

ABSTRACT

Tiket.com is an Online Travel Agent service company that offers easy to book flights, trains and inns. Currently Tiket.com has penetrated the world of mobile application technology. But there are many problems that are felt by consumers when using the service Tiket.com application, related to services that are considered less good and often error when transacting. It is also supported by pre-survey results that indicate problems in the service of the application Tiket.com. If allowed to influence the buying interest of consumers in using the Tiket.com application service. This research aims to determine the influence of E-Service Quality and Brand Image to purchase intention through Tiket.com application.

The research method used is quantitative with a type of descriptive and causal research. Sampling using non-probability sampling method, with the number of samples as much as 100 respondents with the Kriterika is a consumer who already uses the Tiket.com application service.

Based on the results of a descriptive analysis is known that e-service qualitys are in good category with a value of 77.70%, variable brand image is also in good category with a value of 79.28% and buying interest is in good category with Value of 75.82%.

Based on the results of simultaneous and partial hypothesis testing can be concluded E-Service Quality, Brand Image has positive and significant effect on purchase intention in Bandung City. The result of coefficient of determination was obtained R square 0.569. This shows that the influence of variable E-Service Quality (X1), Brand Image (X2) to purchase intention (Y) through the Tiket.com application in the city of Bandung for 56.9%. While the remaining 41.3% is influenced by other variables not examined in this study. Data processing is done using the help of SPSS version 25.

Keywords: E-Service Quality, Brand Image, and Purchase Intention