

ABSTRACT

Along with the growth of the tourism industry in Indonesia, there are a lot of sites popping up online travel reservation that was created with the aim of facilitating the public. Therefore, there is a need for appropriate strategies for the companies so that the costumers are interested to make the purchase. Product assortment and marketing relationship factors are some of the many factors that influence the buying interest of costumers. Therefore, the product assortment and marketing relationships need to be considered by the company as having an important role to create the buying interest from costumers.

This research was conducted on an online travel reservation site that is GoIndonesia sites. This study examines the effect of the product assortment and marketing relationship on costumer purchase intention on the site.

The method uses is descriptive causal. Data collection is done by distributing questionnaires to followers of the social media accounts that contain Indonesia traveler community with a sample of 385 people with nonprobability sampling method. Data analysis technique uses is multiple linear regression analysis with significance level of 5%.

Results of the data analysis showed that partially, product assortment has a significant and positive effect on costumer purchase intention ($0.000 < 0.05$), partially marketing relationship also has a positive and significant impact on costumer purchase intention ($0,000 < 0,05$)

Keywords: Product Assortment, Relationship Marketing, Purchase Intention