

ABSTRACT

The more rapid development of digital technology makes a lot of companies are developing in the field of travel agents competing to provide the best for its customers. With growing media e-commerce, the company provides convenience for its customers. Companies provide prices vary with the quality of service that can affect interest in the purchase of its customers. Consumers who see ads on television by the company to provide information. This study aims to measure the effect of price perception, television advertising effectiveness and quality of service sales to online stores Traveloka consumer buying interest on student Telecommunications and Informatics Business Management class of 2013. This study uses explanation and quantitative research methods, using probability sampling techniques. Methods of data collection using questionnaires and data analysis used is multiple linear regression analysis. Retrieved $Y = 0.563 + 0.332 X1 + 0.262 X2 + 0,253 X3$. As for the influence of determination) of 46.3% giving effect to the Interests Buy (Y). While the remaining 53.7% is the contribution of other variables in addition to Perceptions of Price (X1), Effectiveness of Television Advertising (X2) and Service Sales (X3).

Keywords: E-commerce, Price, Television advertising, Services, Purchasing Interes