

ABSTRACT

Perdana Putra, Guswan. 2020. The Influence of Online Advertising, Website Quality and Trust in Online Ticket Purchasing Decisions (Case Study on Traveloka Online Site Consumers). Undergraduate Thesis. Management Study Program, Economics and Business Faculty (1) H. Suwanto, S.E., M.M. (2) Jati Imantoro, S.E., M.E.Sy.

The purchase decision is a purchase act after comparing the service products received with those expected before the purchase with those actually obtained by the purchase of the product purchased.

The problem formulation in this research is "Whether between Online Advertising, Website Quality and Trust simultaneously affect the Online Ticket Purchase Decision on Traveloka.com site". From this problem, the research purpose is to determine the effect of online advertising, website quality, and trust simultaneously influencing online ticket purchase decisions on Traveloka.com.

This research method is quantitative. The technique used in data collection is interview, documentary and questionnaire techniques. Then in analyzing data using quantitative methods, the data collected it is analyzed. After the data is collected, then the data is analyzed using multiple regression analysis and processed using SPSS.

Based on the data analysis using SPSS, the conclusion of online advertising, website quality, and trust have a positive and significant effect together in deciding to purchase tickets online on the Traveloka.com site.

Keywords: Online Advertising, Website Quality, Trustworthiness, Purchasing Decisions