Abstract

Online Travel Agent (OTA) Traveloka is an internet based company that provides plane, hotel, train and recreation online ticket services with various domestic and international destination. The Jakarta based company was established in 2012 by several Indonesian information technology practitioners who returned from the United States. When viewed from almost all airlines, trains and hotels who have websites for booking their own tickets reservation. The method used in this study is quantitative and the type of analysis used is descriptive and associative research using causal correlation. This study involves independent variables and dependent variables. Independent variable in this research is Traveloka brand image and dependent variable is consumen purchase decisions. Data analysis techniques used are descriptive analysis, correlation, and simple linear regression. The research was conducted by distributing questionnaires to 100 respondents. Sampling technique in this research use 2 part of non-probability sampling, purposive sampling technique and insidental sampling and analysis data processed using software SPSS version 22 for Windows. The results of this research states that the responses of respondents to Traveloka brand image give influence 48,2% and the rest, 51,8% is the consumen purchase decisions in online travel agent (OTA) Traveloka.

Keywords: *brand image, consumen purchase decisions, Traveloka.*