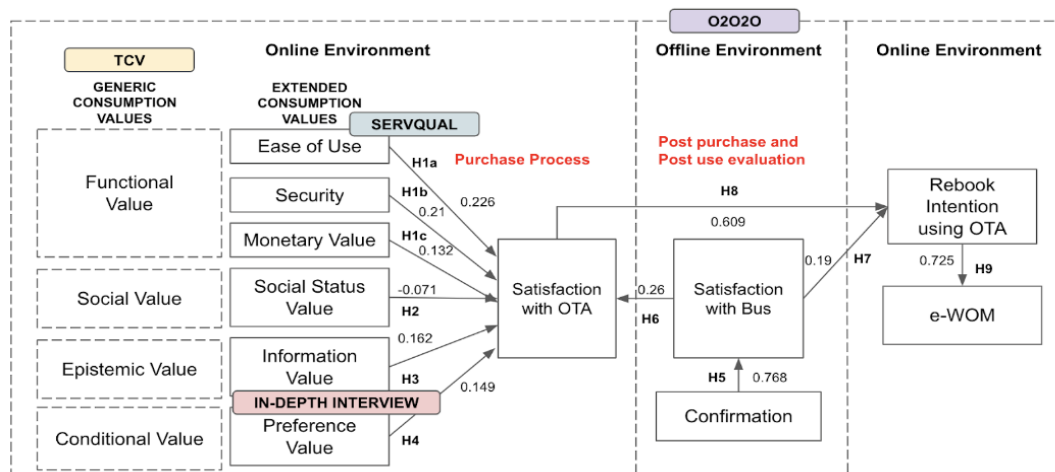


Fig. 1. PLS-SEM model results.

TABLE V: PATH COEFFICIENT

Relationship	$\beta$	t	p	f <sup>2</sup>
H1a	0.226	5.561	0	0.125
H1b	0.206	3.523	0	0.088
H1c	0.132	2.674	0.008	0.036
H2	-0.071	1.66	0.097	0.012
H3	0.162	3.672	0	0.061
H4	0.149	2.92	0.04	0.063
H5	0.768	22.19	0	1.439
H6	0.26	4.842	0	0.184
H7	0.19	2.776	0.006	0.036
H8	0.609	9.196	0	0.366
H9	0.725	11.42	0	1.109

This study examines the structural equation model by testing the hypothesized relationships among all constructs. As shown in Fig. 1, according to the findings, most of the variables were confirmed to affect perceived value toward OTAs positively and significantly.

The results show that the most influential variable is the functional value which is extended by some values including e-service quality in OTA which comprises ease of use (H1a:  $\beta = 0.226$ ,  $t = 5.561$ ,  $f$  square = 0.125,  $p$ -value = 0), and security value (H1b:  $\beta = 0.206$ ,  $t = 3.523$ ,  $f$  square = 0.088,  $p$ -value = 0). Those variables are positively significant to the satisfaction with OTA. This makes sense since when all transactions are completed online, consumers need all personal data provided to OTA to be secure. Data breaches have been reported several times to digital consumers, particularly in Indonesia. A data breach is an incident where information is stolen or taken from a system without the knowledge or authorization of the system's owner.

Monetary value has also proven to play an important role as an extension of functional value (H1c:  $\beta = 0.132$ ,  $t = 2.674$ ,  $f$  square = 0.036,  $p$ -value = 0.008). Descriptively, it has been explained that people with middle-low socioeconomic classes dominate the bus and shuttle market in Indonesia, so it is only natural that they are price sensitive and driven by products with the lowest prices.

Next, the information value is a crucial variable to the satisfaction of OTA (H3:  $\beta = 0.162$ ,  $t = 3.672$ ,  $f$  square = 0.061,  $p$ -value = 0). The OTA players need to make sure the information about buses and travel presented to customers is up-to-date, complete, comprehensive, and in-depth. This information guides consumers to imagine the bus and shuttle they will ride. Some reference information that must be

presented based on studies conducted qualitatively is the following:

- Closest station/pickup point from their original place.
- Trip duration from pickup to the departure location
- Bus classes and type (i.e., = economy, VIP, executive, double-decker).
- Bus Facilities.
- Bus Images.
- Journey Route.
- PO credibility (i.e., = rating and review from the other customers).
- Terms and conditions for each bus operator.
- How to onboard when the customer arrives at the boarding point.

And then, the preference value is also positively significant to the satisfaction of OTA (H4:  $\beta = 0.149$ ,  $t = 2.92$ ,  $f$  square = 0.063,  $p$ -value = 0.04). The completeness of bus and shuttle routes and inventories is essential for the consumer. Also, the consumer prefers to have flexibility to choose the seat. Lastly, options for safety insurance also affect the consumer to feel safe during the trip.

However, the social value is an insignificant variable related to the satisfaction of OTA which is the interactive quality (H2:  $\beta = -0.071$ ,  $t = 1.66$ ,  $f$  square = 0.012,  $p$ -value = 0.097).

Furthermore, it has been discovered that confirmation influences the satisfaction of Bus or Shuttle (H5:  $\beta = 0.768$ ,  $t = 22.19$ ,  $f$  square = 1.439,  $p$ -value = 0) and interestingly even affects the intention of rebooking using OTA in the future (H7:  $\beta = 0.19$ ,  $t = 2.776$ ,  $f$  square = 0.036,  $p$ -value = 0.006). It also turns positively affects the satisfaction of OTA. (H6:  $\beta = 0.26$ ,  $t = 4.842$ ,  $f$  square = 0.184,  $p$ -value = 0). It is proven that by using O2O theory, the offline experience of using a bus or shuttle can confirm what they expect about the bus via OTA.

Finally, the satisfaction of OTA is proven positively significant to the consumer intention to rebook using OTA in the future (H8:  $\beta = 0.609$ ,  $t = 9.196$ ,  $f$  square = 0.366,  $p$ -value = 0). It is also can be the organic marketing for the company to have the new consumers, via EWOM (H9:  $\beta = 0.725$ ,  $t = 11.42$ ,  $f$  square = 1.109,  $p$ -value = 0).

### C. Theoretical Implications

The moderate TVC theory is applied to construct the consumer satisfaction of OTA. It proves that the functional,



epistemic and conditional, which have been adjusted to the context of using OTA, especially for service buses or shuttles, influence consumers for perceived value and feel satisfied with the OTA that they usually used, where perceived value is closely related to the satisfaction of using OTA itself. Ease of use and security represents the e-quality, meanwhile, the best price guarantee, promos, and free refunds policy construct monetary value is influenced by prices, promos, and free rescheduled refunds. These factors build functional value for consumers and have the most significant correlation to satisfaction with OTA. The quality of information value is also important to ensure that the information displayed is clear, detailed according to consumer needs, and up to date with the actual conditions of each bus and shuttle to manage consumer expectations. For preference value, the completeness of routes and bus variety, insurance, and flexibility in choosing seats is important for the consumer to support their preference value. Detailed and actual information about buses and shuttles is also the main thing in epistemic value.

There are also found insignificant variables related to the satisfaction of OTA named social value, and emotional value that was irrelevant in pilot testing. The researchers then use the theory of the difference between Utilitarianism and Hedonism of consumer behavior. Scarpi (2020), investigates both theoretically and empirically the two facets of consumers' shopping orientation: hedonism and utilitarianism. Hedonism refers to the pleasure, fun, and fantasizing related to shopping. This research found that variables that trigger pleasure and happiness, such as emotional value. Social status also does not have a significant effect since most bus or shuttle passengers are prioritizing the functions and benefits of a service rather than social matters, according to the theory proven above.

On the other hand, Utilitarianism refers to rational, planned, and goal-oriented shopping behavior. Bus and shuttle consumers in Indonesia can be categorized as utilitarianism, where goal-oriented variables such as ease of use, security, completeness of information, and completeness of inventory in OTA applications are the main variables influencing consumer satisfaction.

Furthermore, by using the O2O theory, when consumers buy bus or shuttle tickets online, they build expectations from the information displayed on the OTA, such as travel time information, the price for the class obtained, interior and exterior photo descriptions, facilities, reviews and ratings from previous passengers. Confirmation theory defines these expectations must need the actual condition through offline experiences when using buses or shuttles in the field. If all expectations are confirmed, then there is a high probability for consumers to buy bus or shuttle tickets online via OTA. Otherwise, consumers may be churned and look for other OTAs that can give them appropriate expectations.

Eventually, satisfaction with the OTA, confirmed by the offline experience, is the two main factors at the second-level value that positively and significantly affect the consumer who ultimately rebooks bus and shuttle tickets via OTA, where the loyal consumer has the potential to provide recommendations to the surrounding environment through e-WOM.

#### D. Managerial Implications

The findings help OTA better understand what factors can make a business more sustainable by loyal consumers, especially for bus or shuttle services. The existing insights can be fundamental for further looking for business strategies to achieve influencing variables. In terms of brand positioning, since bus or shuttle consumers are utilitarian and mostly dominated by the middle-low consumer segments, prioritizing functional and preference values such as providing guaranteed lowest prices, free cancellation, and rescheduling, route choices, and complete bus operators can be the focus to provide a competitive advantage. To achieve this, OTA must have an excellent sourcing strategy to get high margins and provide good consumer prices compared to competitors. In addition, a good sourcing strategy also allows OTA to have a complete route and operator choice for the consumer. Then, since not many bus operators get consumers to make refunds and reschedules, OTA can provide insurance to make it easier for consumers to make refunds and reschedules easily and inexpensively.

On the other hand, reliable information and an easy-to-use experience in OTA are important in getting consumer satisfaction. The OTA players are expected to continue to study consumer needs which may continue to evolve. Maintaining the quality of information is vital so that the information consumers get in the OTA application remains the same as the offline experience.

#### V. CONCLUSION

This study proves the theory of the proposed model, which was deliberately designed to get factors that influence consumers who are loyal to purchase bus and shuttle tickets by using OTA so that they can spread positive feedback to people around them about OTA by EWOM. Moreover, this study can also prove purchases in the context of buses and shuttles that have never been in prior studies. This study is expected to be a reference for further analysis in determining the right target business strategy.

Functional, informational, preference values, and bus or shuttle usage satisfaction are essential factors in getting loyal consumers. These loyal consumers will be of high value because apart from having a good impact on the company's economy, they will also ultimately tend to invite the surrounding environment through e-WOM.

#### VI. RECOMMENDATION FOR FUTURE RESEARCH

This study has some limitations, and further research is needed to develop a theory and results. First, this study only describes the general value of consumption. Further research can assess from the point of view of brand positioning. Second, this study was using abstract variables as the model construction. Further studies can expand the topic of this study by analyzing the discrete variables. Finally, this study did not compare the OTA and bus operator websites. Further studies can expand the topic to observe the online booking between using OTA and bus operator websites.

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The author believes that nothing is perfect as well as this research and project. Therefore, any constructive critics or comments will be very welcomed.

## CONFLICT OF INTEREST

The authors declare no conflict of interest in studying the loyal purchasers of bus and shuttle tickets from online travel agencies (OTAs) in Indonesia.

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