

ABSTRACT

THE INFLUENCE OF EASE OF TRANSACTIONS AND TRUST ON THE DECISION TO PURCHASE AIR TICKETS USING PAYLATER TRAVELOKA IN BANDAR LAMPUNG

By:

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This study aims to determine the effect of ease of transaction and trust on the decision to purchase airplane tickets using the Traveloka Paylater payment method. The type of research used is a type of quantitative research. The population selected in this study is the population selected in this study, all consumers who buy airplane tickets using the Traveloka Paylater payment method. The sampling method used in this study was nonprobability sampling using a purposive sampling technique in which the sampling was based on certain criteria determined by the researcher. The sample in this research is the sample in this research is 100 respondents. Methods of data analysis using multiple linear regression analysis method. The results of the analysis state that ease of transaction and trust partially or simultaneously influence the decision to purchase airplane tickets using the Traveloka Paylater payment method

Keywords: Ease of Transaction, Trust and Purchase Decision