

Abstract

This study was motivated by the increasing number of tourists and Internet users each year in Indonesia. The use of information and communication technology can bring good results for the industry, particularly the online reservation service provider's website in Indonesia. Internet usage is intended to help the marketing of the products of a company, as is done by Traveloka, the site simplifies online purchase by offering consumers a wide range of facilities to seek information about air tickets and hotels. Effective marketing can influence the purchase decisions of consumers to services offered.

This type of research in this research is descriptive and causal. The population in this study is a consumer service plane tickets and hotel reservations online in Travloka.com, with a sample of 220 respondents. The approach used in this study is a quantitative approach using questionnaires distributed to respondents using purposive sampling technique.

Based on the results of hypothesis testing showed a variable in Integrated Marketing Communication in a positive and significant impact on Consumer Purchase Decision (thitung > 1.96).

Keywords: Integrated Marketing Communication, Advertising, Sales Promotion, Public Relation, Word of Mouth, Customer Services, Interactive Marketing, Consumer Online Purchase Decision.