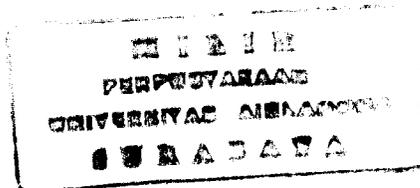


ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *online flow* terhadap *brand trust*, *purchase intention*, dan *perceived website quality*. Penelitian ini menggunakan pendekatan kuantitatif. Sampel dalam penelitian ini adalah generasi Y atau *millennial generation* yang belum pernah mendengar dan menginap di Hostel The Island Bali, pernah menginap di penginapan (hotel, hostel, motel, losmen, dan *homestay*) serta pernah mencari informasi akomodasi penginapan melalui internet. Penelitian ini menggunakan *purposive sampling* dengan responden sebanyak 113 orang. Adapun alat yang digunakan untuk mengumpulkan data adalah kuesioner yang hasilnya akan dianalisis dengan menggunakan *Structural Equation Modeling (SEM)* dengan *Analisis of Moment Structures (AMOS)*. Di dalam penelitian ini, ditemukan bahwa *online flow* berpengaruh positif dan signifikan terhadap *brand trust*, *purchase intention*, dan *perceived website quality*. Selain itu, *perceived website quality* juga berpengaruh positif dan signifikan terhadap *brand trust* dan *purchase intention*.

Kata kunci : *Online flow*, *brand trust*, *purchase intention*, *perceived website quality*, *SEM*.



ABSTRACT

The aim of the research is to analyze how the online flow can affect brand trust, purchase intention, and perceived website quality. This research is using quantitative approach. The samples in this research are generation Y or millennial generation who never heard and stay at Hostel The Island Bali, stayed in lodging (hotels, hostels, motels, inns and homestays) and seek information about lodging accommodations through the internet. This research uses purposive sampling by respondents as many as 113 people. The instrument of the research uses questionnaires and the results will be analyzed by using Structural Equation Modeling (SEM) with Analysis of Moment Structures (AMOS). The result of the research show that online flow have positive and significant influence on brand trust, purchase intention and perceived website quality. Besides that, perceived website quality have positive and significant influence too on brand trust and purchase intention.

Keywords : Online flow, brand trust, purchase intention, perceived website quality, SEM.

