

## ABSTRAK

Tujuan dilakukannya penelitian ini adalah Untuk mengetahui pengaruh *Brand Image* terhadap *perceived price* pada agen travel online Traveloka. Untuk mengetahui pengaruh *Brand Image* terhadap *value* pada agen travel online Traveloka. Untuk mengetahui pengaruh *Brand Image* terhadap *trust* pada agen travel online Traveloka. Untuk mengetahui pengaruh *Brand Image* terhadap *Hotel Booking Intention* pada agen travel online Traveloka. Untuk mengetahui pengaruh *perceived price* terhadap *hotel booking intention* pada agen travel online Traveloka. Untuk mengetahui pengaruh *perceived price* terhadap *value* pada agen travel online Traveloka. Untuk mengetahui pengaruh *trust* terhadap *value* pada agen travel online Traveloka. Untuk mengetahui pengaruh *trust* terhadap *hotel booking intention* pada agen travel online Traveloka. Untuk mengetahui pengaruh *value* terhadap *hotel booking intention* pada agen travel online Traveloka. Untuk mengetahui pengaruh *e-WOM* terhadap *hotel booking intention* pada agen travel online Traveloka. Populasi dalam penelitian ini adalah responden berjenis kelamin laki – laki dan perempuan dengan usia 18 tahun ke atas yang pernah mencari informasi reservasi hotel di agen travel online Traveloka. Teknik sampel menggunakan *purposive sampling*, yaitu teknik pengumpulan sampel yang berdasarkan pada pertimbangan tertentu, sedangkan jumlah sampel menggunakan *teknik Maximum Likelihood Estimation* yaitu jumlah sampel yang diambil antara 5-10 kali jumlah indikator variabel laten. Jumlah indikator variabel laten secara keseluruhan adalah 20, ukuran sampel berjumlah antara 100–200 responden sehingga jumlah sampel yang diambil adalah sebesar 212 responden. Teknik analisis yang digunakan adalah SEM (*Structural Equation Model*). Hasil pengujian terbukti, *brand image* berpengaruh terhadap *perceived price*. Hasil pengujian terbukti, *brand image* berpengaruh terhadap *value*. Hasil pengujian terbukti, *brand image* berpengaruh terhadap *trust*. Hasil pengujian terbukti, *brand image* berpengaruh terhadap *hotel booking intention*. Hasil pengujian terbukti, *perceived price* berpengaruh terhadap *value*. Hasil pengujian terbukti, *perceived price* berpengaruh terhadap *hotel booking intention*. Hasil pengujian terbukti, *trust* berpengaruh terhadap *value*. Hasil pengujian terbukti, *trust* berpengaruh terhadap *hotel booking intention*. Hasil pengujian terbukti, *value* berpengaruh terhadap *hotel booking intention*. Hasil pengujian terbukti, *e-WOM* berpengaruh terhadap *hotel booking intention*.

Kata kunci: *brand image, perceived price, value, trust, e-WOM, booking intention*

**ABSTRACT**

The purpose of this study was to determine the effect of Brand Image on the perceived price of Traveloka's online travel agent. To find out the influence of Brand Image on value on Traveloka online travel agents. To find out the influence of Brand Image on trust in Traveloka's online travel agent. To find out the influence of Brand Image on Hotel Booking Intention at Traveloka's online travel agent. To find out the effect of the perceived price on a hotel booking intention with Traveloka's online travel agent. To determine the effect of perceived price on value on Traveloka online travel agents. To find out the effect of trust on value on Traveloka's online travel agent. To find out the effect of trust on a hotel booking intention with Traveloka's online travel agent. To find out the effect of value on the hotel booking intention at Traveloka's online travel agent. To find out the effect of e-WOM on hotel booking intention at Traveloka's online travel agent. The population in this study were male and female respondents aged 18 years and over who had searched for hotel reservation information at Traveloka's online travel agent. The sample technique uses purposive sampling, which is a sample collection technique based on certain considerations, while the number of samples using the Maximum Likelihood Estimation technique is the number of samples taken between 5-10 times the number of indicators of latent variables. The number of indicators of the overall latent variable is 20, the sample size amounts to between 100-200 respondents so that the number of samples taken is 212 respondents. The analysis technique used is SEM (Structural Equation Model). The test results are proven, brand image affects the perceived price. The test results are proven, brand image has an effect on value. The test results are proven, brand image affects trust. The test results are proven, the brand image has an effect on the hotel booking intention. The test results are proven, the perceived price has an effect on value. The test results proved, the perceived price had an effect on the hotel booking intention. The test results are proven, trusts affect value. The test results are proven, the trust has an effect on the hotel booking intention. The test results are proven, the value has an effect on the hotel booking intention. The test results are proven, e-WOM has an effect on the hotel booking intention.

Keywords: brand image, perceived price, value, trust, e-WOM, booking intention