

Research Article

The Effect of Trust and Price on Consumer Satisfaction: The Mediating Role of Purchasing Decisions

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Abstract

The rapid growth of digital travel platforms has intensified competition in the online ticketing industry, requiring companies to understand the key factors influencing consumer satisfaction. However, empirical evidence on how trust and price affect consumer satisfaction through purchase decisions remains limited, particularly in online train ticket purchases. Therefore, this study aims to analyze the influence of trust and price on consumer satisfaction, with purchase decisions as an intervening variable, in purchasing train tickets through the Traveloka application in Jakarta. This study employs a quantitative, survey-based approach. Data were collected through an online questionnaire distributed to 100 respondents who had purchased train tickets via Traveloka at least twice in the last six months. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results show that trust has a positive and significant effect on both purchase decisions and consumer satisfaction. Price has a positive and significant effect on purchase decisions but does not significantly affect consumer satisfaction. Furthermore, purchase decisions significantly influence consumer satisfaction, indicating a mediating role. These findings highlight the importance of trust and purchasing decisions in shaping consumer satisfaction on digital travel platforms.

Keywords: Trust, Price, Purchase Decision, Customer Satisfaction

JEL Classification: M31, D12, D91

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1. Introduction

Indonesia's internet penetration rate is projected to reach 79.5% by 2024, equivalent to approximately 221 million users, with Generation Z and millennials dominating (APJII, 2024). This rapid digital adoption creates significant opportunities for digital business development, particularly in e-commerce and online services, including e-ticketing. The e-ticketing system enables consumers to conduct travel transactions online without physical tickets, offering greater efficiency in terms of time, cost, and convenience.

In Indonesia, the growth of e-ticketing services is largely driven by Online Travel Agents (OTAs) such as Traveloka, which has become one of the leading digital travel platforms in Southeast Asia since its establishment in 2012. Data also indicate that Traveloka records the highest application usage rate at 84.62%, reflecting strong consumer preference for the platform (lifestyle.bisnis.com, 2025).

In the increasingly competitive digital service market, consumer satisfaction has become a key strategic objective, as it contributes to customer loyalty and long-term platform sustainability (Nasution & Aslami, 2022). Consumer satisfaction occurs when a product or service's performance meets or exceeds customer expectations (Aprileny, 2018). To achieve this, companies must understand the determinants of consumer satisfaction, among which trust and price are considered critical in digital service environments (Ariyani & Fauzi, 2023).

Trust plays a fundamental role in online platforms, where transactions occur without direct physical interaction, and consumers face potential risks related to security, data privacy, and service reliability (Nurdiyansyah et al., 2022). For this reason, digital platforms must provide guarantees such as secure payment systems, accurate information, and reliable services. Traveloka, for example, integrates its system with PT KAI and utilizes SSL security certification to ensure safe transactions (Adi & Nuvriasari, 2021). However, previous empirical studies show inconsistent findings regarding the relationship between trust and consumer satisfaction. While Kasinem (2021) found that trust significantly increases satisfaction, Juan and Indrawati (2023) reported no significant effect. These inconsistencies indicate that the relationship between trust and satisfaction in online travel services remains underexplored empirically.

In addition to trust, price is another important factor influencing consumer behavior in digital markets. Consumers tend to evaluate whether the price paid reflects the value and benefits obtained. Appropriate pricing strategies not only influence purchasing decisions but also shape consumers' perceptions of value and satisfaction (Hendryadi, 2018). Nevertheless, prior studies often examine price and trust as direct determinants of satisfaction. At the same time, the role of purchasing decisions as an intervening mechanism remains relatively underexplored, particularly in the context of online train ticket purchases through OTA platforms.

Therefore, this study seeks to fill this gap by examining the influence of trust and price on consumer satisfaction through purchase decisions as an intervening variable in the context of purchasing train tickets via the Traveloka application in Jakarta. By integrating these variables into a single causal model using PLS-SEM, this research provides empirical evidence for the literature on digital service marketing and consumer behavior in online travel platforms. In addition, the findings are expected to provide practical insights for OTA providers in designing strategies that enhance consumer trust, optimize pricing policies, and ultimately improve customer satisfaction in the digital economy.

2. Literature Review and Hypothesis

Marketing

Marketing is a strategic process companies undertake to create and deliver value to customers while building long-term, profitable relationships. The primary focus of marketing is not solely on sales or advertising, but on understanding consumer needs and wants. Therefore, marketers must be able to design high-value products or services and support them with appropriate pricing, distribution, and promotional strategies. Through this approach, companies can benefit through profits and customer loyalty (Kotler et al., 2017:5–6).

Trust

Trust is a person's belief in an individual, group, or company's integrity and good faith in carrying out responsibilities and duties for the common good. Trust plays a crucial role in shaping consumer attitudes, satisfaction, and loyalty. Consumer behavior also influences attitudes and perceived levels of satisfaction. Furthermore, the ease with which consumers can switch brands or products also impacts their attitudes, satisfaction, and loyalty. The value consumers place in a product directly affects their level of satisfaction. Consumer attitudes are one factor influencing satisfaction, and ultimately, this satisfaction impacts consumer loyalty.

Price

According to Pranitasari & Rahmanasari (2017), price is one of the marketing mix elements that is always present in a product offered to the market. Price also greatly influences the company's profit from product sales and can influence consumers' decisions about whether to buy a product. According to Kotler and Armstrong (2010), price is the amount charged for a product or service, or the value that consumers exchange for the benefits of owning or using it.

Customer Satisfaction

Customer satisfaction is an emotional reaction that arises after consumers compare their expectations with the reality they receive. When a product or service meets expectations, consumers will feel satisfied. Conversely, if the results fall short of expectations, consumers tend to experience disappointment (Priansa, 2021).

Buying decision

A purchasing decision is a process in which consumers choose the brand they consider most suited to their needs and plan to make a purchase. During this process, consumers also consider several other factors, such as the location of the purchase, the quantity of the product to be purchased, the appropriate time of purchase, and the payment method to be used (Kotler & Keller, 2016).

Research Hypothesis

The Influence of Trust on Consumer Satisfaction

Trust reflects consumers' confidence in service providers' reliability, integrity, and competence, which is crucial for minimal-interaction e-ticketing transactions. High trust in platforms like Traveloka (e.g., guaranteed transaction security and system reliability) reduces perceived risk, creates positive emotional connections, and meets expectations of secure service, thereby increasing consumer satisfaction. This finding aligns with research by Pratiwi and Tuti (2022), which explicitly demonstrated the positive influence of trust on consumer satisfaction. This finding is corroborated by Kasinem (2021), who found trust to be a key element in building customer satisfaction. However, in contrast to these findings, Juan and Indrawati (2023) reported that trust did not significantly influence consumer satisfaction. This may be because, in that study, consumer satisfaction tended to be more influenced by product performance or directly perceived functional benefits (e.g., ease of use or application features) than by emotional factors such as trust.

H1: Trust is thought to have a positive and significant influence on Consumer Satisfaction.

The Influence of Price on Consumer Satisfaction

Price is a consumer's perceived value how the monetary cost compares to the benefits, quality, and convenience of the service. If ticket prices on Traveloka are perceived as reasonable, competitive, or provide good value, this directly results in satisfaction. Which demonstrated that price significantly influences customer satisfaction with bus transportation services. Who found that perceived reasonable prices significantly contribute to customer satisfaction, and is supported by Rahnama et al. (2024), who stated that ticket price is the most significant predictor of passenger satisfaction. However, contrary to these findings, research by Maharani and Alam (2022) shows that high prices can reduce purchase intention and satisfaction. The reason is that prices are often perceived as too high or not commensurate with the expected quality of the product/service, thereby worsening overall satisfaction ratings.

H2: Price is thought to have a positive and significant effect on Consumer Satisfaction.

The Influence of Trust on Purchasing Decisions

Consumer trust is a key prerequisite for online transactions, especially given the lack of physical interaction. Confidence in Traveloka's credibility, system reliability, and guaranteed ticketing will reduce perceived risk, motivate, and facilitate purchasing decisions. This finding aligns with research by Marisa and Widiastuti (2024), which demonstrated a positive and significant influence of customer trust on purchasing decisions. This finding is reinforced by Nurdiyansyah et al. (2022), who emphasized the crucial role of trust in online shopping. However, contrary to these findings, found that trust did not significantly influence purchasing decisions. This is likely because consumers in the e-commerce sector often prioritize functional factors such as schedule availability,

ease of checkout, and quality of customer support over institutional trust when making purchasing decisions.

H3: Trust is thought to have a positive and significant influence on purchasing decisions.

The Influence of Price on Purchasing Decisions

Price serves as a strong rational and economic consideration. Prices perceived as competitive, accompanied by promotional offers, or perceived as providing high value for money, can be a strong motivator for consumers to choose and complete train ticket purchases on Traveloka. This finding aligns with research by Wardani et al. (2025), and Putra (2024), which demonstrated a significant influence on price purchasing decisions. However, in contrast to these findings, found that price perception had a positive but insignificant influence on Commuter Line ticket purchasing decisions. The reason is that in public transportation services with relatively standard or uniform prices, comfort, service quality, and ease of transaction are often stronger determinants of decision-making than minimal price variation.

H4: Price is suspected to have a positive and significant influence on purchasing decisions.

The Influence of Purchasing Decisions on Consumer Satisfaction

Purchasing decisions made through positive transaction experiences (e.g., an easy, fast, and successful ordering process) will yield tangible assessments that increase consumer satisfaction. This experience shapes the perception that the decision was made correctly, thereby increasing post-transaction satisfaction. Which concluded that purchasing decisions have a significant impact on customer satisfaction. This finding is reinforced by Gunarsih et al. (2021). However, contrary to these findings, found that purchasing decisions do not mediate the relationship between trust and consumer satisfaction. This indicates that the transaction experience (purchase decision) is not strong enough to change consumer satisfaction assessments, which may have been strongly formed from the start by pre-purchase factors such as brand image and company reputation.

H5: Purchasing decisions are suspected to have a positive and significant influence on consumer satisfaction.

The Influence of Trust on Consumer Satisfaction through Purchasing Decisions

Strong trust in the Traveloka platform (H3) drives consumers to make Purchase Decisions. A smooth transaction experience resulting from this decision (H5) acts as a mechanism that strengthens the sense of security and perceived value, ultimately increasing Consumer Satisfaction. This mediation model is supported by the assumption that initial belief factors result in a satisfying experience. Who found that predictor variables significantly influence satisfaction through purchase decisions as mediating variables. Who found that purchase decisions mediate the relationship between product quality and satisfaction, and Hartono & Wahyono (2015), who found that Purchase Decisions mediate the relationship between Brand Image and Satisfaction. However, in contrast, shows that consumer trust does not significantly influence Purchase Decisions. The implication is that if Trust does not drive Purchase Decisions, then the mediating role of Purchase Decisions in achieving Satisfaction is interrupted or insignificant.

H6: Trust is thought to have a positive and significant influence on Consumer Satisfaction through Purchasing Decisions.

The Influence of Price on Consumer Satisfaction through Purchasing Decisions

Perceived fair and competitive prices are the driving force behind Purchase Decisions (H4). This decision to purchase based on optimal value will further strengthen Consumer Satisfaction because consumers feel they have made a smart choice (H5). This mediation finding is explicitly supported. This model is also reinforced by Mulyadi (2022), who states that appropriate prices encourage repeat purchases. Alwi and Mulyono (2023) also found that Price significantly influences Customer Satisfaction through Purchase Decisions. However, contrary to this finding, Nurmanah and Nugroho (2021) showed that Price does not significantly influence Purchase Decisions, thereby negating the mediation effect of Purchase Decisions in indirectly influencing Consumer Satisfaction.

H7: Price is suspected to have a positive and significant effect on Consumer Satisfaction through Purchasing Decisions.

3. Data and Method

Research Design

Quantitative research is a systematic investigation of a particular phenomenon through the collection of measurable data, which is then analyzed using statistical, mathematical, or computational methods (Ramdhan, 2021). This method is based on the philosophy of positivism. It is used in research on specific populations or samples. Research instruments are used in the data collection process, while the analysis techniques are quantitative or statistical, to describe and test formulated hypotheses (Sugiyono, 2018).

Population and Sample

The population in this study is defined as a generalized area that includes objects with certain characteristics (Sugiyono, 2018). Specifically, the target population is all Traveloka app or website users residing in the Jakarta area and who have purchased train tickets through the platform. Because the population is too large and the exact number is unknown, a sample was taken that represents a representative portion of the population (Sugiyono, 2018).

The sampling technique used was Nonprobability Sampling with a purposive sampling method (Sugiyono, 2018:142, 144). Respondent criteria that must be met include: (1) Minimum age 17 years; (2) Having purchased train tickets through Traveloka more than 2 times; and (3) Having purchased train tickets through the Traveloka application or website in the last 6 months. Based on the guidelines of Hair et al. (2019:633) for SmartPLS analysis (models with <5 constructs and >3 indicators), the recommended minimum sample size is 100 participants. Therefore, this study set the sample size at 100 respondents.

Measurement

This study uses four main variables: trust, price, consumer satisfaction, and purchasing decisions. The trust variable is measured using indicators such as compensation, goodwill, integrity, consistency, transparency, reliability, honesty, and a pleasant attitude (Wardhana, 2024). The price variable is measured using indicators such as affordability, the balance between price and quality, the balance between price and benefits, and competitive pricing (Kotler & Armstrong, 2018). The consumer satisfaction variable is measured using indicators such as expectations, performance, comparison, experience, and confirmation or disconfirmation (Priansa, 2021). The purchasing decision variable is measured using indicators such as product selection, brand selection, distribution channel selection, purchase timing, purchase amount, and payment method selection (Kotler & Keller, 2016).

All research indicators were measured using a Likert scale. According to Sugiyono (2018:159), a Likert scale is used to measure respondents' attitudes, opinions, and perceptions of a phenomenon. This study used a 4-point Likert scale ranging from 1 (strongly disagree) to 4 (strongly agree). The questionnaire was distributed online via Google Forms. Higher scores indicate more positive perceptions of the measured variable.

Data Analysis Techniques

The research data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS-SEM) with SmartPLS version 4.0. The PLS-SEM method was chosen because it is prediction-oriented and capable of testing complex structural models, including direct and indirect influences. According to Hair et al. (2019), PLS-SEM is suitable for explaining endogenous construct variance and testing relationships between latent variables.

The analysis was conducted through testing the measurement model (outer model) and the structural model (inner model). Evaluation of the outer model included validity and reliability tests with the criteria of loading factor ≥ 0.7 , Composite Reliability ≥ 0.7 , and Average Variance Extracted (AVE) ≥ 0.5 , as well as multicollinearity testing before further analysis, in accordance with the recommendations of Hair et al. (2019).

4. Results Outer Model Analysis

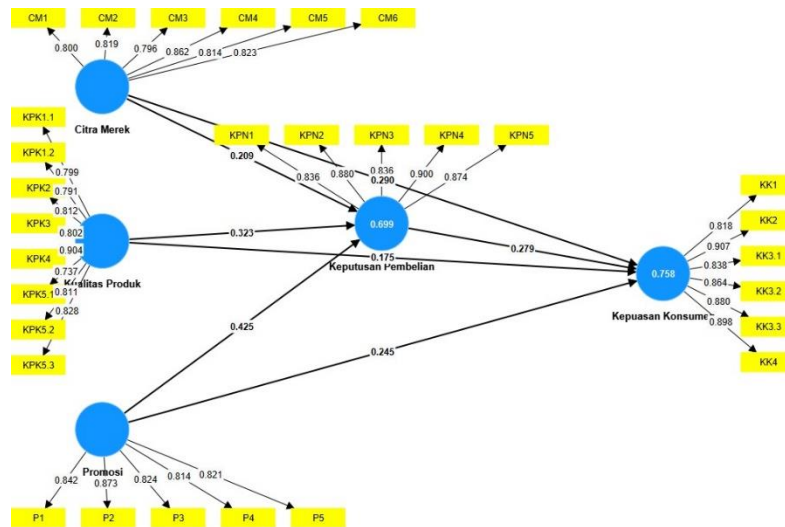


Figure 1. Outer Model Results

Validity Test

Table 1. Loading Factor Data Processing Results

Variables	Indicator	Outer Loading	Information
Trust	KP1	0.908	Valid
	KP2	0.932	Valid
	KP3	0.912	Valid
	KP4	0.930	Valid
	KP5	0.891	Valid
	KP6	0.925	Valid
	KP7	0.874	Valid
	KP8	0.938	Valid
Price	HR1	0.915	Valid
	HR2	0.923	Valid
	HR3	0.906	Valid
	HR4	0.930	Valid
Customer Satisfaction	KK1	0.913	Valid
	KK2	0.920	Valid
	KK3	0.908	Valid
	KK4	0.907	Valid
	KK5	0.887	Valid
Decision Purchase	KPN1	0.885	Valid
	KPN2	0.887	Valid
	KPN3	0.888	Valid
	KPN4	0.879	Valid
	KPN5	0.903	Valid
	KPN6	0.918	Valid

Source: Research Data Processing (2025)

Based on SmartPLS data processing results, it was found that all indicators for the variables of trust, price, consumer decision, and purchasing decision had outer loadings above 0.7; thus, all indicators were declared valid. According to Ghazali (2021), an indicator is considered to meet convergent validity if its factor loading is ≥ 0.7 , indicating that it adequately represents the construct being measured.

Average Variance Extracts (AVE)**Table 2. Results of Average Variance Extraction Data Processing**

Variables	Average Variance Extracted (AVE)	Information
Trust	0.844	Valid
Price	0.835	Valid
Customer Satisfaction	0.823	Valid
Buying decision	0.799	Valid

Source: Research Data Processing (2025)

Based on Table 2 above, the AVE values for the variables Price, Trust, Purchase Decision, and Consumer Satisfaction are all above 0.50. Thus, it can be concluded that all variables in the model meet the criteria for convergent validity, meaning the indicators in each variable explain the construct well and are suitable for further analysis (Ghozali & Latan, 2015).

Reliability Test**Table 3. Composite Reliability**

Variables	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Information
Trust	0.973	0.976	Reliable
Price	0.939	0.956	Reliable
Customer Satisfaction	0.947	0.959	Reliable
Buying decision	0.950	0.960	Reliable

Source: Research Data Processing (2025)

Based on Table 3 above, all research variables have a Composite Reliability value above 0.70. This indicates that each construct has a good level of internal consistency. Therefore, it can be concluded that all constructs in this research model meet the reliability criteria and are deemed reliable, in accordance with the provisions proposed by Ghozali and Latan (2015:41).

Cronbach's Alpha**Table 4. Cronbach's Alpha**

Variables	Cronbach's alpha	Information
Trust	0.972	Reliable
Price	0.938	Reliable
Customer Satisfaction	0.946	Reliable
Buying decision	0.949	Reliable

Source: Research Data Processing (2025)

Based on Table 4 above, the Cronbach's Alpha value is more than 0.70. Thus, it can be concluded that all variables in this study meet the reliability criteria, so that the instrument used to measure these variables is considered reliable (can be relied on (Ghozali & Latan, 2015).

Coefficient of Determination (R²)**Table 5. Coefficient of Determination (R²)**

Variables	R-square	Prediction Model
Customer Satisfaction	0.957	Strong
Buying decision	0.965	Strong

Source: Research Data Processing (2025)

Based on Table 6, the coefficient of determination (R^2) for the consumer satisfaction prediction model is 0.957, indicating that the independent variables explain 95.7% of the variation in consumer satisfaction. This value falls within the strong category, indicating that the model has excellent predictive ability for consumer satisfaction.

Meanwhile, the R-square value for the purchasing decision model was 0.965, meaning that the variables in the research model explained 96.5% of the variation in purchasing decisions. This value is also in the strong category, indicating that the model is very effective in explaining the factors influencing purchasing decisions.

Model Fit (Goodness of Fit)

Table 6. Model Fit (Goodness of Fit)

Indicator	Saturated Model	Estimated Model	Information
SRMR	0.042	0.042	Good Fit
NFI	—	—	Eligibility Criteria

Source: Research Data Processing (2025)

Based on the Goodness-of-Fit evaluation results, the SRMR value of 0.042 is below the maximum limit of 0.08, indicating that the research model meets the good fit criteria. However, according to Ghozali (2020), a model with a good SRMR value can still be considered suitable for further analysis even if the NFI value is not optimal.

Hypothesis Testing

Table 7. Hypothesis Testing

Direct Effect

Influence of Variables	Original Sample	P-Value	Information
Trust > customer satisfaction	0.598	0.001	Significant
Price > customer satisfaction	0.031	0.826	Not Significant
Trust > purchase decision	0.472	0.000	Significant
Price > purchase decision	0.515	0.000	Significant
Purchasing Decision > Consumer Satisfaction	0.355	0.008	Significant

Indirect Effect

Influence of Variables	Original Sample	P-Value	Information
Trust > Purchase decision > Consumer satisfaction	0.168	0.036	Significant
Price > Purchase Decision > Consumer Satisfaction	0.183	0.020	Significant

Source: Research Data Processing (2025)

The results of the Partial Least Squares (PLS) analysis indicated that most of the research hypotheses are accepted. Trust and price are proven to influence purchasing decisions and consumer satisfaction, both directly and indirectly, through purchasing decisions as a mediating variable.

In particular, trust has a positive and significant effect on consumer satisfaction ($\beta = 0.598$; $p = 0.001$) and on purchasing decisions ($\beta = 0.472$; $p = 0.000$). Meanwhile, price does not have a significant direct effect on consumer satisfaction ($\beta = 0.031$; $p = 0.826$), but it does have a positive, significant effect on purchasing decisions ($\beta = 0.515$; $p = 0.000$). In addition, purchasing decisions significantly influence consumer satisfaction ($\beta = 0.355$; $p = 0.008$).

In the indirect effect, purchasing decisions mediate the influence of trust ($\beta = 0.168$; $p = 0.036$) and price ($\beta = 0.183$; $p = 0.020$) on consumer satisfaction. These results confirm that trust is an important factor that directly increases consumer satisfaction, while price plays a larger role in shaping consumer satisfaction.

5. Discussion

The Influence of Trust on Consumer Satisfaction

The research results show that trust has a positive and significant impact on consumer satisfaction. High trust in e-ticketing platforms like Traveloka, including confidence in transaction security and system reliability, effectively reduces consumer perceived risk. This risk reduction creates a positive emotional connection and meets consumer expectations for safe, competent service, thereby directly increasing post-transaction satisfaction.

These findings, taken together, confirm that for online services, investment in cybersecurity infrastructure and system transparency are key to satisfaction. These results are consistent with research by Pratiwi and Tuti (2022), which explicitly demonstrated the positive influence of trust on consumer satisfaction. This finding is corroborated by Kasinem (2021). However, these findings contradict those of Juan and Indrawati (2023), who reported that trust had no significant influence on consumer satisfaction, as consumer satisfaction in that study was primarily driven by product performance and the functional benefits of the application.

The Influence of Price on Consumer Satisfaction

The study's results indicate that price has a negative, insignificant effect on customer satisfaction. Price is a consumer's perceived value how comparable the monetary cost is to the benefits, quality, and convenience obtained from the service. This finding is supported by research by Maharani and Alam (2022), which shows that high prices can reduce purchase intention and satisfaction. The reason is that prices are often perceived as too high or not commensurate with the product/service's quality expectations, thereby worsening overall satisfaction ratings. Therefore, non-price factors such as service quality and application features (e.g., convenience) are more dominant in determining Traveloka customer satisfaction.

These findings imply that consumers are more sensitive to overall perceived value than to price alone. If quality or comfort falls short of expectations, the price will be perceived as high immediately, undermining satisfaction. Which demonstrated a significant effect of price on customer satisfaction in bus transportation services. Who found that perceived fairness significantly contributes to customer satisfaction, and is supported by Rahnama et al. (2024), who stated that ticket price is the most significant predictor of passenger satisfaction.

The Influence of Trust on Purchasing Decisions

The research results show that trust has a positive and significant influence on purchasing decisions. Consumer trust, particularly confidence in the Traveloka system's credibility and reliability, is a key prerequisite for online transactions. This trust effectively reduces perceived risk, motivates, and facilitates consumers' decision-making and completion of ticket purchase decisions.

Platform management should prioritize system credibility and reliability as key selling points, as strong trust is a key driver of converting interest into transactions. These findings align with research by Marisa and Widiastuti (2024), and Nurdiyansyah et al. (2022),. Which found that trust has an insignificant influence on purchasing decisions, as consumers in the e-commerce sector may prioritize functional factors such as schedule availability and ease of checkout over institutional trust.

The Influence of Price on Purchasing Decisions

The research results show that price has a positive and significant influence on purchasing decisions. Prices perceived as competitive, fair, and high-value-for-money serve as strong rational and economic considerations. This perception of optimal price is a strong driver for consumers to choose the platform and complete their train ticket purchase transaction on Traveloka.

The implications suggest that pricing strategies and promotional offers should remain highly effective tools for influencing purchasing behavior. These findings are consistent with research by Wardani et al. (2025), and Putra (2024). Who found that price perception had no significant influence on Commuter Line ticket purchase decisions. This is because convenience, service quality, and ease of transaction are often stronger determinants than minimal price variations in public services.

The Influence of Purchasing Decisions on Consumer Satisfaction

The research results show that purchasing decisions have a positive and significant impact on consumer satisfaction. Purchasing decisions made through positive transaction experiences (e.g., an easy, fast, and verified ordering process) become tangible assessments that increase consumer satisfaction. This experience shapes the perception that the decision was made correctly (post-purchase confidence), thereby increasing post-transaction satisfaction.

These findings emphasize the importance of a smooth checkout and post-purchase service experience, as this is where decisions are tested and satisfaction is established. These results are consistent with research by Gunarsih et al. (2021). Who found that purchase decisions did not mediate the relationship between trust and satisfaction. This indicates that the transaction experience (Purchase Decision) is not powerful enough to alter satisfaction assessments that may have been strongly formed initially by pre-purchase factors (e.g., brand image).

The Influence of Trust on Consumer Satisfaction through Purchasing Decisions

The results of the study indicate that trust has a positive and significant effect on consumer satisfaction through purchasing decisions as a mediating variable. High trust in the platform drives consumers to successful purchasing decisions. A smooth transaction experience resulting from this decision serves as a mediating mechanism, strengthening security and perceived value and, in turn, increasing consumer satisfaction.

Implicitly, these findings demonstrate that trust is not only important at the outset but must also be realized in actual experiences (Purchase Decisions), making it a critical bridge to Satisfaction. These results align with research by Hartono & Wahyono (2015). Which found that consumer trust has no significant effect on Purchase Decisions. If Trust fails to trigger Purchase Decisions, then the mediating effect of Purchase Decisions in achieving Satisfaction is interrupted.

The Influence of Price on Consumer Satisfaction through Purchasing Decisions

The results of the study indicate that price has a positive and significant effect on consumer satisfaction through purchasing decisions as a mediating variable. Perceived reasonable prices trigger purchasing decisions. Purchasing decisions based on optimal value strengthen consumer satisfaction because consumers feel they have made a smart and economical choice.

These findings, taken together, confirm that pricing strategies should focus on triggering initial decisions. Successful decisions, then, will strengthen perceived value and satisfaction. This mediation finding is explicitly supported by Mulyadi (2022) and Alwi and Mulyono (2023). However, this finding contradicts research by Nurmanah and Nugroho (2021), which showed that price had no significant influence on purchasing decisions, which logically negates the mediating effect of purchasing decisions on consumer satisfaction.

6. Conclusion

Based on the research results, it can be concluded that trust has a significant effect on purchasing decisions and consumer satisfaction, indicating that the higher the level of consumer trust in Traveloka, the greater the tendency of consumers to make purchases and feel satisfied with the services received. Price is proven to have a significant effect on purchasing decisions, but it does not directly affect consumer satisfaction; satisfaction is more determined by the process and consumer confidence in the decision-making process. Purchasing decisions significantly affect consumer satisfaction and serve as an intervening variable linking trust and price.

The implications of this research indicate that Traveloka needs to prioritize strengthening trust through transaction security, service reliability, and information clarity, as well as setting competitive prices commensurate with service quality to encourage purchasing decisions that ultimately increase consumer satisfaction.

Recommendation

Based on the research findings, Traveloka should strengthen consumer trust by improving transaction security, maintaining system reliability, and ensuring transparency in information on train schedules, ticket prices, and purchasing policies. Operationally, the company can monitor digital performance indicators (KPIs) such as system uptime, transaction success rate, and customer complaint resolution time to ensure consistent service quality. Although price does not directly influence satisfaction, Traveloka should maintain competitive pricing strategies, supported by periodic promotions, loyalty-based discounts, and transparent information about additional fees. In addition, the platform should optimize the user experience during the purchasing decision process by simplifying the booking process, improving price and schedule comparison features, and maintaining responsive customer support, with measurable indicators such as response time and customer satisfaction scores. For future research, it is recommended to include additional variables, such as service quality, perceived value, and application usability, and to expand the research sample and scope to improve the generalizability of the findings.

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