

# UNIVERSITAS INTERNASIONAL BATAM

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## ***ANALYSIS OF THE INFLUENCE FROM TRAVEL WEBSITE ON TOURISM BUYING INTERESTS IN THE BATAM CITY***

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### ***ABSTRACT***

*The purpose of the study is to examine the structural relationship between website brand, shopping experience, personal value, perceived risk, and purchase intention. Internet is one of a powerful platform for the distribution of product and service. With the convenience of internet, many things can we used to facilitate our work easier. Internet is the great opportunities for online travel companies in developed of developing companies. Recently, the number of internet users and buyers has increased.*

*This study focuses on several factors that influence the intention to use a travel website. Furthermore, on consumer behaviour in online shopping, especially on the impact of the website brand, shopping experience, personal value, perceived risk, and purchase intention.*

*Data collection method in this article was carried out by distributing online questionnaires on social media and has filled 315 respondents which can be used to do research for this paper. on this article we used PLS software to process this research and the result of the study is indicate that website brand, personal value, and shopping experience have a significant effect on the dependent variable purchase intention except perceived risk.*

*Keywords: travel, tourism, website brand, personal value, perceived risk, purchase intention.*