

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kenyamanan, kepercayaan dan promosi terhadap keputusan pembelian di Traveloka.com. desain penelitian yang digunakan yaitu desain penelitian kuantitatif. Data dikumpulkan melalui kuesioner yang diukur dengan skala likert. Pengambilan sampel dilakukan dengan teknik *non probability sampling* yaitu *accidental sampling*. Data dianalisis dengan uji regresi linear berganda. Hasil penelitian menunjukkan bahwa kenyamanan, kepercayaan dan promosi secara parsial dan secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian tiket *online* ditraveloka.com.

Kata Kunci : Kenyamanan, kepercayaan, promosi, keputusan pembelian.



ABSTRACT

This research aims to analyze the influence of comfort, trust and promotion of purchasing decisions at Traveloka.com. Research design used is the design of quantitative research. Data were collected through a questionnaire measured by Likert scale. Sampling is done by non probability sampling technique that is accidental sampling. Data were analyzed by multiple linear regression test. The results showed that comfort, trust and promotion partially and simultaneously have a positive and significant impact on the decision to purchase tickets online ditraveloka.com.

Keywords: Comfort, trust, promotion, purchasing decision.

