

ABSTRACT

Currently, companies are beginning to take advantage of the development of Internet communication technology supported by a significant increase of internet users, one of which is the emergence of businesses that facilitate traveling online, making it easier for consumers to travel. Online Travel Agent Pegipegi.com is one of the travel services provider engaged in the online field by using the online site pegipegi.com. Things like ratings or popularity become a measuring tool in decision making. In order to maintain its position in Indonesia, pegipegi.com need to know about the consumer especially the needs and desires of consumers.

This study aims to determine how much influence Intensity, Valence of Opinion, Content, and Source of Purchasing Decision on Online Travel Agent Pegipegi.com.

This type of research is included in quantitative research, and based on its purpose is descriptive study. The samples studied were processed by Criterion Sampling method by selecting individuals with certain characteristics with total sample of 400 respondents. Methods of data collection using descriptive analysis and multiple linear regression analysis for hypothesis testing using SPSS ver. 22.

The results showed that the partial variables that have positive and significant influence are Intensity, Valence of Opinion and Source variables. While the content variable has no positive effect and not significant. Whereas, from 4 dimensions significantly influence Purchase Decision, Content and Source dimension does not affect and is not significant. Simultaneously all variables in pegipegi.com affect purchasing decision of 80.2%, while the rest of 19.8% influenced by other factors not examined in this study.

Based on the results of the research, the Pegipegi.com should focus on improving this dimension, especially the "saying negative things" because customers feel that the pegipegi.com site is not as good as the site of the big competitors in Indonesia. In addition, the framework of thought in this study is the result of modification of the two previous journals. Thus, this model needs to be reexamined for further research with different objects.

Keywords: Electronic Word of Mouth, Intensity, Valence of Opinion, Content, Purchase Decision