

Analisis faktor-faktor yang mempengaruhi purchase intention konsumen dalam menggunakan situs marketplace penyedia perjalanan wisata: studi kasus triptrus.com = Analysis of factors affecting consumer purchase intention to use tourism marketplace case study triptrus.com

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Abstrak

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Triptrus.com sebagai salah satu marketplace pariwisata terdepan di Indonesia, untuk tetap memenangkan persaingan dengan situs pariwisata lainnya dan para agen perjalanan wisata, PT Jalan Terus Indonesia selaku pengelola Triptrus.com perlu meningkatkan niat beli purchase intention konsumennya. Dari niat beli tersebut diharapkan terjadi peningkatan partisipasi dalam perjalanan wisata joint trip dimana konsumen melakukan transaksi pembayaran secara online melalui Triptrus. Oleh karena itu perlu dilakukan penelitian yang menganalisis faktor-faktor yang mempengaruhi niat beli konsumen terhadap paket wisata secara online yang ada pada situs marketplace Triptrus. Untuk itu, dilakukan pengumpulan data melalui survei pada 441 responden yang menjadi member situs Triptrus dan komunitas/ forum wisata online lainnya, dan hasilnya diolah menggunakan CB-SEM AMOS v22. Dari pengolahan data didapatkan faktor yang mempengaruhi niat beli purchase intention terhadap paket perjalanan wisata online yaitu online WOM dan determinan dari theory of planned behavior yaitu attitude, subjective norm dan perceived behavioral control. Selain itu, online WOM juga berpengaruh terhadap destination trust, subjective norm dan perceived behavioral control, perceived relative advantage juga berpengaruh terhadap attitude.

**ABSTRACT**

Triptrus.com as one of the leading tourism marketplace in Indonesia, to win the competition with other tourism sites and travel agents, PT Jalan Terus Indonesia as the owner Triptrus.com need to increase purchase intention of its customers. Of the purchase intention expected to increase participation in the course of travel joint trip where consumers make online payment transactions through Triptrus. Therefore it is necessary to do research that analyzes the factors that influence consumer buying intentions towards online travel packages available on Triptrus marketplace. To that end, data collection through a survey of 441 respondents who became members Triptrus site and community other online travel forums, and the results were processed using CB SEM AMOS v22. From the processing of data obtained factors that influence purchase intention of the travel package online are online WOM and components of Planned Behavior Theory those are Attitude, Subjective Norm, and Perceived Behavioral Control. In addition, Online WOM also affects the destination trust, Subjective Norm, and Perceived Behavioral Control. Perceived Relative Advantage also affects the Attitude.