

**THE IMPACT OF INFORMATION COMMUNICATION TECHNOLOGY  
(ICT) TOWARD CONSUMER PURCHASING BEHAVIOR: CASE STUDY  
ON THE USE OF INTERNET BY TRAVEL AGENCIES IN JAKARTA**

By

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, not material which to a substantial extent has been accepted for the award of many other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

THE IMPACT OF INFORMATION COMMUNICATION TECHNOLOGY (ICT)  
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USE OF INTERNET BY JAKARTA TRAVEL AGENCIES

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The purpose of this research is to observe the impact of Internet to tourism business and its market-buying pattern. The research will focus on travel agencies and travelers in Jakarta. The research approach applied in this study is a combination of deductive and evaluative research. It begins with the hypothesis, followed by the observation and description to collect the data and then test hypothesis against the data. Today information communication technology has immensely progressed. What occurred and is still happening is an evolution in which travel agencies as well as travel consumers are each adapting to meet changing conditions. The IT development offer opportunities to consumers to personally access to various travel information and enable them to directly book and purchase the travel products through internet. This seems to create the tendency of travel consumers to be less dependent on agencies. From the survey conducted, online system does bring impact to Jakarta travel agencies performance, but not to consumer buying pattern.

*Key Words: Internet, Travel Agent, and Consumer Behavior*

## DEDICATION

I dedicate this thesis to my beloved parents, who had supportedly given me the opportunity to get the best education. To my beloved mother Jos Jenny, who had supported me in finishing my study. To lovely father Gunarso Handoko, for becoming an optimist father and cares for her daughter. My cutest brother Gabriel Gunarso, for becoming the greatest brother ever. I believe without their support my thesis work could not have been completed.

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