

# Analisis determinan intensi membeli tiket perjalanan online menggunakan model integratif. Studi kasus : Tiket.com = Analysis determinant intentions to purchase travel online using integrative model. Case study: Tiket.com

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20412540&lokasi=lokal>

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## Abstrak

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Skripsi ini membahas tentang determinan intensi pembelian atau intentions to purchase travel online terhadap tiket.com. Menggunakan gabungan tiga model yaitu TRA, TPB dan IDT. Determinan dari TRA yaitu attitude, TPB yaitu perceived behavioral control, IDT yaitu compatibility, complexity dan perceived relative advantage. Terdapat 100 responden yang pernah menggunakan tiket.com untuk mencari tiket. Dengan menggunakan Smart PLS 2.0 terdapat tujuh hipotesis yang signifikan diantaranya attitude, compatibility, trust, perceived relative advantage, perceived behavioral control, complexity dalam mempengaruhi intentions to purchase travel online

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This research investigates determinant of intentions to purchase travel online toward tiket.com. Using 3 model TRA,TPB and IDT. Attitude derived from TRA, perceived behavioral control from TPB and compatibility, complexity, perceived relative advantage derived from IDT. 100 respondent have using tiket.com for searching tickets are concluded in this research. Using Smart PLS 2.0, 7 out of 16 were significantly proven which is attitude, compatibility, trust, perceived relative advantage,perceived behavioral control, complexity to affect intentions to purchase travel online

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