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ANALYSIS OF THE EFFECT OF REPUTATION AND SATISFACTION ON PURCHASE INTENTION ON A TRAVELLING WEBSITE

**Veronica Francisca Dewi
1641116**

ABSTRACT

This research is aimed to analyze the effect of Reputation and Satisfaction towards Purchase Intention in a traveling website that is used by customers; the study investigated how Reputation and Satisfaction variable could deliver a boost for customers to do repeat purchase in the aforementioned website. The studied traveling websites are Traveloka, Tiket.com, Pegipegi, Booking.com, and Nusatrip.com.

The research is classified as quantitative research emphasizing on object principle, data gathering is done via a questionnaire distributed to customers or users that have once used a traveling website. Software such as IBM SPSS Statistic 23.0 is used to analyze demographical data of respondents, while SmartPLS 3.0 is also used to aid in analyzing general data from the respondents. Few trusted variables have an impact on Purchase Intention which is the Reputation variable, Satisfaction variable, Trust variable and Purchase Perceived Risk variable as intervening between those mentioned variables. The decision to make use of such variables came from previous research that elaborated a general description for an issue to be studied. Results from this research prove that Reputation and Satisfaction variable within websites builds Trust in a said traveling website and with the presence of Trust makes the main factor in Purchase Intention.

Keywords: *Online Travel Purchasing, Reputation, Satisfaction, Trust, Perceived Risk*