

## ABSTRACT

*The development of technology is currently growing rapidly because it is in line with the increasing human needs. The development of this technology is expected to be able to assist human activities in accessing global information, news, and sending data quickly and easily. Along with these developments, companies are required to follow current developments in order to be able to reach their customers and increase profits. Today's business companies are starting to switch to using e-commerce.*

*Traveloka is an online site that works on ticket reservations, whether it's plane tickets, trains, buses, hotels, car rentals, airport transfers and tourist attractions. The initial concept of Traveloka was as a search engine to compare flight ticket prices from various other online ticket sites. However, in 2013, Traveloka turned into an online flight ticket reservation site where users can order airline tickets through its official website.*

*The purpose of this research is to find out and analyze how the influence of the price given by Traveloka either simultaneously or partially. This study uses quantitative methods with descriptive and causal approaches. Sampling in this study using the Purposive Sampling technique with consideration of Traveloka consumers who have used online ticket bookings either through the Traveloka application or website more than three times.*

*Based on the results of research that has been carried out with the SPSS version 24 test. It is known that Price and E-Service Quality have a simultaneous and partial effect on Traveloka Customer Satisfaction in Yogyakarta. The result of the coefficient of determination is 72.6%. It can be concluded that it can be concluded that the Price and E-Service Quality variables have an influence of 72.6% on Traveloka Customer Satisfaction in Yogyakarta. While the remaining 27.4% is influenced by other variables besides Price and E-Service Quality.*

**Keywords:** *Online Travel Agent, Price, E-Service Quality, Customer Satisfaction.*