

## ABSTRAK

Sigit Saputra. Program Studi Administrasi Bisnis, Universitas Yudharta Pasuruan. Juli 2023. Pengaruh Advertising, E-Wom, Brand Image Dan Perceived Value Terhadap Purchase Decision Tiket Pesawat Online Di Traveloka (Studi Pada Pengguna Aplikasi Tiket Online Traveloka Di Indonesia).

Penelitian ini bertujuan untuk mengetahui pengaruh *Advertising, E-WOM, Brand Image* dan *Perceived Value* terhadap *Purchase Decision* tiket pesawat online di Traveloka. Jenis penelitian ini merupakan penelitian Kuantitatif. Populasi pada penelitian ini adalah pengguna tiket Online Traveloka di seluruh Indonesia, sampel penelitian ini sebanyak 100 Responden Sumber data pada penelitian ini adalah sumber data Primer. Teknik pengumpulan data menggunakan kuesioner. Alat analisis data yang digunakan adalah analisis regresi linier berganda dengan bantuan *Software SPSS 24*. Hasil penelitian ini menunjukkan (1). *Advertising* tidak berpengaruh secara signifikan terhadap *Purchase Decision*. (2). *EWOM* tidak berpengaruh secara signifikan terhadap *Purchase Decision*. (3). *Brand Image* berpengaruh signifikan terhadap *Purchase Decision*. (4). *Perceived Value* berpengaruh signifikan terhadap *Purchase Decision*. (5). *Advertising, EWOM, Brand Image* dan *Perceived Value* secara simultan berpengaruh terhadap *Purchase Decision*.

Kata Kunci : *Advertising, EWOM, Brand Image, Perceived Value, Purchase Decision*.

## SUMMARY

Sigit Saputra. *Business Administration Study Program, Yudharta University Pasuruan. July 2023. The Influence of Advertising, E-Wom, Brand Image and Perceived Value on the Purchase Decision of Online Flight Tickets at Traveloka (Study on Traveloka Online Ticket Application Users in Indonesia).*

*This study aims to determine the effect of Advertising, E-WOM, Brand Image and Perceived Value on the Purchase Decision of online flight tickets at Traveloka. This type of research is a quantitative research. The population in this study are online ticket Traveloka users throughout Indonesia, the sample for this study is 100 respondents. The data source in this study is the primary data source. Data collection techniques using a questionnaire. The data analysis tool used is multiple linear regression analysis with the help of SPSS 24 software. The results of this study show (1). Advertising has no significant effect on Purchase Decision. (2). EWOM has no significant effect on Purchase Decision. (3). Brand Image has a significant effect on Purchase Decision. (4). Perceived Value has a significant effect on Purchase Decision. (5). Advertising, EWOM, Brand Image and Perceived Value simultaneously affect the Purchase Decision.*

*Keywords: Advertising, E-WOM, Brand Image, Perceived Value, Purchase Decision, Traveloka.*