

## ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh persepsi harga, pemasaran konten dan citra merek terhadap keputusan pembelian pemesanan hotel online pada e-commerce Misteraladin.com di Tangerang. Data penelitian merupakan gabungan hasil data primer, data skunder yaitu *traffic user* (Juli – Desember 2018) dan temuan lapangan yang meliputi data Belanja Iklan dan Titik Iklan 2017 (*Online Travel Agent*) serta Top Brand Indikator periode 2016 dan 2017. Penelitian ini menggunakan analisis regresi linier berganda dengan menggunakan alat analisis SPSS 23. Metode sampling yang digunakan adalah purposive sampling dengan kriteria konsumen yang pernah melakukan reservasi hotel *online* minimal 1 kali dalam satu tahun melalui *e-commerce* di wilayah Tangerang. Hasil penelitian menunjukkan bahwa persepsi harga dan citra merek berpengaruh positif terhadap keputusan pembelian pemesanan hotel *online* pada *e-commerce* Misteraladin.com, sedangkan pemasaran konten berpengaruh negatif terhadap keputusan pembelian pemesanan hotel *online* pada *e-commerce* Misteraladin.com. Hasil uji simultan menunjukkan bahwa persepsi harga, pemasaran konten dan citra merek secara simultan berpengaruh terhadap keputusan pembelian pemesanan hotel *online* pada *e-commerce* Misteraladin.com.

Kata kunci : persepsi harga, pemasaran konten, citra merek, keputusan pembelian, *e-commerce*

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## ABSTRACT

This study aims to test and analyze the effect of price perception, content marketing and brand image on the decision to purchase online hotel reservations on e-commerce Misteraladin.com in Tangerang. The research data is a combination of the results of primary data, secondary data on traffic users (July - December 2018) and field findings which include Advertisements budget and Advertisements points on 2017 data (Online Travel Agent) also Top Brand Indicators for 2016 and 2017. This study uses multiple linear regression analysis by using the SPSS 23 analysis tool. The sampling method used was purposive sampling with the criteria of consumers who have made hotel reservations online at least once a year through e-commerce in the Tangerang area. The results showed that the perception of price and brand image had a positive effect on the decision to purchase online hotel reservations on e-commerce Misteraladin.com, while content marketing had a negative effect on the decision to purchase online hotel reservations on e-commerce Misteraladin.com. The simultaneous test results show that the perception of price, content marketing and brand image simultaneously influence the decision to purchase online hotel reservations on e-commerce Misteraladin.com.

Keywords: price perception, content marketing, brand image, purchase decision,  
e-commerce



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