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THE EFFECTS OF SERVICE QUALITY, PRICE AND PROMOTION ON PURCHASE DECISION OF AIRLINE TICKETS THROUGH TIKET.COM

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Abstract

The increasing tourism sector in Indonesia has an impact tourism support facilities, one of which is online travel agent. The development of online travel agents in Indonesia has grown rapidly since 2014. Most tourists choose to move from a manual booking system to online booking in 2015. Tiket.com is the best online travel booking site in Indonesia. However, until now, there are no international journal publications that test and analyze the causes that can influence consumer decisions regarding the purchase of airplane tickets provided by Tiket.com. So, in the study, the variables of service quality, price and promotion will be examined to determine the effect on the decision to purchase airplane tickets through Tiket.com.

The population in this research were consumers who buy airplane tickets through Tiket.com. Non-probability sampling method is done by snowball sampling to collect research samples from 311 respondents. Hypothesis testing is done by multiple linear regression tests where data is processed with the SPSS program.

The results of the research indicate that service quality and price have a significant influence on purchasing decisions made by Tiket.com customers. However, promotional variables proved to have no significant effect on customer purchasing decisions.

Keywords: *Service Quality, Price, Promotion, Purchase Decision.*