

EFFECT OF APPLICATION OF RICH MEDIA ADVERTISING ON PURCHASE DECISIONS (STUDY OF TRAVEL TRAVEL COMPANIES)

M. Liga Suryadana¹, Rizki Nurul Nugraha²
Sekolah Tinggi Pariwisata Bandung, Indonesia^{1,2}
Email: mligasuryadana@gmail.com¹, miawkie@yahoo.com²

Abstract

This study aims to determine the effect of the application of the Rich Media Advertising dimension to purchasing decisions. The population in this study were service users who had purchased packages in the past three years. This study involved 100 service users as research subjects taken randomly. This study uses research instruments in the form of questionnaires and interview guidelines. Both instruments validated before being applied to the study sample. Furthermore, the data obtained were analyzed using Path analysis. The results of the study indicate that: (1) There is a Significant Effect of Streaming Audio on purchasing decisions. (2) There is a Significant Effect of Streaming Video on purchasing decisions. (3) There is a Significant Effect of the Applets That Allow User Interaction on purchasing decisions. (4) There is a Significant Effect of Special Effect that has a significant effect on purchasing decisions. Based on these findings it can be concluded that Rich Media Advertising has a significant influence on purchasing decisions with a percentage of influence of 51.4%.

Keywords: *audio streaming, streaming video, applets that allow user interaction, special effect, rich media advertising, purchasing decisions.*

INTRODUCTION

Seeing the potential of the online market in Indonesia with the development of the Internet that has business growth in Indonesia, especially Indonesian online businesses that are increasingly down to earth. This rapid development is due to the more natural way to access the internet for the public lately. The increase in the number of users began in 2012, and this is one of the forerunners of the proliferation of online businesses.

By looking at these developments, many see opportunities for the growth of the internet to do business. From the BPS data, there are 77.81% of internet use done to find information on goods that they need or want. The higher than to access the internet as a whole, which is only about 61.23%. Seeing these developments, Indonesia is the target of the world's online business developers. That happens because Indonesia is a country where the intensity of buying and selling online is considerable, with a very high population. The condition evidenced by the most significant growth of online sites in the world with an average increase of 17%. Seeing that the potential for online business will be even higher because more and more people don't want to bother to get their needs.

So rather than this, to meet the needs of travel for the Indonesian market, online sites that offer travel packages need to be made that can make it easier for service users to get the package they want, without having to spend much time queuing at travel agents. To capture this market opportunity, bulanmadu.com makes an online site with all the convenience and diversity of offers.

One of the travel services companies in Indonesia specifically designed for honeymoon trips and enjoying other romantic tourist locations in Indonesia established in February 2003 in the development of travel, which is a platform provider of technological solutions primarily for the world of tourism such as event organizers. Who have organized famous national and international tourism events such as Garuda Indonesia Travel Fair, Indonesia Travel Holiday Travel Fair, etc. While other online travel sites, each of which has a different concept, namely as a website that provides hotel accommodation services and airline tickets for last minute with early bird prices, there is also a deal site that sells tour packages with campaign strategies and discount prices.

Data from the Central Statistics Agency (BPS), at the end of 2013 the number of internet users reached 71.9 million in Indonesia. That number rose around 13% compared to 2012, which in that year internet users were only about 63 million users. If you look at the growth of the number of internet users, it can predict that internet users in Indonesia would continue to grow to reach around 30% of the total population of Indonesia, or it can say that there will be 82 million Indonesians who become internet users (Source: BPS).

Based on this phenomenon, the strategy carried out by the manager is through internet marketing, while the internet marketing strategy that is carried out by the manager is by using Rich Media Advertising. According to Sweeney, MacLellan, & Dorey (2006) revealed that "Rich media advertising includes things like streaming audio, streaming video, applets that allow user interaction, and special effects." Based on the strategies and programs carried out by honeymoon.com, it is through a rich media advertising strategy consisting of streaming

audio, streaming video, allow user interaction and special effects applets that are expected to influence guests' decision to use honeymoon packages.

Attractive website in building an excellent online marketing and sales system for a tourist business that follows the latest market trends. With internet media having a differentiation, where service users give the freedom to make tailor-made packages. The support of sister companies with events organizer and media extends itself to the offline marketing side to continue to add new service users to loyal service users, where there are no complaints of service users' dissatisfaction with promotional techniques through internet marketing, as well as prices and services provided through the media online. While there are indications of inconsistency on the part of service users, where there is content that allows service users to interact directly, but this content is often offline, making it difficult for service users who visit the website to obtain information directly through online media.

Based on the above background, the problem formulated in this study is how the influence of the use of rich media advertising on the decisions of service users. Based on the formulation of the research problem, the purpose of the research is to obtain findings of the effect of the use of rich media advertising on the decisions of service users.

LITERATURE REVIEW

The marketing mix is a set of marketing tools used by companies to continually achieve their marketing goals in the target market (Kotler. & Keller, 2014). McCharty classifies these tools into four broad groups called 4P (Kotler. & Keller, 2014). Kotler, P, & Keller, K. L. (2016) reveal that promotional tools include: 1) Advertising activities, 2) Individual sales, 3) Sales promotion, 4) Public relations, 5) Word of mouth, 6) Direct marketing and publications.

According to Kotle & Keller (2014), direct marketing is marketing communication that allows companies to make direct contact with individual buyers and interactive marketing is an online activity and a program to influence consumers directly or indirectly build an image or sell a product or service. According to Sweeney, MacLellan, & Dorey (2006) "Rich media advertising is a term used to describe a wide variety of media experiences that offer enhanced interactive experience."

Sweeney, MacLellan, & Dorey (2006) reveal that Rich media advertising includes things like: 1) streaming audio is always provided by users, 2) streaming video is a stream of data from a server. The decoder is a stand-alone player or a plugin that works as part of a Web browser the server, information streams, and decoders work together to let people watch live or prerecorded broadcasts, 3) Applets that allow interaction between humans and machines to occur. The goal of this interaction is effective operation and control of the user's end, and feedback from the device, which aids the operators in making operational decisions. Examples of this broad concept of user interfaces include the aspects of computer operating systems, hand tools, heavy machinery operators controls, and process controls. 4) Special effects created or manipulated outside the context of a live action shot. Visual effects involve the integration of live-action footage and generated imagery for environments that look

realistic but would be dangerous, expensive, impractical, or just impossible to capture on film.

While According to Kotler & Keller (2016), in carrying out purchase intentions, consumers have six dimensions in purchasing decisions, namely: 1) Selection of Products / Services, In deciding to buy a product or use the money for another purpose that is done by a prospective customer, the company must focus its attention on people who intend to buy a product and the alternatives they consider. 2) Supplier Selection, During supplier selection, purchasing centers often list desired supplier attributes based on their interests, needs, and desires. 3) Order Amount. Consumers can make decisions on how many products to buy at one time. Purchases made may be more than one. In this case, the company must prepare many products following the wishes of different buyers. 4) Requirements and Time of Purchase, Consumer decisions in the time of purchase can vary according to the needs and desires of consumers, for example, every day, once a week, or once a month. 5) Service Requirements, In making a purchase, the company provides several requirements for service. These requirements are then studied by consumers, whether they are following the limits of the consumer. 6) Payment, In making a purchase, the company should provide several types of payment methods. Consumers can choose whether to pay in cash, use a credit card, installments, or other payment methods

Sweeney, MacLellan, & Dorey (2006) states that: "Rich media is appealing to advertisers for some reasons. Brand recognition and message association can be achieved very effectively by using audio, video, and animation. Embedded content marketing in entertaining content and educational content for those consumers who don't want advertising; hence, the significant growth in "advertainment" and "edutainment." Marketers understand that consumers want to be in control and they don't want to market. Marketers understand that consumers want it and invite it into their lives and devices. Nielsen / NetRatings Adrelevance reports that rich media has risen steadily and is significantly over the last five years. The rich media advertising is indeed more appealing to the consumer — more entertaining, more informative, more relevant, and more timely.

The Consumer Decision Model (CDM) is one model that can analyze the effectiveness of advertising on purchases. According to Sheth (2011) the Consumer Decision Model (CDM) is a model with six interconnected variables, namely: Advertising (F, finding information), B brand recognition, Trust messages Consumer (C, confidence), Consumer Attitude (A, attitude), Purchase Intention (I, intention) and Real Purchase (P, purchase). CDM is a process of differentiation and grouping the forms of consumer mind, the flow of the model starts from the receipt of information or the message of advertising (F) by consumers. The information received can cause three possible influences starting from the brand recognition by the consumer (B), the level of trust (C), or from the information that is following the wishes and needs of the consumer showing conformity that will shape the attitude (A). Then from brand recognition (B) then evaluated whether the introduction is following the wishes and needs of consumers where the suitability will form attitudes (A), and increase the level of confidence (C). Brand recognition has a contribution in the form of strengthening the consumer attitudes and beliefs about the brands offered, which in the end

are all capable of causing purchase intention (I) from consumers. This, of course, will be able to influence consumers to make real purchases.

1. Order Advertising

The ideal message of advertising according to Kotler, P, & Keller, K. L. (2016), must be able to attract attention, maintain interest, generate desire, and act. Message in advertising should be able to declare something needed and essential in a product, informing something necessary and necessary in a product, informing something exclusive that does not exist in other products of a kind, trustworthy, and can be proven. According to Milner & Rosenstreich (2013), advertising messages in the Consumer Decision Model (CDM) are the determinant variables of the six P I C C F F variables. The Consumer Decision Model (CDM) shows that advertising messages can cause prospective buyers to recognize a brand, evaluate brands that are needed by potential buyers, determine attitudes and measure how much customer satisfaction a brand has and other attributes of a product.

2. Brand Recognition

Brand recognition is critical to know the extent to which buyers know the characteristics of a brand. This introduction allows the formation of attitudes towards the brand or increasing consumer confidence in a brand. In this case, brand recognition is a real recognition of brand attributes, such as color, size, and shape, so that packaging and product design are fundamental.

3. Consumer Attitude

Consumer attitudes are important factors that influence consumer decisions. Attitude shows what consumers like and don't want. It can say that attitude is an evaluative response. The response will only arise if the individual faced with a stimulus that requires an individual reaction. The evaluative response is a form of reaction that expressed as an attitude that occurs based on an evaluation process in an individual who gives conclusions on stimuli in the way of good and bad values, pleasant and unpleasant, positive and negative, which then will become potential and reaction to an object. Attitudes can also be interpreted as evaluating existing stimuli. These stimuli can be in the form of advertising messages displayed through television advertising. Advertising ability to create a supportive attitude towards the product often depends on consumer attitudes. Favorably effective advertising can produce a more positive attitude towards the product. Advertising that is not patronized can reduce the interest in purchasing products.

4. Confidence

According to Kim, Ferrin & Rao (2008), consumer trust is how buyers can be sure of their decisions on a brand, whether the product can satisfy consumer needs or not. Consumer trust can increase if prospective buyers have obtained clear information obtained by consumers from the message of advertising (information) that aired television repeatedly, brochures, direct marketing, etc.

5. Intention to Buy

The intention to buy is something related to the customer's plan to buy a particular product, and how many units of product needed in a certain period. Buying intention is a mental statement of consumers that reflects the plan to purchase many products with a particular brand. Knowledge of purchase intentions is needed by marketers to find out consumer intentions towards a product and to predict consumer behavior in the future.

6. Real Purchases

Actual purchases are when consumers pay or make a certain amount of debt securities to buy a product at a particular time. Real purchases arise because consumers already have the intention to buy a product. Actual purchases are the ultimate goal of the Consumer Decision Model (CDM), both for consumers who are the first-time buyer or for consumers who make repeat purchases. Based on the CDM approach, the measurement of advertising effectiveness is used to determine the effect of variable F (advertising messages), B (brand recognition), C (consumer confidence), I (purchase intention) and A (consumer attitudes) on real purchases (P) of a brand or products and also to find information, whether there are intermediate variables and variables not between B (brand recognition), C (consumer confidence), I (purchase intention) and A (consumer attitude) that can affect F (advertising messages) against P (real purchase).

Based on a search of various prior research and scientific sources through literature, so far no research has been found with a scope that is identical to the analysis of the author, so this researcher is believed to have a reasonably high originality, while the equation in this study is variable X using rich media advertising and Y decisions. Whereas the differences include the use of theory previously using the approach of Kotler & Keller (2016) and Li & Meshkova (2013). The hypothesis used in this study is Rich Media Advertising has a significant effect on purchasing decisions.

RESEARCH METHODS

The approach used in this study is a quantitative approach. The quantitative approach used because researchers want to get accurate data based on empirical and measurable phenomena. Quantitative research uses data in the form of numbers and analysis using statistics. A quantitative approach is used to examine a population or a particular sample, data collection using research instruments, data analysis is quantitative/statistical, intending to test the hypothesis that has determined. Based on the background and formulation of the problem mentioned, this study uses a quantitative approach to measure the influence of Rich Media Advertising on the decision to purchase a honeymoon package at bulanmadu.com.

Based on the purpose of the study, this research is descriptive verification. As the name implies, the primary objective of descriptive research is to describe something, usually a market characteristic or function. Descriptive analysis has the purpose of knowing the overall picture of the rich media advertising strategy. Whereas for verification research intends to test the truth of a hypothesis carried out through data collection in the field. This

study examined the effect of rich media advertising on the decision to use the honeymoon package.

This study examines the influence of rich media advertising on the decision to use a package honeymoon at bulanmadu.com. Furthermore, this study will examine two variables, namely exogenous variables and endogenous variables. In this research, the research variable is Rich media advertising which consists of streaming audio, streaming video, user interaction, and special effects which become exogenous variables. The decision to use the honeymoon package is an endogenous variable consisting of product choices, selection of brand, dealer choice, time of visit, number of visits and payment methods.

The object of research used as a population in this study is the guest response regarding rich media advertising and the decision to use the honeymoon package. From the objective of the research, it will analyze the influence of rich media advertising on package purchase decisions. The respondents used were guests using the honeymoon package — this research conducted in less than one year. Therefore the method used is a Cross-Sectional Method. To measure the sample, the researcher used a random sampling technique. The sample size of a population can use various ways, one of which is the Slovin technique, obtained a sample of 100 people. To determine the sample to be used in the study, there are various sampling techniques used. Schematically the sampling technique is divided into two, namely Probability sampling and nonprobability sampling.

Variable operations include Rich media advertising and Package Purchase Decisions. Rich media advertising consists of dimensions of Audio Streaming, Streaming Video, Applets that allow user interaction and Special effects. Whereas Package Purchase Decisions include dimensions of Service Product Options, Purchase Frequency, Brand Selection, Distribution Options, time to use packages, and Payment Methods.

Path analysis is used to analyze the pattern of relationships between variables to know the direct or indirect relationship of a set of independent variables (exogenous) to the dependent variable (endogenous). Path analysis models can be used to explain the phenomenon under study, predict the value of the dependent variable (Y) based on the value of the independent variable (X). The determinant factor which determines which independent variable (X) has a dominant variable (Y), and can also be used to trace the mechanism (paths) of the influence of the independent variable (X) on the dependent variable (Y), as well as testing the model using the trimming method.

RESULT AND DISCUSSION

Service users who make purchases generally work as civil servants as much as 60%. This happens, because service users who make purchases with status as civil servants have permanent jobs, so they have a fixed income to be set aside to purchase travel packages, and as many as 50% of service users buy packages with the latest education, namely Bachelor.

The descriptive results show the responses and ratings of service users to audio streaming which is part of the Rich Media Advertising strategy. The highest score was on the

availability of honeymoon packages through audio streaming on a scale of 5 with a percentage of 23.4%.

Responses and evaluations of service users to video streaming which is part of the Rich Media Advertising strategy. The highest rating is on package information clarity through streaming video on a scale of 5 with a percentage of 24.2%. The smallest assessment occurred in the availability of honeymoon packages through streaming video on a range of 3 with a percentage of 4.2%. Service users' responses and ratings for "applets that allow user interaction" which is part of the Rich Media Advertising strategy. The highest score is on the completeness of the honeymoon package information on Applets That allows user interaction on a scale of 5 with a percentage of 27.4%. Special effects are the part that determines the choice and influences the purchase decision of the honeymoon package offered. A particular result is a content provided on the website in the form of testimonials that aim as information for service users who have already purchased a package. Every service user who will make a purchase can see testimonials from service users who have purchased so that it can use as a reference and consideration for service users who will make a purchase. Besides, the presence of such content can attract service users who first open the website of Bulanmadu.com, and become the trust of prospective service users. In providing information to service users, Bulanmadu.com includes Special effects in each package offered. The response and assessment of service users to the Special effects is the attractiveness of the honeymoon package of 23.2% and the smallest evaluation of the completeness of the information on the honeymoon package, which is 2.2%.

The response from service users who made the highest value purchase decision was the appeal of the honeymoon package on a scale of 5 with a percentage of 21.5%. The lowest rating is on the superiority of the honeymoon package at Bulanmadu.com on a scale of 3 with a percentage. 1.5%. The choice of brand is one that must be considered by service users, and the company is one of the service providers that provide high-quality moon packages, which is the first company in Indonesia to make the moon the main product of the company. Also, the information provided to service users is evident so that service users who will decide to make a purchase will consider the brand, this can be seen from the testimonial content, in which there are comments or information reports from service users who have decided to make a purchase. Brand recognition is essential to know the extent to which buyers know the characteristics of a brand. This introduction allows the formation of attitudes towards the brand or increasing consumer confidence in a brand. In this case, brand recognition is a real recognition of brand attributes, such as color, size, and shape, so that packaging and product design are essential.

The response from service users who decided to purchase a package with the highest rating based on the image on a scale of 5 with a percentage of 45.7% — feedback and assessment of service users who decide to make purchases based on the time of purchase. The highest rating is Time making a purchase at leisure on a scale of 5 with a percentage of 33.6%. The number of purchases can be seen from the number of orders already available in the website content. Response and evaluation of service users who make package purchase decisions based on the number of purchases Assessment of the frequency of purchasing

honeymoon packages in the highest one year at a frequency of 5 times with a percentage of 48%, then with a frequency of 4 times with a percentage of 42.2%, and subsequently the frequency of purchases 3 times as much as 9.8%. Selection of distribution based on desire or destination location desired by service users when going to make a purchase or how easy service users in ordering packages offered. In this case it is effortless for service users to place an order by opening a website then viewing the contact content that has provided on the website page — feedback and assessment of service users who make purchases based on distribution selection. The highest rating is the ease of purchasing a honeymoon package on a scale of 5 with a percentage of 44%.

Hypothesis testing is done to test the magnitude of the influence of rich media advertising on the process of purchasing decisions. Functional simultaneous tests to find out whether the independent variables can explain the dependent variable together or whether the independent variables together have a significant effect on the variables and the following F test results:

Table 1. Simultaneous Testing

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	910.395	1	910.395	34.152	.000 ^a
	Residual	746.405	28	26.657		
	Total	1656.800	29			

a. Predictors: (Constant), X

b. Dependent Variable: Y

The table above explains the results of simultaneous testing (F test) with the form of ANOVA test results that show results with a value of $F = 34.152$ with degrees of freedom $30 - 5 - 1 = 24$ and a level of error 5%, the price f.table 3.40. This means that f.count is greater than f.table, so the multiple coefficient values are significant and there is a positive relationship between tourism media-rich advertising and the Purchase Decision.

The overall test results give significant results, so to find out which independent variable partially has a substantial effect on Y can continue with partial testing. Path coefficient testing can see as follows:

Table 2. Path Coefficient

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	5.720	2.680		2.134	0.035
	X1	0.789	0.051	0.586	15.390	0.000
	X2	0.904	0.117	0.306	7.748	0.000
	X3	0.999	0.127	0.296	7.873	0.000
	X4	0.897	0.137	0.244	6.525	0.000

a. Dependent Variable: X

In the sig column, it appears that sig. for X1 of 0,000, shows that the sig value. It is smaller than the probability value of 0.05 or $0,000 < 0.05$; then the hypothesis is accepted, or the hypothesis rejected. The variable X1 has t.count 15.390 with t.table 0.195 so t.count $(15.390) > t.table (0.195)$. This value indicates that the variable X1 has a significant effect on variable Y. In the sig column, it appears that sig. for X2 of 0,000, shows that the sig value. It is smaller than the probability value of 0.05 or $0,000 < 0.05$; then the hypothesis is accepted, or the hypothesis rejected. The variable X2 has t. Calculated 7.748 with t.table 0.195, so t.count $(7.748) > t.table (0.195)$. This value indicates that the variable X2 has a significant effect on variable Y. In the sig. Column, it appears that sig. for X3 of 0,000, shows that the sig value. It is smaller than the probability value of 0.05 or $0,000 < 0.05$; then the hypothesis is accepted, or the hypothesis rejected. The X3 variable has t count 7.873 with t table 0.195, so t count $(7.873) > t table (0.195)$.

In the sig column, it appears that sig. for X4 of 0,000, shows that the sig value. It is smaller than the probability value of 0.05 or $0.001 < 0.05$; then the hypothesis is accepted, or the hypothesis rejected. X4 variable has t count 6.525 with t table 0.195, so t count $(6.525) > t table (0.195)$. This value indicates that the variable X4 has a significant effect on variable Y.

This study produced general findings from Susan, Andy and Dorey (2006: 42) regarding rich media advertising consisting of streaming audio, streaming video, applets that allow user interaction, Special effects. This study strengthens the theory of Sweeney, Macllan (2007: 324) revealing that Internet marketing is marketing through the internet. This online marketing not only sells products, but consists of various aspects in marketing a business, including promotion, branding, selling products or services, and others. The purpose of internet marketing is nothing but to increase brand awareness and profit. This study reinforces the theory of Kotler & Keller (2016), namely the decision to make a purchase can do through indicators of product selection, brand selection, distribution selection, time to make a purchase, and the number of making purchases.

This study strengthens the theory of Howard. & Lyman (1973); Sheth (2011); Sweeney, MacLellan & Dorey. (2006) revealing that the decision to travel is a "purchase" decision that is spending money to get satisfaction but purchasing in the context of tourism has some flexibility.

Rich media advertising can affect the intention of service users to purchase honeymoon packages and is expected to increase the number of service users who make purchases according to the specified target and outperform the average number of purchases. The rich media advertising dimension that is most influential on the decision to make a purchase is streaming audio.

Consumers determine the decision to make a purchase based on indicators of product selection, brand selection, distribution selection when making a purchase, the number of making purchases. The highest purchasing decision indicators are in product/service selection and brand selection.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research that has done, it can conclude that Rich media advertising can determine package purchase decisions with a percentage effect of 51.4%. The process of selecting a honeymoon package through Rich media advertising is beneficial for service users and makes it easier for service users to determine their decision to purchase a honeymoon package. The whole process of introducing honeymoon packages through Rich media advertising is considered very good by service users. Based on the results of the study, the process of purchasing a honeymoon package in Bulanmadu.com by presenting rich media advertising, perceived service users greatly influenced the decision to purchase their honeymoon package. The application of Rich media advertising on the website is very positive for increasing profits, through increasing package sales.

Overall Rich media advertising that has run through Streaming Audio, Streaming Video, Applets that Allow User Interaction, and special effects are outstanding. However, service users have high saturation points, thus demanding service providers to always innovate by considering different values in the eyes of consumers compared to similar service providers, presenting audio with varying intonations of language or with different people's voices to play information on honeymoon packages offered adjusted to the target character of service users. Like a honeymoon package for an adventurous and adrenaline-driven market, it must be different from the honeymoon package for the traditional market, but without reducing the romantic side and value of the package. The application is of course with proper and correct Indonesian, short, reliable and precise so that it does not take up the duration which results in the fulfillment of quotas. Audio offers, not only on those things but packages re poured in the background of music that is tailored to the theme of the honeymoon package so that it can exceed the expectations of prospective service users. an impact on the acceleration of purchasing decisions by service users, without giving pause to potential service users to consider a similar honeymoon package offered by other service users, by browsing packages at other related service providers.

Displaying videos must consider the choice of colors, design, background, and light. Always provide different video colors for each package even though the target market for honeymoon packages is the same, such as honeymoon packages with beach or beach background as the main attraction. It is recommended not to display monotonous images, service providers can choose various main attractions such as dinner in a nicely decorated hotel room with uniqueness, with modern minimalist design or elegant luxurious or retro classic which presented with music adapted to the theme of the dinner. Other main attractions such as showing videos in the bedroom during the morning, where one partner prepares a surprise in the form of their own processed food in the morning. The feelings of prospective service users, which in turn will result in a decision to purchase the honey package.

Increased consistency of service providers in providing services through online media such as Twitter accounts, Facebook, WhatsApp, Yahoo Messenger, etc. Strive so that all service providers can contribute to providing services, not just limited to a few individuals. Just as every individual on the website gave a unique gadget along with its choice of online social media, slightly increases the expenditure of the service provider, but it will provide an

extraordinary purchasing impact because it can provide services directly to users. When and wherever needed, which will be served by anyone who first receives a message from service users when and everywhere without any time and distance restrictions — considering the various characteristics of service users.

The special effect in the form of testimonials in the eyes of service users has a significant influence, where special effects are ranked first in the results of the research. This influence is in the form of trust in service users on honeymoon packages that will be purchased by prospective service users, where potential service users can see the satisfaction written by the service users who have made a purchase. Unfortunately, the testimonies listed on the website are very small compared to the number of service users who have purchased the honeymoon package for this reason. The manager must be able to increase the number of service users who have purchased the honeymoon package, to be able to put it in the testimonials provided by the writing area on the website. The more testimonies, the higher the trustworthiness of prospective service users in buying honeymoon packages at bulanmadu.com. The most effective way is by sending a thank you to service users who have enjoyed the honeymoon package they bought. Either through telephone media directly, via email, via SMS, or through available online media, where the service provider can deliver his gratitude through this method, by adding service providers' requests to service users to write down or pour their best experiences on the trip.

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