

ABSTRACT

The development of the internet, which is growing so fast from year to year, which has a big influence on the business world, which has led to the birth of e-commerce, one of the largest e-commerce companies in Indonesia is Traveloka, which runs in the Online Travel Agency industry. Although the largest company in the OTA industry, Traveloka experienced a drastic decrease in market share in the first quarter of 2023, what caused Traveloka consumers to switch, what influenced Traveloka consumers' purchasing decisions. The purchase decision itself is the stage in the buyer's decision-making process where consumers buy. Traveloka itself has problems with service quality that consumers often complain about such as mismatching information on tickets and schedules, customer care that takes too long and the refund process that takes too long. service quality is the overall characteristics of a product or service that emphasizes meeting customer expectations. Therefore, there is an influence on the quality of the hoverer on purchasing decisions which has decreased Traveloka's sales.

The study used a quantitative approach with SEM PLS analysis and the sampling technique used was non-probability and purposive sampling with a total of 387 people, the results showed that Service Quality has a positive and significant effect on Purchasing Decisions.

Based on descriptive analysis, it can be concluded that the Service Quality variable is quite good and the hypothesis that shows there is significant and accepted, which means that there is an influence of service quality on purchasing decisions, The suggestion for the company is to create an economical price choice option in the application or provide special discounts given to students so that students can be helped to choose or buy at Traveloka according to their finances.

Keyword: *Quality Service, and Purchase Decision*