Analysis of Public Trust Factors on Online Media of Travel Website

Putri Pradnyawidya Sari

Balai Pengembangan Sumber Daya Manusia dan Penelitian (BPSDMP) Surabaya

Badan Penelitian dan Pengembangan SDM Kementerian Kominfo

Sidoarjo, Indonesia

putripradnya@gmail.com

Abstract— **The high users of online media in Indonesia raises the optimism of industry players to start switching to online media business. Digital creators begin to converge all forms of people's lifestyle development with digital technology, including convergence to the travel sector. The number of travel websites that appear on the internet cause the community has many options to use it. Therefore, when the travel website becomes very productive on the internet it becomes interesting when doing an analysis of the parameters that affect online media on travel websites and the extent to which the level of public trust on travel website. By using descriptive analysis and multiple linear regression analysis it is expected to provide a compatible analysis of online media, especially travel websites. Based on the analysis of public trust factors on online media of travel website are age variable, educational variable, job variables, expenditure variable, access tool variable, respondent variable using the tool, online media access and variable length of access per day affect the level of trust in online media for travel websites.**

Keywords - multiple linier regression; media online; website travel.

I. INTRODUCTION

The development of internet technology convergence is very fast this is indicated from the increasing number of online media users in Indonesia. According to APJII survey 2016, internet users in Indonesia were 132.7 million people from the total population of Indonesia which was amounted to 256,2 millions people. It means that 51.8% of the population of Indonesia has been using internet facilities and utilize online media for their needs. The high utilization of online media invites digital creators to make convergence of various media required with communication technology, so nowadays there are various ecommerce on the internet.

The high user of online media in Indonesia raises the optimism of industry players to start switching to online media business. It also pops up start-start up that offers creative and innovative business. Digital creators begin to converge all forms of people's lifestyle development with digital technology, including convergence to the travel sector. The travel website emerged because of complaints by people who had difficulty in plane reservations. For example traveloka website, its owner named Ferry Unardi has an idea to make traveloka because of difficulty when ordering plane when wanting to return to Padang, Indonesia from United States. At the beginning of the concept traveloka serves as a search engine to compare the price of air tickets from various other

sites later in 2013 traveloka turned into a ticket reservation site where the user can place an official reservation site. In 2014, Traveloka added his services by entering into the hotel room reservation business. The success of traveloka website lures industry players in the field of traveling to create a similar website and then emerging competitors such as pegi-pegi, agoda, tripadvisor and others.

The number of travel websites that appear on the internet cause the community has many options to use it. Travel websites are competing on ticket prices and hotel booking rates. Price competition makes people confused choosing travel websites to make transactions. Therefore, when the travel website becomes very productive on the internet it becomes interesting when doing an analysis of the parameters that affect online media on travel websites and the extent to which the level of public trust on travel website. By using descriptive analysis and multiple linear regression analysis it is expected to provide a compatible analysis of online media, especially travel websites.

II. THEORETICAL FRAMEWORK

The definition of travel website is a website whose content contains about the sale of transportation tickets such as plane and train ticket and hotel booking facilities. These websites are usually equipped with a reservation system and receive bookings through a smart calendar in real time. The travel website also caters to a wide range of hotel, villa, motel, cottage and ticket reservations at various destinations and places. Some features of this travel website include real-time ticket booking, online ordering and allows for invoicing, searching engine features, front end and back end features, calendars to book space by date, unlimited lodging, unlimited tour package, photo room, reservation cancellation, visitor statistics and connect with payment gateway.

The travel website includes the type of electronic commerce because there is a process of purchasing, selling, transferring, or exchanging products, services and/or information through computer networks including the Internet. Electronic commerce can also be defined based on five perspectives according to phan, those are:

TABLE 1. PERSPECTIVE REGARDING E-COMMERCE

Perspective	e-Commerce definition	Fokus
Online	Systems that enable the purchase and	Online

Purchasing Perspective	sale of products and information through internet and other online services.	Transactions
Digital Communication Perspective	Systems that enable the delivery of digital information, products, services and online payments.	Electronic communication
Service Perspective	Systems that enable efforts to reduce costs; improve the quality of current products and instant information; and increase the speed of service delivery.	Efficiency and customer service
Business Process Perspective	Systems that enable automation of business transactions and workflows.	Business Process Automation
Market of one Perspective	Systems that enable the process of "customization" of products and services to adapt to the needs and desires of each customer efficiently.	Customization Process

Based on the perspective on table the types of travel website can be classified in ecommerce with market of one perspective. Website travel is a new type of ecommerce so that it is understandable if there is doubt from consumers to receive information and make transactions. Consumers often feel confused when visiting a new ecommerce site, where the information inside is new and unknown. Distrust convince them that online transactions will result in something that cannot be predicted, but it is a concern of consumers that the information they provide to the site will be disseminated to the public. Feelings of confusion and uncertainty drive the emergence of the need to control personal information [1]. But this personal information control requires the experience of using the ecommerce itself. They feel the distrust and insecurity caused by the ignorance of their counterparts. Distrust occurs where containers used transactions are considered unsafe or there are concerns about how secure personal information consumers do not spread it to others [1].

A trustworthy website is a website that has high credibility while credibility is related to the quality of reliable information. Because credibility is concerned with quality and discussing credibility is closely related to the perception of credibility. The key to credibility identified by many researchers as trustworthiness and expertise. Trustworthiness is described as well intentioned, truthful, impartial and so on. Expertise is a combination of experience, intelligence, skills and knowledge. Both trustworthiness and expertise factors result in website credibility. Losing one of these factors affects the lack of website credibility [2].

III. RESEARCH METHOD

Data collection method were conducted using an online questionnaire survey. Questionnaire is spread over the internet (web based survey) is a web-based survey using Google form facility that contains questions related to the credibility of online media on travel websites. The purpose of using online surveys as it can effectively capture the right target respondents, online media of travel website users. The assumption was that the respondents who fill out the online survey are people who already have experience using online

media. Sampling method in this research was slovin formula that is:

$$n = \frac{N}{1 + N.e^2} \qquad (1)$$

Number of internet users in Indonesia in 2016 according to APJII survey that amounted to 132.700.000 million then this figure is used as population in this research, using margin error 5% so got the number of sample as follows:

$$n = \frac{132.700.000}{1 + (132.700.000 \times (0,05)^2)} \qquad (2)$$
$$n = 399,998 \rightarrow 400$$

So the number of samples required to fill in an online questionnaire was 400 users of online media.

This research used descriptive method with quantitative methodology approach. The purpose of the use of descriptive analysis method is to make description, picture or painting systematically, factually, and accurately about facts, properties, and relationship between phenomena investigated in certain cases, in this research it was about the level of trust toward online media. This research uses 3 factors, namely trust factor, satisfaction factor and accuracy factor.

In this study, respondents' responses were measured using a linkert scale to measure public attitudes toward online media. The analysis used a seven-point linkert scale of 1, 2, 3, 4, 5, 6 and 7. On the trust factor of number 1 for the statement with 'don not trust at all', number 2 for the statement with 'don not trust' answer, 3 for the statement 'Somewhat don not trust', number 4 for statement 'Neutral' answers, number 5 for statement 'Somewhat Trust', number 6 for statement with 'Trust' answer 7 for statement with 'strongly do not trust' answer. On the factor of satisfaction and accuracy of number 1 for statements with 'Strongly disagree' answers, number 2 for statements with 'Disagree' answers, 3 for 'Somewhat Disagree', number 4 for statements with 'Neutral' answers, number 5 for the 'Somewhat agree' statement, number 6 for the statement with 'Agree' and 7 for a statement with 'Strongly Disagree' answer. The data obtained is denoted and then processed using SPSS. After through the reliability and validity test the data was then tested by using statistical test of multiple linear regression and crosstab method to determine the effect and correlation of some variables.

Hypotesis

There are two forms of hypothesis testing for multiple regression coefficients testing the hypothesis simultaneously and testing individual hypotheses. Hypothesis in this research is simultaneous hypothesis with variable as follows:

X1	: (Age)
X2	: (Education)
X3	: (work)
X4	: (Expense)

X5 : (Access Tool)
X6 : (Long response)
X7 : (frequently access)
X8 : (average access)
Y   : The level of trust in online
     travel media (travel website)

The hypothesis formula as follows :
H0: B1 = B2 = 0 (X1 to X8 does not affect Y)
H1: B1 ≠ B2 ≠ 0 (X1 to X8 affect Y or at least
  X affect Y)

IV. DATA ANALYSIS

The survey was participated by 414 respondents through web based survey, from February to March 2017. The highest education profile of respondents was the level of education as diploma/bachelor, types of age were 18 years to 32 years, as 349 people or equal to 84.3% of the total number of respondents online media users. The second largest group of respondents was respondents with age equal to 33 years old up to 48 years old with level of education as diploma / bachelor degree, 57 people or 13.8% of all online media users and 1.9% of all respondents more than 48 years with the majority education level of master degree. There were no respondents with the same level of primary and junior high school education.

From the total 414 respondents admitted accessing online media every day as many as 365 respondents or 91.25% while those who access 2-3 days only amounted to 7.73% or as many as 32 respondents. The remaining respondent was 13 respondents or 3.14%. Respondents with long access of more than 4 hours per day were 137 respondents or 34.25%. Respondents with the access of 2-3 hours per day were 89 respondents or 21.5%. The most visited and chosen travel website by respondent was traveloka.com website as 246 respondents or 59.42%, many number of respondents who choose travel websites can be seen in the diagram below.
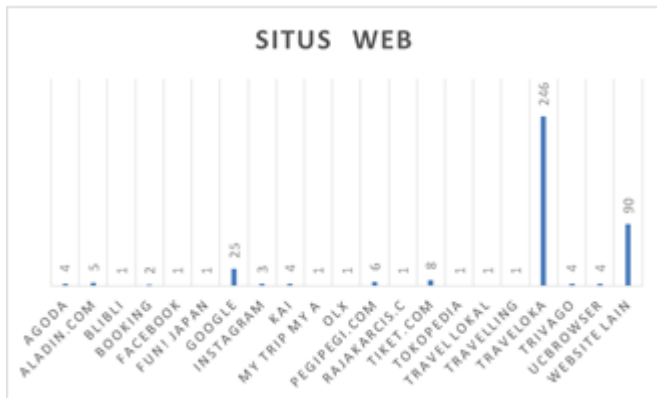

Fig. 1. Number of users of travel websites

A questionnaire is considered to be reliable if one's response to a statement is consistent or stable over time [3]. Cronbach Alpha test results on the indicator or question posed are presented in Table 2.

TABLE 2. RELIABILITY STATISTICS

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
.925	.925

According to [4], the use of cronbanch alpha technique will show that an instrument can be considered to be reliable if it has a reliability coefficient or alpha of 0.60 or more. The value of cronbanch alpha was obtained by using SPSS. From the table above is known that the value of alpha is 0.925, thus it can be determined that the research instrument for questionnaire question is very reliable.

Validation is assessed by comparing the correlation of total correlation with criterion r_{hitung} > dari r_{tabel}. The value was obtained by the way, N = number of respondents data used for analysis amounted to 390 and a significance level of 5%, so that r_{tabel} obtained was 0.113. We look at the output of Total Correlation on each question compared with the value then if the value is positive and greater than r_{tabel} the indicator or question is declared valid [3].

TABLE 3. CORRELATION

Total Correlation	Keterangan
.588(**)	Valid
.622(**)	Valid
.570(**)	Valid
.646(**)	Valid
.652(**)	Valid
.622(**)	Valid
.657(**)	Valid
.631(**)	Valid
.699(**)	Valid
.749(**)	Valid
.744(**)	Valid
.740(**)	Valid
.724(**)	Valid
.643(**)	Valid
.715(**)	Valid
.754(**)	Valid
.714(**)	Valid

In the table of validity test results conducted on the respondents online media users it is seen that the questionnaire consisting of questions with the type of numerical scores of each question item is valid, each point of the question has positive correlation or more than 0.113 it can be concluded that this questionnaire has a valid instrument. Data from the questionnaire were analyzed using multiple linear regression statistics. Multiple linear statistics regression aim to test the linear relationship between 1 dependent variable (y) and 2 or more independent variables (xn).

The dependent variable in this study was the variable level of trust in the medium of online travel (travel website) while the independent variables such as age, education,

occupation, expenses, tools to access, how long to use the tool, how long access, day. These variables can be denoted as follows:

X1: (Age); X2: (Education); X3: (Job); X4: (Expenses); X5: (Access Tool); X6: (Time of response); X7: (often access); X8: (average access); Y: The level of trust in online travel media.

Classic assumption test

Normality test

The normality test aims to test whether in the regression model, the intruder or residual variable has a normal distribution. The way to find out the normality is to look at the normal probability plot that compares the cumulative distribution of the normal distribution. In this normality test using a normal probability plot where the residual data is normal, then the line representing the real data will follow its diagonal line. Based on the results of tests conducted by using SPSS 16.0, it yield curve pattern Normal Probability Plot as follows:
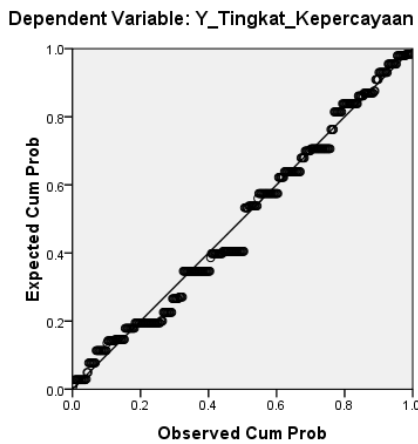

Fig. 2. Normal Probability Plot

Based on Fig. 2 it can be concluded that the Normal Probability Plot curve shows that the spots spread between the diagonal lines and their distribution following the diagonal line, it can be concluded that the data is normally distributed, hence it is feasible to test the regression.

Multicollinearity Test

Multi-co-linearity test aims to test whether in the regression model found a high or perfect correlation between independent variables. In the regression analysis do not want to occur multicollinearity phenomenon. The tolerance value or variance inflation factor (VIF) value is 0.1 and the VIF limit is 10 by the measurement if tolerance value <0.1 or VIF> 10 = multicollinearity occurs and if tolerance value> 0.1 or VIF <10 = not multicolinearity occurs. Multicollinearity test results as follows:

TABLE 4. MULTICOLINEARITY TEST

variabel	Tolerance	VIF
Umur_X1	0.153	6.557
Pendidikan_X2	0.892	1.216
Pekerjaan_X3	0.558	7.924
Pengeluaran_X4	0.562	7.785
alat_akses_X5	0.365	2.384
Lama_respon_X6	0.535	8.676
sering_akses_X7	0.572	1.749
rata_rata_X8	0.433	3.107

From Table 4 it can be explained about the independent variables is that all the above variables concluded that there is no correlation between variables and no phenomenon of multicollinearity.

Heterocedasticity Test

It is stated that hetero-cedasticity test aims to test whether in a regression model there is a variance inequality of one observation residual to another observation [5]. If the variance of the residual or from one observation to another observation remains, it is called homocedasticity and if different, it is called heteroscedasticity. A good regression model is that there is homocedasticity or not heteroscedasticity. Knowing heteroscedasticity can be done by looking at least a certain pattern on a Scatterplot chart. If there is no clear pattern, as well as dots that spread above and below the number 0 on the Y axis, there is no heteroscedasticity and if there is a particular pattern, -the existing point forms a certain pattern that is regular (wavy, widened then narrowed), then indicates there has been heteroscedasticity. The result of heteroscedasticity test as follows:
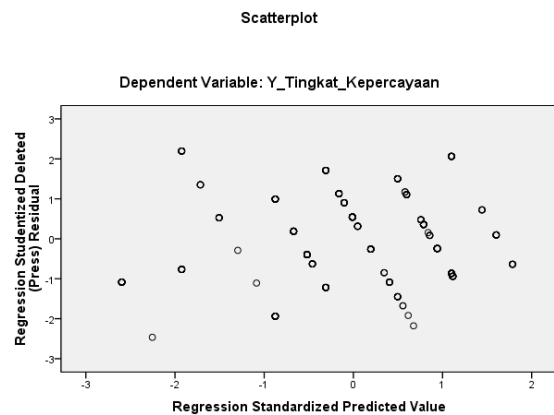

Fig. 3. scatter plot

Based on Fig. 3, the results of heteroscedasticity test using Scatterplot it was obtained that the points spread randomly and did not form a pattern and dots that spread above and below the number 0 on a certain Y axis so it can be concluded that there is no heteroscedasticity in the regression model.

Multiple Linear Regression Analysis

The significance of the effect of independent variables on the dependent variable Y is calculated using multiple linear regression analysis method using SPSS 16.0 and regression results can be seen in the table below:

TABLE 5. MULTIPLE LINEAR REGRESSION RESULTS

Model		Unstandardized Coefficients
		B
1	(Constant)	0.3
	Umur_X1	-0.243
	Pendidikan_X2	-0.345
	Pekerjaan_X3	0.457
	Pengeluaran_X4	0.28
	alat_akses_X5	-0.079
	Lama_respon_X6	0.439
	sering_akses_X7	0.28
	rata_rata_X8	0.275

Based on Table 5 the regression equation is as follow :

$$Y = 0{,}3 - 0{,}243X1 - 0{,}345X2 + 0{,}457X3 + 0{,}28X4 - 0{,}079X5 + 0{,}439X6 + 0{,}28X7 + 0{,}275X8$$

Determination Coefficient Analysis (R2)

It is stated that calculating the coefficient of multiple determination for the ability of the regression model in explaining the change of the dependent variable due to the variance of the independent variable [6]. The result of measurement coefficient of determination doubled this research can be seen in following table:

TABLE 6. MULTIPLE DETERMINATION COEFFICIENT RESULTS

Model	R Square
1	0.939

Based on Table 6 it can be seen that the value of R Square (R2) is 0.939 or percentage is 93,9%, it means independent variable that explain dependent variable counted 93,9%, while the rest 6,1% explained by other variable not included in research.

Hypothesis testing

Hypothesis testing is done to prove the truth of the previous hypothesis by looking at the effect of the independent variable to the dependent variable performed simultaneously (F test) and partially (T test).

Simultaneous Test (F Test)

F test is used to test the effect of independent variables on dependent variables together. This test compares f count with f Table and sig value with significant level α = 0,05. If f of calculation > f Table or sig value ≤ 0.05 then there is a significant effect of the independent variables on the dependent variables simultaneously. And vice versa if f calculation <f table or sig value > 0.05, there is no significant effect from free variables to dependent variable together. The value of f The table is obtained with a significant level of α = 0.05 and df1 = k = 8, and df2 = N-k-1 = 410-4-1 = 41, then it

was obtained f table was 1.96. Taking the simultaneous test results (F test) of the software SPSS 16.0 as follows:

TABEL 7. SIMULTANEOUS TEST RESULT (UJI F)

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	728.416	8	91.052	766.534	.000[a]
	Residual	47.632	401	.119		
	Total	776.049	409			

a. Predictors: (Constant), rata_rata_X8, Umur_X1, sering_akses_X7, Pendidikan_X2, Lama_respon_X6, Pengeluaran_X4, Pekerjaan_X3, alat_akses_X5

b. Dependent Variable: Y_Tingkat_Kepercayaan

Based on Table 7 above, it can be seen that $F_{calculation}$ is equal to 766,534> F_{Table} was 1.96 as well as the value of sig is 0.0 <0.05 which means there was a significant effect of the independent variables namely Age_X1, education_X2, Job_X3, expences_X4, tools_ofacses_X5, Length_ofrespon_X6, oftent_acces_X7, average_acces_X8 to dependent variable (Y) which was Y_level_trust altogether.

Partial Test (T Test)

T test is used to determine the effect of partially significant independent variables to the dependent variable. Testing was done by comparing between t of calculation each independent variables with t Table on the research significance level used is 5%. If t calculation > t table or - t calculation <- t table and if the sig value ≤ 0.05, then each independent variable gives a significant effect on the dependent variable. t table with the significance level used was 5% and df = N-k = 410-2 = 408, so the value of t Table is 1.96 or -1.96. The test results partial test (t test) is as follows:

TABLE 8. TEST RESULTS T

variabel	t	Sig.
Umur_X1	-2.546	0.011
Pendidikan_X2	-7.72	0
Pekerjaan_X3	8.729	0
Pengeluaran_X4	6.517	0
alat_akses_X5	-2.712	0.007
Lama_respon_X6	5.54	0
sering_akses_X7	17.743	0
rata_rata_X8	5.22	0

Based on Table 8 above, it can be explained that each independent variable that is product quality and brand image as follows:

a. X1 (Age)

In the variable X1 (Age) has value-t calculation = -2.546 < value -t Table is -1.96 and sig value = 0.011 <0.05 then there is significant effect of variable X1 (Age)) to the dependent variable Y (level of trust for media traveling).

b. X2 (Education)

In the variable X2 (Education) has a value of t calculation -7.72 < t value Table -1.96 and sig value = 0.0 0.05, hence

there is effect significantly variable X2 (Education) to the dependent variable Y (level of trust for media traveling).

c. X3 (Job)

In the variable X3 (Education) has a value of t count 8.729> T table value is 1.96 and sig value = 0,0 <0.05 hence there is a significant effect of variable X3 (work) to the dependent variable Y (level of trust for media traveling).

d. X4 (expenses)

In the variable X4 (Education) has a value of t calculation 6.517> T table value is 1.96 and sig value = 0.0,0 0.05, hence there is a significant effect X4 variable (Expenditure) on the dependent variable Y (level of trust for media traveling).

e. X5 (Access Tool)

In the variable X5 (Access Tool) has a value of t calculation -2.712 <t value of the table is -1.96 and the value of sig = 0.007 <0.05, hence there is a significant effect variable X5 (Access Tool) to the dependent variable Y (level of trust for media traveling).

f. X6 (duration of response)

In variable X6 (Length of response) has value of t count 5,54> value of T table is 1,96 and value sig = 0,025 <0,05, hence there is effect significantly variable X6 (duration of response) to dependent variable Y trust for media traveling).

g. X7 (frequently access)

In variable X7 (frequently access) has t value 17,743 > value of T table is 1,96 and value sig = 0,0 <0,05, hence there is effect significantly variable X7 (frequent) to dependent variable that is Y (level of trust for media traveling).

h. X8 (average access)

In the variable X8 (average access) has a value of t calculation 5.22> t table value is 1.96 and sig = 0.005 <0.05, hence there is a significant effect variable X8 (average access) to the dependent variable namely Y (the level of trust for the media traveling)

V. CONCLUSION

Based on the analysis that has been done to the data obtained from the online survey for research analysis of public trust factors on online media on the travel website are age variables, educational variables, job variables, expenses variables, access tool variables, respondents' duration variables using the tool, online media access and variable length of access per day affect the level of confidence in online media for travel websites. It can be seen from each of the variables (X1, X2, X3, X4, X5, X6, X7 and X8) have t count value more than t table that is 1,96 and sig value less than 0,05 so all variable affect significantly to the dependent variable Y (trust rate for online travel media).

The analysis reinforces that the experience factor using online media and online media usage pattern factors depicted in the variables X6, X7 and X8 affect the level of trust in online media, especially travel websites. This reinforces the theory that experienced users trust the online media [7] [8]. In descriptive analysis picture 1 explains that most online media users use travel website with name of traveloka website. Selection of the site is effect d by age factor, education and work represented on variable X1, X2 and X3 which significantly effect on variable Y that is level of trust to online media travel website.

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