

ABSTRACT

The development of e-commerce in Indonesia has made online travel agents increase every year. One of the online travel agents in Indonesia, Tiket.com that has the tagline "there is a ticket reservation" is online ticket booking service provider for a long time but still can not be in the top place as an online ticket reservation service. This study aims to determine the Brand Image (X_1), Quality of E-Service (X_2) on the Purchasing Decision Process at Tiket.com according to customer perceptions and find out which variable has the most influence

The method used is a quantitative method with descriptive and causal research types for research sampling using the Non Probability Sampling method and the type of Purposive Sampling with a sample size of 100 respondents. Data analysis techniques used descriptive analysis and multiple linear regression analysis

The conclusion of this study is the variable with each item owned and the results of the Brand Image percentage of 80.37%, E-Service Quality 77.33% and the purchase decision process of 79.36%. that Brand Image, E-Service Quality and Purchase Decision Process both have a good category. Based on the R squared test results, an R square value of 0.707 is obtained. This shows that the Purchasing Decision Process is influenced by Brand Image and E-Service Quality of 70.7%.

Keywords: Brand Image, E-Service Quality, Purchasing Decision Process.