

ABSTRACT

These days traveling is becoming popular in our society not only as a new hobby but also as a way of life. Therefore, there have been many OTA Online Travel Agents in Indonesia. Tiket.com is a website that provides online ticket booking services, such as airplane tickets, train tickets, event tickets as well as hotels and car rentals based in Jakarta, Indonesia. Tiket.com is also the first mover in OTA in Indonesia. The number of OTA Online Travel Agents currently makes a competition. Companies must certainly recognize consumer behavior and the right marketing mix for consumer needs.

The purpose of this research is to find out the effect of e-marketing mix with 4Ps+P²+C²+S² as the indicators such as product, price, place, promotion, personalization, privacy, customer service, community, security, site design

This research is quantitative research, while based on this purpose is of this research included into descriptive and causal research. Sampling technique using non probability sampling with purposive sampling with 400 respondents. This research using multiple linear regression data analytic techniques which will be processed using Statistical Product and Service Solutions (SPSS)

Based on the result of descriptive analysis for e-marketing mix variables in Tiket.com are in the good category with an average percentage score (78.17%). From the result of the hypothesis test, e-marketing mix variables simultaneously have a significant effect on the purchasing decision process with the value of $F_{count} > F_{table}$ ($95.986 > 2.24$) and significance ($0,000 < 0.05$). Based on the partial hypothesis test, the influence of the dimensions of promotion, customer service, community, security and site design has a significant effect on the process of purchasing decisions. Based on the determination coefficient value obtained the e-marketing mix can explain the process of purchasing decisions by 71.2%, and the remaining 28.8% is influenced by other factors.

Suggestions from this research are Tiket.com further improve on site design as a tool to further increase the level of purchasing because site design has the highest percentage level. If the site design is improved, it will increase consumer interest in Tiket.com as the online travel agent. The way that can be done to improve the site design is to continue to develop and improve information about product updates such as the latest flight ticket promos, hotels that are not yet available in Tiket.com and other products that are not yet available in Tiket.com

Keywords: E-Marketing Mix, Purchase Decision, Purposive Sampling.