

ABSTRACT

The development of information technology is now growing rapidly. This can be seen from the growth of internet users, including in Indonesia. The growth of the internet in Indonesia is now rapidly increasing. It shows that technology at this time is a necessity of the people of Indonesia to facilitate all work process, including in transportation and travel matters.

This phenomenon triggered the amount of more advanced technology, appears in Online Travel Agent services through websites and applications to support the society in terms of travel ticket reservations. Traveloka is one of the Online Travel Agent service sites that are popular among Indonesians, judging by the number of downloads, ratings, on the Google Playstore and IOS Appstore. Furthermore, DailySocial had conducted a survey about OTA (Online Travel Agent) used by consumers, and the result was Traveloka had a lot more votes than other OTAs. This triggers the writer to conduct a research by observing what factors that influence the consumers in using the Online Travel Agent service through Traveloka.

This study uses ten variables taken from previous research, namely Information Quality, Service Quality, System Quality, Perceived Convenience, Perceived Value, Perceived Merchandise, Customer's Satisfaction in E-Commerce, Trust, Price, and Ease of Use.

This research included in the descriptive research category using a quantitative approach and using factor analysis methods, with 385 respondents who are Indonesian people who have used Online Travel Agent services through Traveloka for travel ticket reservations, and samples taken by using purposive sampling technique.

The results of this study formed 4 (four) factors, Information and System Quality loading factors value of 0.842 and contributions of 51.318%, Satisfaction of Product Use factor loading value of 0.755 and contribution of 6.595%, Service Quality loading factor value of 0.843 and contribution of 4,558%, and Price Compatibility factor loading value is 0,865 and contribution of 3,914%. The factors that are confirmed the same as previous research are Information and System Quality and also Service Quality. Based on these results, it can be concluded that the most dominant factor in the research of what factors that shape consumers using the Online Travel Agent service through Traveloka is the Information and System Quality factor.

Keywords: *Online Travel Agent, Traveloka, Factor Analysis*