

ABSTRACT

The Internet is having an increasing impact on various tourism markets. Now the Indonesian people are starting to get to know the Online Travel Agent (OTA) which makes it easier for tourists when they want to travel to other places. Tiket.com as a service provider for buying tourism tickets online must first identify the behavior of consumers who will use and transact at Tiket.com.

This study aims to see how much the respondent's assessment of each dimension of personal factors and how much influence personal factors have on the dimensions of Impulse Buying Tendency (IBT), Shopping Enjoyment Tendency (SET), Materialism (MT) and Credit Card Use (CCU); and situational factors with the dimensions of Person Situation (PS), Website Quality (WQ), Motivational Activities by Retailers (MAR), Product Attributes (PA), Scarcity (SC) and Serendipity Information (SI) towards impulsive purchases on Tiket.com using Multiple linear regression analysis.

This type of research uses quantitative methods. The sample used is Tiket.com users in Indonesia who have made transactions at Tiket.com. Data was collected from 384 respondents, namely Tiket.com users in Indonesia who had made transactions on Tiket.com and questionnaires were distributed using the Google form.

Based on the results of the study, it was found that the variables Impulse Buying Tendency, Materialism, Use of Credit Cards, Persons Situation, Motivational Activities by Retailers, Serendipity Information have a positive and significant effect on Impulsive Buying among Tiket.com users in Indonesia. While Website Quality and Product Attributes have a negative and significant influence on Impulsive Buying. The Tendency of Shopping Enjoyment and Scarcity have no effect on Impulsive Buying for Tiket.com users in Indonesia.

The author suggests that retailers must continue to provide attractive promos for customers, especially product price reduction promos with various offers. Further research can explore and expand the influence of personal factors and situational factors on the same line of business and add mediator variables that can further identify impulsive purchases.

Keywords: *Personal Factors, Situational Factors, Impulse Buying.*