

## ABSTRAK

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**ANALISIS PENGARUH FAKTOR *INFORMATION QUALITY, SECURITY, SERVICE QUALITY, VISUAL APPEARANCE, PRICE, BRAND IMAGE, EASE OF USE* TERHADAP *REPURCHASE INTENTION* MELALUI *PERCEIVED VALUE* PADA PENGGUNA *TIKET.COM* DI SURABAYA**

(xvii + 139 halaman; 18 gambar; 49 tabel; 4 lampiran)

Online travel di Indonesia mengalami perkembangan yang sangat pesat sehingga internet dan smartphone memiliki pengguna yang lebih banyak. Setiap orang sudah pasti memiliki smartphone untuk mengakses internet. Apalagi zaman sudah modern untuk mengakses apapun sudah bisa melalui smartphone yang kita miliki. Tiket.com adalah Online Travel agent yang terbaik di Indonesia, hal ini dilihat dari jumlah pengguna yang telah mencapai 5 juta orang.

Penelitian ini ditujukan untuk menganalisa pengaruh Faktor *Information quality, Security, Service quality, Visual appearance, Price, Brand image, Ease of Use* terhadap *Repurchase intention* melalui *Perceived value* Pada Pengguna Tiket.com di Surabaya. Sampel yang digunakan dalam penelitian ini adalah pria dan wanita yang berusia 18-60 tahun, yang berdomisili di Surabaya, sejumlah 160 responden yang memiliki aplikasi Tiket.com dan yang melakukan pembelian di Tiket.com minimal 2 kali dalam satu tahun terakhir.

Dari hasil penelitian ini dapat dibuktikan bahwa faktor-faktor Faktor *Information quality, Security, Service quality, Visual appearance, Price, Brand image, Ease of Use* dapat mempengaruhi *Repurchase intention* melalui *Perceived value*.

Referensi: 109 (1986-2020)

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**ANALISIS PENGARUH FAKTOR *INFORMATION QUALITY, SECURITY, SERVICE QUALITY, VISUAL APPEARANCE, PRICE, BRAND IMAGE, EASE OF USE* TERHADAP *REPURCHASE INTENTION* MELALUI *PERCEIVED VALUE* PADA PENGGUNA *TIKET.COM* DI SURABAYA**

(xvii + 139 pages; 18 pictures; 49 tabels; 4 attachments))

Online travel in Indonesia has developed very rapidly so that the internet and smartphones have more users. Everyone certainly has a smartphone to access the internet. Moreover, in modern times, you can access anything via the smartphones we have. Tiket.com is the best Online Travel agent in Indonesia, this can be seen from the number of users which has reached 5 million people.

This study aims to analyze the influence of Information quality, Security, Service quality, Visual appearance, Price, Brand image, Ease of Use factors on Repurchase intention through Perceived value at Tiket.com users in Surabaya. The samples used in this research were men and women aged 18-60 years, who live in Surabaya, a number of 160 respondents who have the Tiket.com application and who made purchases at Tiket.com at least 2 times in the last year.

From the results of this study it can be proven that the factors of Information quality, Security, Service quality, Visual appearance, Price, Brand image, Ease of Use can affect Repurchase intention through Perceived value..

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