

ABSTRACT

In line with the increasing number of internet users has led many company to change the structure of public spending based on the condition online. The impact of online purchase on the customers led the company to understand the level of customer's trust in the company and the extent to which costumers were satisfied with the information provided on the sales site.the aim of this study was to determine the influence trust and information quality on online purchase decision at Traveloka.com.

This reserch is quantitative descriptive data and causal analysis, respondents surveyed in this study amounted to 100 people who have made a reservation ticket and hotel on Traveloka.com by using non-probability technique sampling. Then carried out analysis to the data obtained by using double regression analysis.

The results showed that trust in the position of 82,6% with a number of high category, information quality in the position of 79,1% with a number of high category and Online Purchase decision in the position of 81,8% with a number of high category. The results showed that simultaneous showed that trust and information quality significantly influence purchase decision amounted to 61%. The result of partially showed that Trust significantly influence Online Purchase decision amounted to 24,55%, and information quality significantly influence Online Purchase decision amounted to 36,40%, Whereas the remainder about 39% described by other variable is not used within this research.

Keywords: Traveloka, Trust, Information Quality, Online Purchase Decision