

ABSTRACT

Traveling now a days has the difference with the old traveling activities, such as in booking flight ticket which is already online. Today, consumers only need to open the ticket booking site, and Traveloka's website is included to be one of the best ticket booking provider in Indonesia. As the best ticket booking site, Traveloka still experienced in decrease purchases. In 2019, there was a decrease in purchases in the amount of 21,94%, and in 2020 there was a decrease again due to the COVID-19. The decrease in purchases that occurred, made Traveloka to do a sales promotion activities.

This study aims to determins consumer perceptions of Traveloka's sales promotion and the decision process of purchasing flight tickets on the Traveloka website for the people of Depok City. Then, to find out the effect of sales promotion on the decision process of purchasing flight tickets on the Traveloka website for the people of Depok City, and the most influential from sales promotion tools.

The population in this study were the citizen of Depok City who use website Traveloka, with the number of respondents is 385 respondents. This study uses quantitative methods and using multiple regression linear analysis.

The results of this study indicate that the perception of the people of Depok City towards sales promotion is in the good category and the purchase decision process is in the very good category. Based on the analysis of multiple resgression linear analysis, it shows that sales promotion has an effect in the amount of 34,10% on purchasing decision process, and price packages are the most influential from sales promotion tools.

Because of that, hoped that the company can make price packages for flight tickets which are considered to save expenses, such as (1) making a price packages for round-trip airplane tickets and hotels for passengers; (2) making a price packages for airplane tickets and tourist attractions for passengers; (3) making a price package for airplane tickets and transportation on vacation destinations for passengers; (4) make a price package for purchasing airline tickets with payment using Traveloka PayLater; and (5) make a price package for purchasing airline tickets with payment using a credit card. Also, hoped that the next researcher will be able to use a sales promotion tools that hasn't been researched, such as premiums, refunds, bonus packs, and event marketing, because it has the possibility that it will affect the flight ticket purchase decision process on the Traveloka website.

Keywords: *sales promotion, purchase decision process, Traveloka*