ABSTRACT

This study aimed to examine the effect of trust, ease of use, quality of information and the perception of price for purchase decisions on Traveloka. Data was collected through online questionnaires to 100 respondents who have used the application Traveloka by using non-probability sampling and quota sampling techniques. The data processing method using validity, reliability test and classic assumption analysis. Data analysis method used is multiple linear regression analysis, coefficient of determination test, F test, and T test. From the research result known that trust factor, easiness, quality of information, and price perception have positive and significant influence to purchasing decision. The cability of trust variables, convenience variables, variable of information quality, and price perception variable have proved to have influence to the decision of air ticket purchasing at Traveloka by 41.1%, while the remaining 58,9% is explained by other factors that not inculded in this study.

Keywords: Trust, Ease of use, Quality of Information, Price Perception and Purchase Decision