

## ABSTRACT

*Technological development, especially internet are increasing from year to year. The number of internet users in Indonesia has increased from 88.1 million in 2014 to 132.7 million or 51.8% of the total population of Indonesia in 2016. From that amount of internet user's number, 61% of internet users use mobile phone media while the remaining 58% use computers followed by tablet users as much as 39% and the last use other devices as much as 12%. The tendency of Indonesians who like to use the internet in their daily lives also has an impact on their daily actions, about half of Indonesian consumers plan to buy airplane tickets (55%) online and make hotel reservations (46%) in the next six months. Seeing this opportunity, Ferry Unardi created the Traveloka site, a website that offers Indonesian public services. A few years later, Traveloka transformed into the most popular hotel and airline ticket booking site in Indonesia. Although it has become the most popular OTA in Indonesia, in fact the number of percentage of transactions per number of visits is only around 2.4% -6% still in the under other OTAs in Indonesia.*

*This research will be measured user perceptions of e-marketing mix variables (products (services), prices, promotions, personalization, privacy, customer service, community, security, site design and consumer purchasing decisions. In addition, this study also evaluates the effect of e-marketing mix variables on Traveloka consumer purchasing decisions.*

*Methods of data collection were done through questionnaires distribution by using googledocs application and hardcopy to to 467 consumers with a minimum of Traveloka usage 1 time in the last 6 months. From the questionnaires distributed, 415 valid questionnaires were obtained and a sample of 400 using Traveloka was selected 1 time in the last 6 months with simple random sampling technique. The analysis technique used to interpret and analyze the data in the study is the Structural Equation Model (SEM) technique.*

*Based on the results of data processing, it is known that only 3 (price, personalization and appearance of the site) that have a significant effect on consumer purchasing decisions. In addition it turns out that the purchase decision can be explained by the e-marketing mix variable of 58.49% while the remaining 41.51% is explained by other variables outside this research.*

*Keywords: Traveloka, E-Marketing Mix, Purchase Decisions*