

ABSTRACT

This research aims to know the influence of price and quality on buying decision of Airplane Ticket in IWIT Travel.. This research was done to 70 respondents by using causal analysis method and quantitative approach. This research uses SEM (Structural Equation Modeling) technic analysis.

The result of this research shows that price has not influence and significant on buying decision of Airplane Ticket in IWIT Travel. Meanwhile quality of service have positive and significant influence on buying decision.

Keywords: Price, Quality of Services, Buying Decision, Airplane Ticket,



ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh harga dan kualitas pelayanan terhadap keputusan pembelian tiket pesawat di IWIT Travel. Penelitian ini dilakukan terhadap 70 responden dengan menggunakan metode analisis kausal dan pendekatan kuantitatif. Pengolahan data penelitian menggunakan teknik analisis SEM (Structural Equation Modeling).

Hasil penelitian ini menunjukkan bahwa variabel harga tidak berpengaruh dan signifikan terhadap keputusan pembelian tiket pesawat di IWIT Travel,. Sedangkan variabel layanan purna jual berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci: Harga, Kualitas Pelayanan, Keputusan Pembelian, Tiket Pesawat.

