Application of Online Ticket as a Method in Purchasing Bus Tickets

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Abstract. The purpose of this research is to identify whether the application of online ticket as a method in purchasing bus tickets can be fully implemented or not. The research method used a descriptive method to analyse the application of online ticket in the XYZ autobus companies. XYZ autobus company is one of the company in Bandung that engaged in bus-based transport service especially tourism. The results of this study are to determine the effect of the online ticket on consumers and autobus companies. Also, the research was obtained based on observations and exploring sources related to the bus ticket purchase process by conducting surveys, interviews, and analysis. After doing the research, it can be concluded by applying online ticket is influential for consumers and companies. For consumers, the online ticket makes it easy to purchase tickets, because the consumers do not need to come to the sales agent for purchasing bus tickets. As for the companies, online tickets affect managing transaction data, safer and as a promotional media for the companies.

1. Introduction
The development of information technology is now present to perfect the existing technology; individuals, organizations, and companies utilize this. By following the global trend, the business will be better in the future. This happens because of its ease in obtaining and accessing the internet from various devices such as computer hardware and mobile devices. Andromeda explained that with the development of the internet, companies could use it for promotion to increase product sales [1]. The development of the internet has an impact on the world economic system, especially Indonesia. It affects competition between companies with the same type of business. Soegoto elaborated that it requires companies to innovate in various products from competitors, as well as effectiveness and efficiency for consumers and companies [2]. For the example in an autobus company, they use the website as a promotional tool to sell their product. Based on this background, an online ticket purchase application is needed to facilitate consumers in the ticket reservation process. With the online ticket, applications can be used by companies as transaction data management and for consumers is an innovation or a new method of purchasing bus tickets.

According to Maricar explained that the online ticket service can change the functions agent. Because internet users in Indonesia have increased between 2012 until 2013 from 82 million internet users [3], Silva elaborated that this development is beneficial for companies, especially web-based ticket services can be accessed quickly or slowly [4]. By utilizing the internet, especially social media, it can increase sales persuasively [5]. Yasin explained that when a company uses this application, it can reduce
spending, expand consumer reach and increase revenue. From the results of previous research or academic results, the determinants of customer satisfaction can be seen from the quality of the application. Whereas for purchases or application transactions based on usability, application design, quality of information presented in the application [6]. However, this does not make people believe in buying tickets online; two factors cause it to happen. It is about privacy and security. Because most people will be confused when faced with problems when making an online ticket purchase process there is no direct contact between the seller and ticket buyer so that potential customers are hesitant in purchasing tickets online[7]. The purpose of this research is to find out; the online ticket application can be implemented and used by autobus companies. In this study using descriptive research methods. Descriptive research is an approach method using surveys to see the actual condition [8] and then the interview process to find out what will be observed [9]. From the results of surveys and interviews, data can be analyzed, Because the analysis can affect data while the data affects analysis significantly [10]. With this application, it is expected to reduce the procedure for purchasing bus tickets to be more effective and efficient and can provide specific information about the bus to be used.

The aims of this research is to identify whether the application of online ticket as a method in purchasing bus tickets can be fully implemented or not. The research method used a descriptive method to analyze the application of online ticket in the XYZ autobus companies.

2. Method
The method used in this paper was a descriptive research method. This research focuses on seeing the problems that exist in the companies by conducting surveys or investigations to see the real facts, systematic interview with predetermined and credible informants, and analyze qualitatively and quantitatively from the results of the data collection.

3. Results and Discussion
The result of this paper is to produce a web-based online ticket application and ticket reservation [11].On the web, the home page is the essential part of attracting sympathy from potential customers. Because on the home page, consumers can identify the companies. Starting from the identity of the companies, then the form, content, and information about the companies’ services provided on the page.

Because the purpose of this web application is as a promotional tool for companies, landing pages are essential in the digital marketing world for all types of online businesses. This page is the best place to promote services and the benefits offered when using this service, presented in good copywriting so that all targeted customers will visit our website, for example, in the XYZ autobus companies. The home page or landing page is presented on one page.

The first stage in making an application is designing a system design. The first design is a context diagram because context diagrams describe the scope of a system (see Figure 1).
Figure 1. Context Diagram.

In this context diagram, it has been described as the entire flow of incoming and outgoing data. Entities involved in the ticket booking process at PO. XYZ is a consumer, admin as operator and leader as controller and transaction data manager. Consumers in this process only provide data on the order form and transfer receipt to get a ticket code which it can be converted into a bus ticket, the admin in charge of operating and controlling the ticket booking process. Moreover, the leader only receives the final report from ticket sales. The main reason for sliders being mounted on the top is because consumers usually see the bus and facilities (see Figure 2).

Figure 2. Main Menu Slider

In the context diagram, the web can be created by looking at the data flow. On the home page, there are two menus:

1. The home menu
   In the home page, there are some that are displayed like sliders about buses and amenities, then promos and about companies that are presented on one page
2. The ticket reservations menu.
In the reservation ticket menu, consumers can order tickets online. Under the slider on the main menu, there is a section that displays what promos are present in this company. To find out the available promos, consumers or visitors simply click on the picture and then can see in detail the ongoing promo (see Figure 3).

**Figure 3.** Main Menu Promo. Figure was adopted from www.traveloka.com. On Dec 10th, 2018

The promo can come from the companies and also from outside promos that collaborate with the autobus companies (PO). XYZ. The companies collaborate with various platforms as media business partners in booking bus tickets. If you look at the whole from top to bottom of this page, there is a section that shows the companies (see Figure 4).

**About Us**

*About PO. XYZ*

Otobus companies (PO. XYZ) are companies engaged in transportation especially, buses, shuttles and travel. The company has been operating for 10 years since 2010. PO. XYZ has received various award form various parties, one of which is the "Driving Safety Pioneer" award from Traffic Units and Transportation Agents. Because PO. XYZ has a vision of "Be Safe, Drive Smart"

- PO. XYZ has various types of buses:
  1. Premium Big Bus
  2. Big Bus
  3. Medium Bus
  4. Shuttle

- With facilities:
  1. Air Conditioning
  2. Reclining Seat
  3. Audio Video on Demand
  4. Blanket
  5. Toilet

**Figure 4.** Main Menu About Us

This section presents the history of the companies, the location of the companies, the awards received and the types and facilities that will be obtained by consumers if using PO. XYZ.

After seeing the types and services received when using PO XYZ services. Consumers can order when they want to travel with the PO XYZ by entering the ticket reservations menu. Consumers are asked to register in advance to place a ticket order (see Figure 5).
In the ticket reservations menu, there is a submenu. That is home, ticket reservations, and log out. The function of home sub-menu is to look back on the home page without log out the account. Sub ticket booking menu is to order tickets (if clicked will refresh the ticket order form). The last submenu is log out, a button to exit the web account. In the ticket booking form, consumers are only asked to enter departure data such as departure date, number of passengers, class, departure and destination and phone numbers that can be contacted.

After completing the data, the page will display the results of the ticket booking that has been selected. The information presented automatically from the agent related to the departure and the remaining seats available on the bus (see Figure 6).

In the ticket order form, a table will appear containing the results of processing data from the ticket order form. There is a route code which is the initialization of the route that has been determined by the companies, the departure time is available based on the date previously entered on the ticket order form, the route that has been selected and available, the fleet class available on the route (if you choose one class, the class selected will appear), the price the consumer has to pay to get the desired fleet and route,
After approving the bus, route and time, the consumer is directed to choose the payment method. Available payment methods are transfers via ATM, Mobile-Banking, and Internet Banking by entering the order code on the transfer note. Ticket codes can be exchanged into tickets to official agents registered with PO XYZ and can only be used once (see Figure 7).

**Figure 7. Ticket Code**

| Name          | Ahmad Fikri |
|---------------|-------------|
| Date of Departure | 17 Apr 2018 |
| Route Code    | MRT01       |
| Bus Name      | XYZ         |
| Class         | EXECUTIVE PLUS |
| Departure     | 17 Apr 18, 13:30 Morok (MR) |

| No. | Passenger | Destination | Phone Number |
|-----|-----------|-------------|--------------|
| 1   | Ahmad Fikri | Surabaya    | 08765322971 |

Receipt of payment indicating that the transaction was successful, saved and sent at the time of transaction payment. By sending the receipt of payment, the consumer gets a ticket code sent via SMS (short message service) and also sent via email if the customer has registered in the website. By getting the ticket code sent by the system, it means that the consumer has agreed to all the terms and conditions determined by the companies.

After all transactions are successful, the system will automatically save the transaction data of the ticket sales into the database. This is very helpful for companies in monitoring and managing ticket sales to be faster and better. Moreover, for consumers who have received a ticket code, if they face a broker, it will be safer because they have already received a ticket. Consumers do not need to bring too much money to make payments at the bus agent's counter. That is one reason why online tickets are safer for consumers to avoid criminal acts.

From the explanation above, there are several benefits that come with the presence of this online ticket application, for companies:

1. As a media campaign for the companies
2. Reducing operational costs in terms of employee financing
3. Monitor ticket sales in real time
4. Documents are not spread
5. Effective and efficient

For consumers:

1. Facilitate the ticket booking process
2. Get information about the companies and the ticket
3. More safe and practical
4. Conclusion
Technology these days is changing very rapidly and aims to renew the existing technology and business. If a business does not implement technology, it is categorized as a company that is threatened with bankruptcy. For the company itself, it can reduce operational costs. Such as employee financing and then real-time monitoring in every business process that runs and the existence of a website becomes the principal capital for the companies to promote. For consumers, it is more convenient to buy a ticket online because it is easier to get information about tickets or companies' information. This provides convenience and security for consumers in the transaction to avoid illegal brokers.

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