

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas persepsian, citra merek dan persepsi harga terhadap keputusan pembelian tiket pesawat secara online pada konsumen traveloka.com. Sampel dalam penelitian ini sebanyak 200 responden yang merupakan pengguna situs web traveloka.com untuk membeli tiket pesawat secara online di D.I. Yogyakarta. *Purposive sampling* digunakan sebagai teknik sampling. Analisis regresi linier berganda digunakan sebagai metode analisis untuk menentukan pengaruh variabel yang terlibat. Hasil penelitian ini menunjukkan bahwa Secara simultan kualitas persepsian, citra merek dan persepsi harga secara signifikan mempengaruhi keputusan pembelian. Kualitas persepsian secara signifikan mempengaruhi keputusan pembelian. Citra merek secara signifikan mempengaruhi keputusan pembelian. Persepsi harga secara signifikan mempengaruhi keputusan pembelian.

Kata Kunci: Kualitas Persepsian, Citra Merek, Persepsi Harga, Keputusan Pembelian

## **ABSTRACT**

*This study aims to determine the influence of perceive quality, brand image and price perception towards purchase decision airline tickets online on the costumers of traveloka.com. The number of samples used in this research were 200 respondents who were users of traveloka.com website in order to purchase a plane ticket online in D.I. Yogyakarta. Purposive sampling was used as sampling technique. Multiple regression analysis was used as a method of analysis to determine the influence of the variables involved. The results of this study indicated that simultaneously perceive quality, brand image, and price perception significantly influences purchase decision. Partially perceive quality significantly influences purchase decision. Partially brand image significantly influences purchase decision. And partially price perception significantly influences purchase decision.*

*Keywords: Perceive Quality, Brand Image, Price Perception, Purchase Decision.*