ABSTRACT

PT Traveloka Indonesia is a provider of online airline ticketing and hotel boking services offered on domestic trips in Indonesia. The company offers an online platform that allows users to order services provided, such as aircraft, hotels, train tickets, activities and recreation, connectivity products, airport transportation, and also buses. Traveloka, is a leading travel company in Southeast Asia.

The purpose of this study was to measure the relationship of relations and their effects from the 4 variables discussed, namely Perceived Competitive Price, Perceived Quality, Perceived Value, and Repurchase Intention with the Traveloka website in Indonesia.

The research method used is a quantitative method. Data collection is done through collecting questionnaires to 200 respondents through google form which is a customer of the Traveloka website in Indonesia. The sampling technique used was non-probability with convenience sampling. The technical analysis of the data in this study used structural equation modeling (SEM) methods with the help of Lisrel 8.8 software.

Based on the results of data processing, all factors set positive and significant. Starting from Perceived Value with Repurchase Intention which has the biggest difference, the second Perceived Price Competitive with Perceived Value, three Perceived Quality with Perceived Value, and the last Perceived Price Competitive with Perceived Quality.

Keywords: Traveloka, Competitive Price Perception, Perception Quality, Perception Value, Repurchase Intention, and SEM.