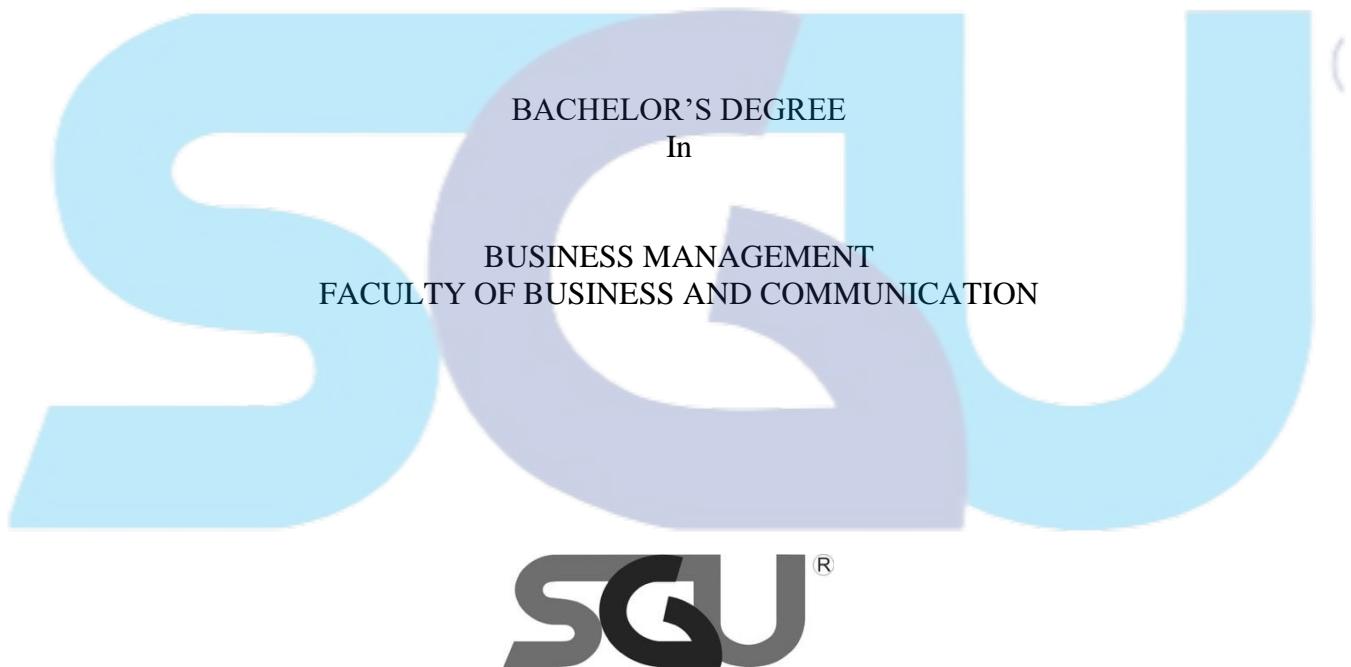


**INFLUENCE OF E-SERVICE QUALITY AND CUSTOMER PERCEIVED VALUE ON
PURCHASE DECISION OF LOW-COST AIRLINES FLIGHT TICKETS ON
TIKET.COM APPLICATION**

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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, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.


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ABSTRACT

INFLUENCE OF E-SERVICE QUALITY AND CUSTOMER PERCEIVED VALUE ON PURCHASE DECISION OF LOW-COST AIRLINES FLIGHT TICKETS ON TIKET.COM APPLICATION

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In recent years, the airline and online travel agency industries in Indonesia have seen substantial growth and expansion. Especially Low Cost Carriers Airline and Online Travel Agency (OTA). Tiket.com as a big player in the city sector has many competitors who can provide the same service in terms of E-Service Quality and Customer Perceived Value. Therefore, the aim of this research is to examine whether the dimensions of E-Service Quality and Customer Perceived Value have an impact on the Purchase Decision of low cost airlines flight tickets in Tiket.com. The dimensions of E-Service Quality in this study are Website Design, Fulfilment, Customer Service and Privacy. For Customer Perceived Value, dimension used are Perceived Benefits and Perceived Sacrifices. The data was collected from 164 respondents who are 17 – 40 years old live in Jabodetabek area, using Tiket.com to order low cost airlines in the last one year. The findings indicated that E-Service Quality had the largest influence towards the Purchase Decision and the result shows that E-Service Quality have positive and significant influence towards Purchase Decision, followed with Customer Perceived Value who also have positive and significant influence towards Purchase Decision. Based on the results of this study, author recommends Tiket.com to maintain and increase the ability to deliver customer value, increase the speed of apps, maintain the security of the apps, increase complaint respond times, make free to call feature, make referral program, and improve the return/compensation policies

Keywords: *Online Travel Agency, E-Service Quality, Customer Perceived Value, Purchase Decision*



DEDICATION

I dedicate this works for the future of myself



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