

**PENGARUH *BRAND IMAGE*, *PERCEIVED PRICE*, *PERCEIVED QUALITY*,  
*TRUST*, DAN *PERCEIVED VALUE* TERHADAP *REPURCHASE INTENTION*  
PADA PENGGUNA WEBSITE TRAVELOKA**

**ABSTRAK**

Traveloka merupakan perusahaan *online booking* tiket yang meraih penghargaan *top brand index* untuk kategori Situs Online Booking Tiket Pesawat dan Situs Online Reservasi Hotel dengan nilai Top Brand Index (TBI) tahun 2016 sebesar 67,0% dan 60,3%. Tujuan studi ini yaitu untuk mengetahui pengaruh *brand image*, *perceived price*, *perceived quality*, *trust*, dan *perceived value* terhadap *repurchase intention* pada pengguna website Traveloka.

Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kuantitatif. Sampel yang diambil adalah konsumen yang pernah melakukan transaksi melalui website Traveloka sebanyak 157 responden yang diambil dengan menggunakan teknik *accidental sampling* dengan menyebarkan kuesioner secara online selama satu bulan. Pengumpulan data dilakukan dengan menyebarkan kuesioner melalui online. Teknik analisis menggunakan SEM AMOS.

Hasil penelitian menunjukkan bahwa *brand image* berpengaruh signifikan terhadap *perceived price* dengan nilai *pvalue* sebesar 0,000. *Brand image* berpengaruh signifikan terhadap *perceived quality* dengan nilai *pvalue* sebesar 0,000. *Brand image* tidak berpengaruh signifikan terhadap *trust* dengan nilai *pvalue* sebesar 0,733. *Brand image* tidak berpengaruh signifikan terhadap *repurchase intention* dengan nilai *pvalue* sebesar 0,813. *Perceived price* berpengaruh signifikan terhadap *perceived value* dengan nilai *pvalue* sebesar 0,043. *Perceived price* berpengaruh signifikan terhadap *repurchase intention* dengan nilai *pvalue* sebesar 0,043. *Perceived quality* tidak berpengaruh signifikan terhadap *perceived value* dengan nilai *pvalue* sebesar 0,683. *Trust* berpengaruh signifikan terhadap *perceived value* dengan nilai *pvalue* sebesar 0,003. *Trust* tidak berpengaruh signifikan terhadap *repurchase intention* dengan nilai *pvalue* sebesar 0,200. *Perceived value* tidak berpengaruh signifikan terhadap *repurchase intention* dengan nilai *pvalue* sebesar 0,201. *Perceived quality* berpengaruh signifikan terhadap *trust* dengan nilai *pvalue* sebesar 0,000. *Brand image* tidak berpengaruh signifikan terhadap *perceived value* dengan nilai *pvalue* sebesar 0,201. Sebaiknya pihak traveloka dapat memperhatikan faktor *brand image* khususnya pada peningkatan pengenalan merek Traveloka kepada masyarakat yang lebih luas dengan menambahkan media yang digunakan sebagai iklan agar dapat lebih dikenal. Penelitian ini masih bersifat kuantitatif, oleh karena itu untuk penelitian selanjutnya dapat dilakukan dengan menggunakan pendekatan kualitatif yang memperoleh data melalui wawancara agar didapatkan hasil lebih kompleks.

Kata kunci : *Brand Image*, *Perceived Price*, *Perceived Quality*, *Trust*, *Perceived Value*, *Repurchase Intention*

## **THE EFFECT OF BRAND IMAGE, PERCEIVED PRICE, PERCEIVED QUALITY, TRUST, AND PERCEIVED VALUE ON REPURCHASE INTENTION IN TRAVELOKA WEBSITE USERS**

### **ABSTRACT**

Traveloka is an online ticket booking company that won the top brand index award for the category of Online Airline Ticket Booking and Online Hotel Reservation Sites with a Top Brand Index (TBI) year 2016 value of 67.0% and 60.3%. The purpose of this study is to determine the effect of brand image, perceived price, perceived quality, trust, and perceived value on repurchase intention in Traveloka website users.

The approach used in this study is a quantitative approach. The samples taken were consumers who had made transactions through the Traveloka website as many as 157 respondents who were taken using accidental sampling techniques by distributing questionnaires online for one month. Data collection is done by distributing questionnaires through online. The analysis technique uses SEM AMOS.

Results of the study show that the brand image has a significant effect on the perceived price with a value of 0.000. Brand image has a significant effect on perceived quality with a value of 0.000. Brand image does not have a significant effect on trust with a value of pvalue of 0.733. Brand image does not have a significant effect on repurchase intention with a value of pvalue of 0.813. Perceived price has a significant effect on perceived value with a p value of 0.043. Perceived price has a significant effect on repurchase intention with a p value of 0.043. Perceived quality does not have a significant effect on perceived value with a value of pvalue of 0.683. Trust has a significant effect on perceived value with a value of pvalue of 0.003. Trust does not have a significant effect on repurchase intention with a value of 0.200. Perceived value has no significant effect on repurchase intention with a value of pvalue of 0.201. Perceived quality has a significant effect on trust with a p value of 0,000. Brand image does not have a significant effect on perceived value with a value of pvalue of 0.201. The results of the research should be brand image factors become the main consideration for consumers in conducting online transactions. This research is still quantitative in nature, therefore for further research it can be done to combine quantitative and qualitative research.

*Keywords : Brand Image, Perceived Price, Perceived Quality, Trust, Perceived Value, Repurchase Intention*