



The effect of brand value proposition and product positioning on purchase intention of Traveloka users in Indonesia

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Abstract

Purpose – This study aims to analyze and explain the influence of Brand Value Proposition and Product Positioning on the Product Positioning of Traveloka app users in Indonesia.

Design/methodology/approach – This study employs a quantitative survey approach. Data were collected via an online questionnaire from 100 respondents using non-probability sampling techniques. The data analysis technique used was multiple linear regression to test the relationships among the study variables.

Findings – The results indicate that both Brand Value Proposition and Product Positioning have a significant and positive influence on users' Product Positioning. These findings indicate that strengthening brand value and the accuracy of Product Positioning in consumers' minds effectively drives Product Positioning on digital platforms.

Research limitations – The limitations of this study lie in the small sample size and its focus on Indonesia alone; therefore, generalizing the results to a global context requires caution.

Implications – In practical terms, Traveloka's management needs to continue refining its marketing communication strategies to highlight the uniqueness of its services and strengthen its market position. Theoretically, this study contributes to the literature on consumer behavior in the digital economy.

Originality – This paper offers new insights by integrating value proposition and Product Positioning variables into a single empirical model within the dynamic online travel agency (OTA) industry in Indonesia.

Keywords: Brand Value Proposition, Product Positioning, Purchase Intention, Indonesia

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INTRODUCTION

The development of digital technology and the rapid growth of the internet in Indonesia have transformed the way people plan their trips and book travel services. Online travel agencies (OTAs) such as Traveloka have now become one of the most popular choices for Indonesians when booking flight tickets, hotels, and travel packages. Theoretically, in a service industry fraught with risk due to its intangible nature, value propositions serve as quality signals that reduce consumer uncertainty prior to making a transaction, in accordance with Signaling theory (Spence, 1974 as cited in Zhang et al., 2024). Competition in the digital travel sector is intensifying daily; the emergence of global competitors and changes in online marketing algorithms require

Traveloka to continuously revolutionize its brand value (Sulistyo et al., 2025). Kumar et al. (2025) state that, within the digital ecosystem, consumer Purchase Intention is significantly influenced by complex value dimensions, including emotional and experiential value, rather than just functional value. In this context, Traveloka must effectively implement its Brand Value Proposition and Product Positioning to develop a robust marketing plan that attracts and retains customers. The Brand Value Proposition plays a crucial role and is key to shaping users' perceptions of Traveloka's advantages over its competitors. This value proposition explains how the company differentiates its offerings from competitors and why customers choose its products or services (Moorthi & Mohan, 2017). Thus, a strong Brand Value Proposition can increase Purchase Intention for the product. This aligns with Çetinkaya (2019), who demonstrated that an appropriate positioning strategy in consumers' minds has a positive and significant impact on Purchase Intention across various digital market segments. Meanwhile, Product Positioning is a crucial tool for building a brand image in consumers' minds and ultimately influencing their decision to purchase. Thus, companies that can communicate their Brand Value Proposition by presenting values aligned with the products they offer can certainly build a positive image for the company in the public eye (Putra & Razi, 2020). Consequently, smart Product Positioning enables Traveloka to highlight its strengths and tailor its offerings to the needs of its target market, which ultimately influences customer Purchase Intention.

User Purchase Intention is a clear indicator of a successful marketing strategy. Consumer Purchase Intention reflects the extent to which an individual is willing to take specific actions, referring to online purchasing behavior regarding a product (Peña-García et al., 2020). Additionally, customers who hold a positive view of the value proposition and effective Product Positioning are more likely to be interested in using Traveloka and become a source of added value. Although previous research has thoroughly investigated the correlation between Brand Value Proposition and Purchase Intention, as well as the impact of Product Positioning on consumer behavior (Moorthi & Mohan, 2017), few studies have specifically examined the interaction between these two variables in influencing Purchase Intention among Traveloka users in Indonesia. Furthermore, model inconsistencies represent a fundamental research gap in this study. In studies conducted by Wang et al. (2022) and Majeed et al. (2022), a phenomenon of over-reliance on mediation has emerged in the current literature, where the majority of these studies heavily rely on complex mediating variables such as green trust or brand attitude to explain Purchase Intention. This creates a theoretical debate regarding whether rapidly evolving industries such as Online Travel Agencies (OTAs) require alternative instruments to influence Purchase Intention. Additionally, most current research focuses on Western markets or broader industries, yet the digital travel sector in Southeast Asia, particularly in Indonesia, remains under-explored (Ahmad et al., 2025). Studies on Brand Value Propositions have often focused on radical technologies such as NFTs (Kumar et al., 2025) or healthcare services (Chakraborty & Paul, 2023). To date, no study has comprehensively integrated Brand Value Proposition and Product Positioning within the Traveloka ecosystem in Indonesia, which features a market with unique characteristics marked by intense price competition yet highly dependent on brand signal strength, as explained in Signaling Theory (Zhang et al., 2024). Moreover, Traveloka is a leading online travel operator in Indonesia and is a unique company due to its rapid expansion and distinctive consumer behavior (Sani, 2025). This study not only examines direct effects but also revalidates marketing strategies within the context of digital fatigue and information overload. This study offers a novel perspective by testing the parsimony model (Gauch, 1993), a simple yet highly predictive model applied to the market leader, Traveloka. Amid the overwhelming flood of digital information, this study examines whether simplifying messages through clear value propositions and precise positioning is more effective in converting Purchase Intention compared to the complex models that have dominated the literature. Furthermore, local

contextualization was achieved by adopting Sheth et al. (1991) Theory of Consumption Values to analyze the unique behavior of Indonesian consumers, in which emotional and functional values often conflict with brand loyalty on digital platforms.

This study aims to address this gap by examining the impact of Brand Value Propositions and Product Positioning on customer Purchase Intention on Traveloka in Indonesia, while considering the cultural and technological factors that distinguish the Indonesian market from other markets worldwide. The urgency of using this direct-effect model stems from the pressing needs of the OTA sector. (Rukmana et al., 2025), particularly given the cultural and technological factors that distinguish the Indonesian market from other global markets. Traveloka operates within a market structure characterized by negligible switching costs, necessitating the company to avoid reliance on slow mediation processes and instead focus on value propositions that can create a direct impact on consumers' minds (Sofyan & Aprianingsih, 2023). Therefore, empirical evidence regarding the extent to which these signals (Brand Value Proposition) and their Product Positioning in consumer perception can drive Purchase Intention without the influence of other mediating variables is highly relevant in the Indonesian digital market. It is hoped that this approach will provide theoretical contributions, practical solutions, and insights to help Traveloka build better marketing strategies, increase customer loyalty, and strengthen the company's sustainable position in Indonesia's competitive digital travel market.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Brand Value Proposition Effect on Purchase Intention

The Brand Value Proposition is viewed as one of the primary strategic tools for companies to communicate how value is created for and with customers (Piepponen, 2025). Conceptually, the Brand Value Proposition serves to facilitate communication with customers and present a superior value proposition to the target market (Shen et al., 2025). Thus, the value proposition represents a company's effort to convey information about products that are genuine and beneficial to consumers, thereby attracting them to the offered products. In this context, the Brand Value Proposition is created by the service provider Traveloka, yet its effectiveness is evaluated from the perspective of stakeholders or users (Liewendahl et al., 2025). This aligns with Spence (1974) signaling theory, where the information contained in the Brand Value Proposition serves as a signal that addresses information asymmetry in the digital services industry (Zhang et al., 2024). Thus, if Traveloka successfully presents an authentic and superior value proposition, this will reinforce users' positive perceptions, which directly stimulates their intention to transact (Y. M. Wang et al., 2022). Therefore, in the rapidly growing OTA industry, the consumer decision-making process often does not involve lengthy mediation stages. Conversely, an authentic Brand Value Proposition can have a substantial direct psychological impact on Traveloka users' Purchase Intention. Based on this reasoning, the proposed research hypothesis is:

H1: Brand Value Proposition has a positive and significant influence on Purchase Intention among Traveloka users in Indonesia

Product Positioning Effect on Purchase Intention

Product Positioning is the strategic process of establishing a product's position in consumers' minds (Fauzi et al., 2025). In the competitive OTA industry, this strategy determines how Traveloka is perceived to meet customer needs more effectively than both global and local competitors (Sagita & Kristianto, 2026). Thus, effective positioning enables the company to build a consistent image that is relevant to consumer needs and preferences, which in turn can influence Purchase Intention to make a transaction (Baca & Reshidi, 2025). This aligns with the Positioning Theory proposed by Ries and Trout (2001), Effective Product Positioning serves as a

navigational tool in a society inundated with information, simplifying the brand message so that it can directly influence Purchase Intention. Furthermore, the local contextualization in this study adopts the Theory of Consumption Values (Kumar et al., 2025) to analyze the unique consumer behavior in Indonesia. In this context, Purchase Intention is influenced not only by functional values such as price and features but also by emotional values and experiences that often conflict with brand loyalty on digital platforms (Zong & He, 2022). Therefore, smart Product Positioning serves as a navigational tool that communicates values aligned with the target market's psychological preferences (Putra & Razi, 2020). Given that the Indonesian market is characterized by low switching costs, the accuracy of a brand's positioning in consumers' perceptions becomes a highly relevant signal to directly drive Purchase Intention without requiring a slow mediation process (Andrat et al., 2024). Therefore, through the right Positioning strategy, Traveloka can simplify its marketing message and effectively convert perceived value into concrete Purchase Intention (Çetinkaya, 2019). Based on this line of reasoning, the following hypothesis is proposed:

H2: Product Positioning has a positive and significant influence on Purchase Intention among Traveloka users in Indonesia

Brand Value Proposition and Product Positioning Effect on Purchase Intention in the Digital Ecosystem

Purchase Intention can be defined as a consumer's tendency or willingness to make a purchase of a specific brand in the future (B. Wang et al., 2025). In a dynamic digital ecosystem, Purchase Intention is no longer merely the result of a lengthy cognitive process but is often triggered by instant trust in a platform (Das, 2023). In the digital market, consumers desire a product if it has a high level of recognition, both in domestic and international markets (Li et al., 2025). Purchase Intention reflects the conative stage of consumer behavior, where prospective travelers have moved beyond the awareness and consideration phases. Furthermore, Traveloka is an online travel agency (OTA) characterized by low switching costs; Purchase Intention often manifests as a rapid consumer response to signals provided by the company (Zhang et al., 2024). This synergy between the clarity of Traveloka's Brand Value Proposition and its Product Positioning in consumers' minds results in greater credibility in driving Purchase Intention than if these factors were considered in isolation (Y. M. Wang et al., 2022). This aligns with Gauch (1993) parsimony model to test and analyze whether the direct effects of Brand Value Proposition and Product Positioning are strong enough to influence Purchase Intention without complex mediation processes, while still providing a significant improvement in predictive accuracy for Traveloka consumers in Indonesia. The integration of these two elements enables companies to deliver marketing messages more efficiently and accurately amid the flood of digital information. Therefore, consumer Purchase Intention is a highly important and crucial aspect that serves as a company's objective. Thus, the hypothesis that can be proposed is:

H3: Brand Value Proposition and Product Positioning have a positive and significant influence on Purchase Intention among Traveloka users in Indonesia

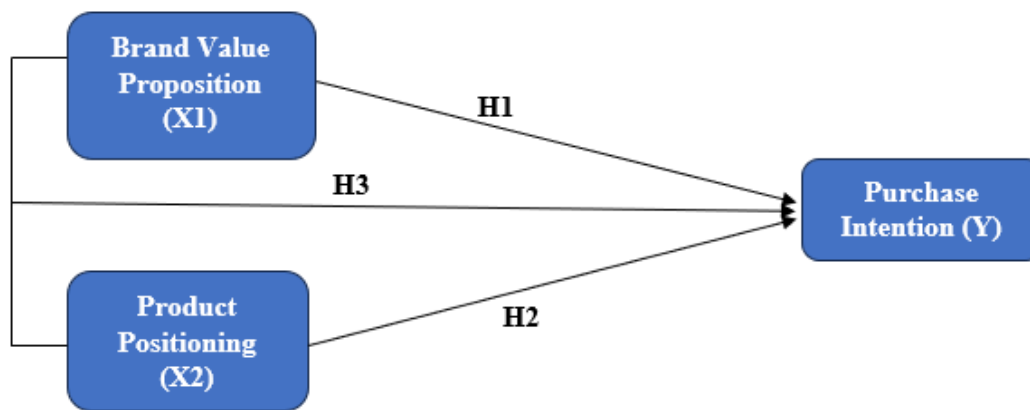


Figure 1. Conceptual Framework

Source: Primary Data Processed, 2026

This study examines the need to align Product Positioning and Brand Value Propositions with the Purchase Intention of Traveloka Indonesia users. With an emphasis on the travel and leisure sector, this study examines how Product Positioning and Brand Value Propositions influence consumer behavior, aiming to provide insights to improve marketing strategies. By integrating empirical data, this study aims to provide significant insights into the academic literature that enhance understanding of the factors influencing online Purchase Intention. In conclusion, this study aims to provide recommendations that improve Traveloka's market position and increase consumer loyalty in a competitive industry.

METHODS

This study was conducted in Indonesia, a diverse country with 24.1 million active users on the Traveloka app. This location was chosen because Indonesia is an archipelago with numerous domestic flight routes, spanning 17,508 islands (www.bps.go.id, 2025), making the sale of airline tickets through digital platforms particularly important. The respondents in this study were active Traveloka users who met the following criteria: 1) users residing in Indonesia, 2) aged between 18 and 50 years, and 3) active air travelers. These criteria were selected to ensure the study's relevance and objectives. This study employs a quantitative method, which utilizes numerical data to predict population conditions or future trends (Mukhid, 2021). Research that can provide good data can then clearly explain that data (Putri et al., 2021). The study to be conducted by the researcher is a quantitative correlation study that will investigate and test whether there is a causal relationship between the influence of Brand Value Proposition and Product Positioning on Purchase Intention. Quantitative methods allow for more accurate analysis of relationships using numerical data, and this has driven the development of theory in consumer behavior, particularly in digital marketing studies within the aviation industry. The sample size for this study is 100 Traveloka users spread across Indonesia. The sample size in this study was determined based on practical rule criteria as an absolute requirement in multivariate analysis, where the minimum sample size criterion is 5 to 10 times the number of observed indicators (Hair et al., 2013). Therefore, this study involves 3 variables, each with 4 indicators, so the minimum required sample size is $12 \times 5 = 60$ respondents. Based on this calculation, this study involves 100 respondents. Thus, this number exceeds the minimum threshold of 60 respondents, making the sample representative and suitable for linear regression analysis. Additionally, the sampling technique used is Non-Probability Sampling with the Purposive Sampling method, where this study targets respondents with specific characteristics relevant to the research (Voigt et al., 2003).

The instrument used in this study was a structured questionnaire employing a Likert scale ranging from “Strongly Disagree” (1) to “Strongly Agree” (5). This scale was chosen for its effectiveness in capturing the nuances of Traveloka users’ perceptions regarding brand value and product positioning, which are often subjective. The use of a five-point scale provides a balance between the ease for respondents to select answers and the precision of data required for linear regression analysis (Doughty & Thomas-Walters, 2025). The questionnaire items cover indicators of the Brand Value Proposition variable, namely: 1) Integrity in product value offerings, 2) Reliability of product promises, 3) Consistency of product quality, and 4) Brand credibility in the eyes of users (Kumar et al., 2025). Product Positioning, namely: 1) Feature uniqueness compared to competitors, 2) Service superiority compared to competitors, 3) Ease of recall, and 4) A distinctive brand image in users’ minds (Fatmawati & Al Amudi, 2023). Purchase Intention, namely: 1) the desire to repurchase, 2) the primary goal in selecting a product, 3) interest in trying the product, and 4) the likelihood of recommending it to others (Yulisetiari et al., 2023).

Operational Definition of Variables

The operational definitions of the variables in this study were created to elucidate the empirical measurement of each construct in accordance with the research aims. The three primary factors examined were: Brand Value Proposition (independent variable 1), Product Positioning (independent variable 2), and Purchase Intention (dependent variable). Each aspect was operationalized into quantifiable and assessable indicators utilizing a five-point Likert scale, spanning from 1 (strongly disagree) to 5 (strongly agree). Tables can be created as follows:

Table 1. The Measurement of Variables

Variable	Definition	Variable Indicator
Brand Value Proposition (X1) (Kumar et al., 2025)	A Brand Value Proposition is a comprehensive package of value promises and solutions designed by a company to provide substantial benefits to users in meeting their travel and lifestyle needs within the digital ecosystem.	<ul style="list-style-type: none"> - Integrity in product value offerings - Reliability of product promises - Consistency of product quality - Brand credibility in the eyes of users
Product Positioning (X2) (Fatmawati & Al Amudi, 2023)	Product Positioning is the way a brand communicates its product's value to its target market, using strategies to differentiate the brand from competitors and influence how consumers perceive it.	<ul style="list-style-type: none"> - Feature uniqueness compared to competitors - Service superiority compared to competitors - Ease of recall - A distinctive brand image in users’ minds
Purchase Intention (Y) (Yulisetiari et al., 2023)	Purchase Intention is a consumer's desire to purchase or return to using the same provider, which usually arises after consumers have used a particular product or service and assessed their experience with that product or service.	<ul style="list-style-type: none"> - The Desire to Make a Repeat Purchase - The Main Goal in Choosing a Product - Interest in Trying the Product - The Probability of Recommending It to Others

Source: Synthesized by authors, 2026

This study adapts the operational definitions and modifies the variables and indicators used in previous studies, such as Kumar et al. (2025), Fatmawati and Al Amudi (2023), and Yulisetiari et al. (2023), to ensure their relevance to the research context regarding Traveloka in Indonesia. This adaptation process was conducted to ensure that each indicator used aligns with the experiences and perceptions of Traveloka consumers in Indonesia.

Primary data was collected through an online questionnaire distributed via Google Forms. Prior to analysis, the analytical process included instrument validation (validity and reliability), ensuring that the obtained questionnaire accurately measures what it is intended to measure (valid) and provides consistent results when used repeatedly, while avoiding bias (Subhaktiyasa, 2024). An indicator is considered valid if the significance value is ≤ 0.05 . Reliability is measured using Cronbach's alpha, with a threshold of ≥ 0.60 indicating acceptable internal consistency. Additionally, descriptive analysis was conducted to describe the respondents and their responses to each questionnaire indicator. Furthermore, classical assumption tests were performed, including a normality test using the Kolmogorov-Smirnov test, a multicollinearity test based on a tolerance value >0.10 and VIF <10 , a heteroscedasticity test using a scatter plot, and a linearity test to assess the relationship between variables, thereby ensuring that all instruments met the assumptions and were suitable for regression analysis (Novick, 1966). Subsequently, multiple linear regression was used to assess the influence of the independent variables on the dependent variable. Partial tests (t-tests) were used to determine the influence of each independent variable individually, while simultaneous tests (F-tests) were used to evaluate the combined influence of all independent variables on the dependent variable, with a significance level of <0.05 applied, indicating acceptance of the hypothesis. The coefficient of determination was used to test and assess the extent to which how strongly these Brand Value Proposition and Product Positioning can explain Purchase Intention in this research model within the digital market (Huda et al., 2025). Through these procedures, this study aims to provide empirical evidence regarding the influence of Brand Value Proposition and Product Positioning on the Purchase Intention of Traveloka users in Indonesia.

RESULTS AND DISCUSSION

The research results are presented systematically in accordance with the research objectives and hypothesis testing. This analysis includes an in-depth examination of the relationship between the independent variables Brand Value Proposition (X_1) and Product Positioning (X_2) and the dependent variable, Purchase Intention (Y). Based on the data presented in Table 2, the respondents in this study are predominantly younger. A total of 65% of respondents were between 17 and 30 years old (65 people), comprising 40 males and 25 females. The 31–50 age group accounted for 35% of the total sample (35 people), comprising 20 male respondents and 15 female respondents. Overall, the respondent profile indicates that the majority of Traveloka users in this study are male (60%), and most are in the productive age group (17–30 years). This aligns with Traveloka's position as a digital platform frequently used by tech-savvy individuals (digital natives) to plan their travel and lifestyle needs. Table 3's descriptive statistics show that all research variables have high mean values. The Purchase Intention (Y) variable had the highest value at 17.77 (2.192), followed by Product Positioning (X_2) at 17.51 (2.241), and Brand Value Proposition (X_1) at 16.67 (2.539). The low standard deviation values for these three variables indicate minimal data dispersion or consistency in respondents' perceptions regarding Traveloka's Brand Value Proposition and Product Positioning in driving user. Additionally, Table 4 shows that all items across the three variables are valid, as evidenced by the calculated R values for the 12 indicators exceeding the critical R value (0.113). Furthermore, Table 4 also shows that all three variables are reliable, with Cronbach's alpha values exceeding the standard threshold (0.600). This indicates that the research instruments have high validity

and consistency, thereby ensuring that the collected primary data meet the requirements for subsequent inferential analysis.

The results of the classical assumption tests conducted confirm that the data are normally distributed and satisfy the classical assumptions. As evidenced by Figure 2, the Normal P-P Plot shows that the data points (plots) are scattered around the diagonal line and follow the direction of that line. This is supported by Table 5, the One-Sample Kolmogorov-Smirnov Test, which indicates that the Asymp. Sig value of 0.200 is greater than the significance level of 0.05 in a two-tailed test. This confirms that the normality assumption is satisfied, thereby validating the regression model in this Traveloka study and ensuring it is unbiased. Additionally, Table 5 shows that the tolerance value of 0.994 is greater than 0.10 and the VIF value of 1.006 is less than 10. This further confirms that the study data are free of multicollinearity. Meanwhile, Figure 3, the scatterplot analysis, shows that the data points are randomly and evenly distributed and do not form a specific pattern above or below the 0 mark on the Y-axis. This indicates that the regression model satisfies the assumption of homoscedasticity, making it suitable for predicting the Purchase Intention variable without variance bias.

Table 2. Respondent Description

Age Group	Male	Female	Total (n)
17–30 years	40	25	65
31–50 years	20	15	35
Total	60	40	100

Source: Primary Data Processed, 2026

Table 3. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Standard Deviation
Brand Value Proposition (X1)	100	12	20	16.67	2.539
Product Positioning (X2)	100	12	20	17.51	2.241
Purchase Intention (Y)	100	12	20	17.77	2.192
Valid N	100				

Source: Primary Data Processed, 2026

Table 4. Validity and Reliability Test Result

Variable	Indicator	r _{count}	r _{table}	CRB. Alpha Based	CRB. Alpha Standardized	Information
Brand Value Proposition (X1)	1	0.853	0.113	0.814	0.600	Reliable
	2	0.797	0.113			
	3	0.800	0.113			Valid
	4	0.756	0.113			
Product Positioning (X2)	1	0.816	0.113	0.871	0.600	Reliable
	2	0.921	0.113			
	3	0.784	0.113			Valid
	4	0.922	0.113			
Purchase Intention (Y)	1	0.809	0.113	0.856	0.600	Reliable
	2	0.834	0.113			
	3	0.867	0.113			Valid
	4	0.837	0.113			

Source: Primary Data Processed, 2026

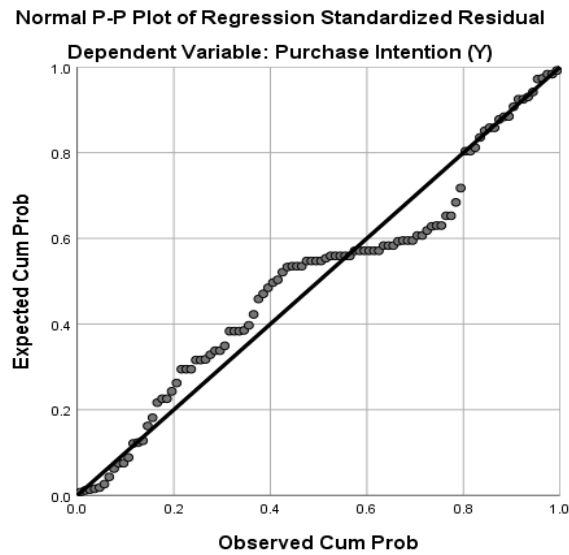


Figure 2. Normal P-P plot
Source: Primary Data Processed, 2026

Table 5. One-Sample Kolmogorov-Smirnov and Multicollinearity Test Result

Unstandardized Residual	Variable	Collinearity Statistics		
		Tolerance	VIF	
N	100			
Test Statistic	.139	Brand Value Proposition (X1)	.994	1.006
Asymp. Sig. (2-tailed)	.200 ^c	Product Positioning (X2)	.994	1.006

Noted: Test distribution is Normal, Calculated from data, Lilliefors Significance Correction.

Source: Primary Data Processed, 2026

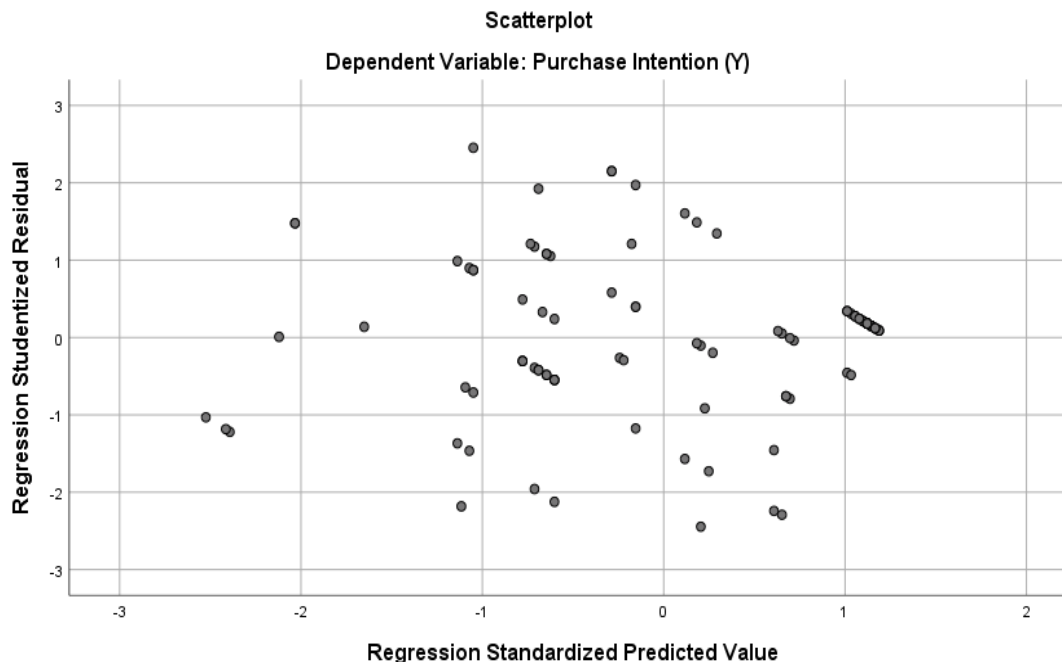


Figure 3. Heteroscedasticity Scatterplot
Source: Primary Data Processed, 2026

Table 6, the results of the multiple linear regression analysis are presented in the equation $Y = 3.150 + 0.450X_1 + 0.798X_2 + e$, where the constant value of 3.150 indicates that if the Brand Value Proposition (X_1) and Product Positioning (X_2) variables are held constant, the level of

Traveloka users' Purchase Intention is 3.150 units. The analysis results show that the Brand Value Proposition (X_1) variable has a regression coefficient of 0.450 with a positive direction. This indicates that each 1-unit increase in the brand value proposition is associated with a 0.450-unit increase in purchase intention. Additionally, the Product Position (X_2) variable shows a higher regression coefficient, namely 0.798. This implies that Product Positioning strategies increase purchase intent by 0.798 units for every one-unit increase in the variable. Based on these coefficient values, it can be concluded that Product Positioning is the most dominant factor influencing Traveloka users' Purchase Intention in Indonesia compared to the Brand Value Proposition variable. This indicates that consumers recognize the brand value that Traveloka offers. Similarly, the product positioning variable, which received a positive response, reflects consumer trust in the quality and relevance of the products offered. This finding confirms that accuracy in Product Positioning is a crucial factor with the greatest impact on consumer Purchase Intention within the Traveloka service ecosystem.

Table 6. In the first hypothesis test (H_1), the analysis shows that Brand Value Proposition has a positive and significant effect on Purchase Intention, evidenced by a calculated t-value of 8.036, which is greater than the critical t-value of 1.984, and a p-value of 0.000, which is less than 0.05. This finding indicates that consumers are motivated to use Traveloka because they perceive the brand as aligned with their values and supportive of their needs and preferences. In the second hypothesis test (H_2), Product Positioning also has a positive and significant influence on Purchase Intention, with a calculated t-value of 13.753, which is greater than the critical t-value of 1.984, and a significance level of 0.000, which is less than 0.05. These results indicate that, in addition to brand values, a clear and relevant product positioning is a key factor for consumers in choosing and transacting on the Traveloka app. Additionally, the simultaneous F-test in Table 7 indicates that Brand Value Proposition and Product Positioning have a significant influence on Purchase Intention, with a calculated F-value of 94.607, greater than the critical F-value of 3.09 and a significance level of 0.000, which is less than 0.05. This indicates that the regression model used is appropriate for predicting and provides a strong explanatory contribution to Traveloka users' Purchase Intention. Furthermore, in Table 8, the results of the coefficient of determination test indicate an Adjusted R-Square of 0.698. This finding indicates that 69.8% of the variation in Traveloka users' Purchase Intention in Indonesia can be simultaneously explained by the Brand Value Proposition (x_1) and Product Positioning (x_2) variables. These results reflect a high level of predictive power, with both variables serving as key factors in shaping consumers' perceptions of using the Traveloka platform. Meanwhile, the remaining 30.2% is influenced by other variables not included in this research model. These external factors may be related to technical aspects of the application, such as user experience, dynamic pricing policies, and consumer trust in digital transaction security. Thus, it can be concluded that the proposed model is highly relevant and well-suited for mapping consumer Purchase Intention behavior within Indonesia's online travel agency industry.

Based on these findings, all three hypotheses (H_1 , H_2 , and H_3) are supported by the test results in this study. Thus, both Brand Value Proposition and Product Positioning play a crucial role in shaping consumer Purchase Intention. These results emphasize that while consumers are increasingly aware of brand value and product positioning strategies, their Purchase Intention is also influenced by more practical, relevant factors.

Table 6. Multiple Linear Regression and Partial Tests (t-tests) for the Proposition Brand Value and Product Positioning on Purchase Intention

Variable	Unstandardized Coefficient	Coefficient Standard (β)	t Value	Significant Value
Constant	3.150		2.282	.025

Variable	Unstandardized Coefficient	Coefficient Standard (β)	t Value	Significant Value
Brand Value Proposition (X ₁)	.450	.518	8.036	.000
Product Positioning (X ₂)	.798	.815	13.753	.000

Source: Primary Data Processed, 2026

Table 7. Simultaneous Test (F) Independent Variable on Purchase Intention
Anova^a

Model	df	F Count	Sig Value
Regression	2	94.607	.000b
Residual	97		
Total	99		

Source: Primary Data Processed, 2026

Table 8. Coefficient of Determination Test (R²)

Model	R	R-Square	Adjusted R-Square	Std. Error Estimate
1	.840 ^a	.705	.698	1.289

a. Predictors: (Constant), Product Positioning (X₂), Brand Value Proposition (X₁)

Source: Primary Data Processed, 2026

Discussion

Based on the data analysis, this research model yielded an Adjusted R-Square value of 0.698, which empirically demonstrates that the variables Brand Value Proposition (X₁) and Product Positioning (X₂) can explain 69.8% of the variation in Traveloka users' Purchase Intention in Indonesia. A predictive power of 70% is a very high figure for a consumer behavior research model, providing a strong argument that consumer decisions within the Online Travel Agency (OTA) ecosystem can be accurately mapped through these two fundamental marketing pillars without requiring complex mediating variables. This statistical validation directly supports the application of the Parsimonious Model (Gauch, 1993), which emphasizes that the simplest models often possess the most accurate predictive power. The novelty of this discussion lies in the cognitive efficiency it offers amidst a research trend in management that is trapped in the use of highly complex mediating and moderating variables, yet overlooks simple research models with potent accuracy. Therefore, this study demonstrates that for market leaders like Traveloka, simplifying the message is a key strategy. This parsimonious model reflects market reality, where consumers, exposed to thousands of pieces of information daily, tend to form a firm Purchase Intention based on the clearest Brand Value Proposition and the most distinct product positioning, rather than through complex cognitive processes. Since Traveloka has successfully implemented these two critical elements effectively, the company's sustainability will remain secure.

Strategic dominance in Product Positioning is the key to Traveloka's success in the cognitive battle. The findings of this study demonstrate the absolute dominance of the Product Positioning variable (X₂) over Purchase Intention, evidenced by a calculated t-value of 13.753, far exceeding the critical t-value (1.984), a significance level (sig) of 0.000 (Sig < 0.05), and a regression coefficient of 0.798. Psychologically, this figure indicates that every increase in the sharpness of the product's positioning will linearly increase Traveloka users' Purchase Intention by nearly 80%. This demonstrates that amid information overload, Indonesian consumers are no longer merely seeking "who" the brand is, but rather "what" specific and unique solutions the

company offers. Traveloka has successfully achieved cognitive penetration by positioning itself not merely as a standard ticket agency, but as a super app that aligns with solution-oriented lifestyle trends for its users in Indonesia. This aligns with the Positioning theory (Ries & Trout, 2001), which asserts that a clear product position serves as an instant guide that can reduce consumer hesitation in making decisions that generate Purchase Intention toward Traveloka's products. This finding is supported by research by Fauzi et al. (2025) and Ahmad et al. (2025), which indicates that in the Southeast Asian market characterized by low switching costs, Product Positioning must be functional and serve as the primary determinant in winning competition within the online travel agency (OTA) business. Thus, Traveloka must succeed in positioning itself as the sole solution in users' minds and ensure that Traveloka is the one capable of meeting its consumers' needs within the OTA sector. Consequently, transaction barriers will be significantly reduced, transcending the general and non-solution-oriented aspects of traditional brand image.

Brand Value Proposition as a Multidimensional Synthetic Value in Purchase Intention. The findings of this study demonstrate that the brand value proposition variable (X_1) is statistically significant, with a calculated t-value of 8.036, a significance level of 0.000 ($p < 0.05$), and a regression coefficient of 0.450. Although the contribution of the Brand Value Proposition is mathematically lower than that of product positioning, this value plays an irreplaceable strategic role as a risk mitigation tool based on Signalling Theory (Spence, 1974). In the digital services industry, which is fraught with uncertainty such as issues regarding data security and service authenticity Traveloka's value proposition actually functions as a quality indicator that reduces consumer anxiety. Furthermore, through the Theory of Consumption Values (Sheth et al., 1991), these findings indicate that the Purchase Intention of Traveloka users most of whom are digitally savvy (65% of respondents aged 17–30) is influenced by highly complex value dimensions, namely: Functional Value, reflected in the reliability of features and ease of transactions, Strong Emotional Value will be embedded in consumers' minds if Traveloka can implement it effectively, aligning with the findings of Kumar et al. (2025), which highlight the emotional need for a sense of security and lifestyle comfort. Consequently, the epistemic value of Traveloka's products will emerge naturally, where the desire to gain new experiences through the experience feature subsequently drives Purchase Intention among young users. The achievement of multidimensional values in this study reinforces the arguments of Wang et al. (2025) and Piepponen, (2025) that a robust Brand Value Proposition is not merely a slogan, but an authentic value promise that can effectively transform consumers' passive interest into a tangible commitment to purchase within the highly competitive digital ecosystem of Traveloka Indonesia.

The synthesis of Signal and Position theory in this study confirms that Traveloka's dominance in the Indonesian market is not merely the result of massive market penetration, but is rooted in the precise synchronization between Signal (Value Proposition) and Position (Product Positioning). From a broader theoretical perspective, when Traveloka sends authentic value signals such as security guarantees and service variety, these signals must land in the right mental space in consumers' minds as the most reliable platform and the one most relevant to their lifestyles. Therefore, without sharp product positioning, a strong Brand Value Proposition will lose its direction and fail to convert into Purchase Intention because consumers will experience choice overload. Conversely, Product Positioning without tangible value will only create empty expectations that will ultimately damage Traveloka's image in the long run. Therefore, the integration of these two variables is the primary driver of Purchase Intention within Indonesia's highly competitive digital ecosystem.

The findings of this study also offer a fundamental critique of current marketing strategy trends in Indonesia's OTA industry, which still tends to rely heavily on price wars through massive discounts or cashback offers. Although these tactics can boost Purchase Intention in the short term, the resulting loyalty is superficial and highly vulnerable to switching to competitors due to

low switching costs and consumers' tendency to choose whatever is most advantageous for them, thereby fostering unhealthy competition, as warned by Sofyan & Aprianingsih (2023). Reliance on monetary incentives will actually degrade brand value into mere commodities. As a corrective measure, Traveloka must shift from a price-based strategy to a more substantial value-based strategy. This aligns with the guidance from Kumar et al. (2025), who suggest strengthening local values that resonate with users' daily emotional experiences. This emotional value creates a psychological bond far stronger than mere price differences, ensuring that consumers maintain high Purchase Intention because they perceive Traveloka as an integral part of their lifestyle identity. This finding confirms that in the OTA industry, which has low switching costs, the strength of Product Positioning, with a coefficient of 0.798, is a more immediate determinant of Purchase Intention than the Brand Value Proposition. This occurs because digital consumers tend to make quick evaluations based on the specific solutions the app offers at that very moment, rather than engaging in deep reflection on the brand's highly complex long-term value.

CONCLUSION

Conclusion

This study empirically demonstrates that Brand Value Proposition (X_1) and Product Positioning (X_2) are crucial determinants that have a positive and significant influence on the Purchase Intention (Y) of Traveloka users in Indonesia. Through multiple linear regression analysis, it was identified that these two variables, both partially and simultaneously ($F = 94.607 > 3.09$), serve as the primary drivers of Purchase Intention within the Online Travel Agent (OTA) ecosystem. The most significant finding in this study is the absolute dominance of Product Positioning (t -calculated $13.753 > t$ -table 1.984) compared to Brand Value Proposition (t -calculated $8.036 > t$ -table 1.984). This confirms that in the Indonesian market, characterized by low switching costs (Sofyan & Aprianingsih, 2023), the clarity of Traveloka's mental space or its specific Product Positioning as a lifestyle super app is far more effective in converting interest into purchasing actions compared to general brand value communication. Theoretically, the success of this model, evidenced by an adjusted R-Square value of 69.8%, provides strong validation for the application of the Parsimonious Model (Gauch, 1993). Amid the trend in management research focused on the use of complex mediating and moderating variables, this study offers novelty by demonstrating that a simple yet sharp model possesses very high predictive power for dynamic industry phenomena. A solid value proposition serves as a signal of credibility, Signalling Theory (Spence, 1974) that reduces risk, yet the sharpness of Product Positioning ultimately determines victory in the cognitive battle within consumers' minds regarding Traveloka Indonesia.

Limitations and Recommendations

The main limitation of this study is its small sample size of 100 respondents, which, although it meets the minimum statistical criteria, does not fully represent the diversity of behavior among OTA users in Indonesia. Additionally, this study focuses solely on testing direct effects and thus cannot capture the more complex cognitive dynamics that may involve mediating variables, moderating variables, or other independent variables. The cross-sectional research design is also a significant limitation, as it only captures purchase intent at a specific point in time without depicting fluctuations in long-term loyalty.

Recommendations for future research include increasing the sample size to enhance the external validity and generalizability of the findings. Future researchers are also encouraged to develop more complex models, for example, by integrating moderating variables such as digital trust, mediating variables such as user satisfaction, or independent variables such as user

experience or e-service quality. Specifically, given the striking differences in digital behavior, future research should conduct intergenerational comparative analyses, such as comparing the characteristics of Gen Z and Millennials, to evaluate how Product Positioning and Brand Value Proposition are perceived across age groups. Furthermore, by adopting a longitudinal approach and considering techno-psychological variables such as AI-based personalization, mapping of digital consumer behavior in Indonesia will become more comprehensive and adaptable to the exponential technological changes in the Indonesian digital market.

Research Implications

The findings of this study highlight an urgent need for Traveloka's management to ensure that every product innovation remains consistent with the brand's established positioning, namely, as the most reliable and user-friendly platform. Given that the Product Positioning variable has the most significant influence ($t = 13.753$), Traveloka must ensure that any new service expansion does not obscure its core identity. Therefore, management is advised to maintain the "one-stop solution" narrative that simplifies users' lives when using Traveloka. Furthermore, innovations should focus on cross-service synchronization so that users perceive Traveloka as the single app needed to meet all their lifestyle needs, not merely a flight booking platform. The company must also avoid ambiguity regarding its positioning when expanding into new services, such as the financial or lifestyle sectors. While discounts and cashback are effective in the short term, analysis of Brand Value Proposition variables indicates that consumers highly value security and reliability as risk mitigation measures. Traveloka is advised to highlight features such as a fast refund guarantee, responsive 24/7 customer service, and personal data protection. This will foster greater organic loyalty and reduce reliance on price wars that lead to low profit margins.

Every new feature developed must be infused with values relevant to the times, such as automatic refund convenience, local payment integration, or AI-driven destination curation, without obscuring its core identity. *Optimizing Epistemic Value Through AI Personalization*: This study identifies the presence of epistemic value motivation among users. Management can optimize this by developing personalized destination or activity curation through AI technology to drive exploratory Purchase Intention. Traveloka must strengthen consumers' emotional value by integrating more local content and promotions that resonate with aspects of Indonesian culture to create a strong psychological bond. Thus, even if new competitors with lower prices emerge, users will still maintain high Purchase Intention because they feel Traveloka better understands their identity. Traveloka's management must recognize that Product Positioning is a high-value cognitive asset; if this positioning shifts or becomes blurred, the appeal of the brand's value proposition will decline linearly, thereby reducing Traveloka consumers' Purchase Intention.

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