

ABSTRACT

Traveloka is an e-commerce that provided services as travelling support application. Traveloka receives many rewards and undertake some national nor international collaboration and gain the highest rate in Google Store and Apple Store and surpass it's competitors. So, the researcher are interested to take on the research which been entitled as "ANALYSIS OF THE FACTORS THAT INFLUENCE TRAVELLER TO CHOOSE TRAVELOKA AS A TRAVELLING SUPPORT APPLICATION".

The purpose of this study is to find out the factors that influences travellers using traveloka as their travelling support application, and identify which factor are most influential.

This study are included in deskriptive and quantitative research, data collection technique was done by distributing questionnaires. Method of measuring data using likert scale, using validity test, reliability of technical data analysis is Principal Component Analysis.

Based on the results of research obtained on 26 research variables, 4 new factors has been formed, namely Competitive Advantage, Ease & Information Systems, Purchase Motivation and Ease of Complaint. Trough the four factors that are formed, competitiveness factors are identified as dominant factors, as evidenced by the% of Variance of 27.774%.

Keywords :Factor analysis, Buying decision, Online travel agent.