

## ABSTRAK

### **ANALISIS FAKTOR *MONETARY VALUE*, *QUALITY OF BENEFITS VALUE*, *SOCIAL STATUS VALUE*, *INFORMATION VALUE*, DAN *PREFERENCE VALUE* TERHADAP *PURCHASE INTENTION* PENGGUNA TRAVELOKA DI SURABAYA**

(xiv + 127 halaman: 16 gambar; 37 tabel; 4 lampiran)

Traveloka menjadi salah satu perusahaan yang bergerak di bidang layanan e-commerce yang menyediakan layanan pemesanan kebutuhan perjalanan, hingga pemesanan penginapan, dan layanan yang baru adalah menyediakan informasi mengenai lokasi vaksin Covid-19. Adanya Traveloka mendukung pengembangan sektor pariwisata nasional. Selama pandemi Covid-19, sektor pariwisata meskipun mengalami dampak, namun permintaan terkait kebutuhan liburan.

Oleh karena itu penelitian ini bertujuan untuk menganalisa faktor yang mempengaruhi *purchase intention* pengguna Traveloka di Kota Surabaya. Faktor yang dimaksud adalah *monetary value*, *quality of benefits value*, *social status value*, *information value*, dan *preference value*.

Penelitian ini dilakukan merupakan jenis penelitian kausal dan pendekatan kuantitatif. Obyek penelitian ini adalah Traveloka dengan subyek penelitian adalah pengguna Traveloka di Surabaya. Pengumpulan data dilakukan dengan memberikan kuesioner secara online kepada pengguna Traveloka di Kota Surabaya. Teknik pengambilan sampel dilakukan secara *snowball sampling*. Teknik analisis data yang digunakan untuk uji hipotesis adalah *software* AMOS versi 22.0.

Hasil penelitian membuktikan bahwa *monetary value*, *quality of benefits value*, *social status value*, *information value*, dan *preference value* berpengaruh positif signifikan terhadap *purchase intentions* pada pengguna Traveloka di Surabaya.

Referensi: 76 (1979-2018)

## **ABSTRACT**

### **FACTOR ANALYSIS OF MONETARY VALUE, QUALITY OF BENEFITS VALUE, SOCIAL STATUS VALUE, INFORMATION VALUE, AND PREFERENCE VALUE ON PURCHASE INTENTION OF TRAVELOKA USERS IN SURABAYA**

(xiv + 127 halaman: 16 gambar; 37 tabel; 4 lampiran)

*Traveloka is one of the companies engaged in e-commerce services that provides booking services for travel needs, to booking lodging, and a new service is providing information about the location of the Covid-19 vaccine. The existence of Traveloka supports the development of the national tourism sector. During the Covid-19 pandemic, although the tourism sector experienced an impact, the demand was related to holiday needs. Therefore, this study aims to analyze the factors that influence the purchase intention of Traveloka users in the city of Surabaya. The factors in question are monetary value, quality of benefits value, social status value, information value, and preference value.*

*This research is a type of causal research and a quantitative approach. The object of this research is Traveloka with the research subjects are Traveloka users in Surabaya. Data was collected by providing online questionnaires to Traveloka users in Surabaya. The sampling technique was carried out by snowball sampling. The data analysis technique used to test the hypothesis is AMOS software version 22.0.*

*The results of the study prove that monetary value, quality of benefits value, social status value, information value, and preference value have a significant positive effect on purchase intentions for Traveloka users in Surabaya.*

*Reference: 76 (1979-2018)*