

“PENGARUH *EASE OF USE* DAN *INFORMATION QUALITY* TERHADAP *PURCHASE INTENTION* TIKET PESAWAT PADA APLIKASI TIKET.COM”

ABSTRAK

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Penelitian ini dilakukan dengan tujuan untuk mengetahui gambaran *Ease Of Use* dan *Information Quality* terhadap *Purchase Intention* tiket pesawat pada aplikasi tiket.com serta pengaruh *Ease Of Use* dan *Information Quality* terhadap *Purchase Intention* tiket pesawat pada aplikasi tiket.com secara parsial maupun simultan. Metode penelitian yang digunakan dalam penelitian ini yaitu metode deskriptif dan verifikatif dengan menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini merupakan seluruh pengguna tiket.com yang dilihat dari jumlah pengunduh aplikasi tiket.com pada *playstore* dan *Appstore*. Jumlah sample yang diambil dalam penelitian ini yaitu sebanyak 100 responden. Hasil penyebaran kuesioner dianalisis dengan menggunakan analisis regresi berganda, koefisien determinasi, uji t dan uji f. berdasarkan penyebaran data diperoleh bahwa *Ease Of Use*, *Information Quality*, dan *Purchase Intention* berada dalam kategori baik. Berdasarkan hasil uji determinasi yang telah dilakukan pada variabel *Ease Of Use* berpengaruh sebesar 21% terhadap *Purchase Intention*, *Information Quality*, memiliki pengaruh sebesar 17,5% terhadap *Purchase Intention*, *Ease Of Use* dan *Information Quality* berpengaruh sebesar 22,7% terhadap *Purchase Intention*. Hasil penelitian menunjukkan bahwa variabel *Ease Of Use* dan *Information Quality* berpengaruh terhadap *Purchase Intention* tiket pesawat pada aplikasi tiket.com baik secara parsial maupun simultan.

Kata Kunci: *Ease Of Use*, *Information Quality*, *Purchase Intention*, tiket.com.

***“THE INFLUENCE OF EASE OF USE AND INFORMATION
QUALITY ON PURCHASE INTENTION OF AIRLINE TICKETS
ON THE TIKET.COM APPLICATION”***

ABSTRACT

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This study aims to provide an overview of Ease of Use and Information Quality on Purchase Intention of airline tickets on the tiket.com application, as well as the influence of Ease of Use and Information Quality on Purchase Intention of airline tickets on the tiket.com application, both partially and simultaneously. The research method used in this study is descriptive and verification methods with a quantitative approach. The population in this study consists of all users of tiket.com, as observed from the number of tiket.com application downloads on the Playstore and Appstore. The sample size taken in this study amounted to 100 respondents. The results of the questionnaire distribution were analyzed using multiple regression analysis, coefficient of determination, t-test, and F-test. Based on the data distribution, it was found that Ease of Use, Information Quality, and Purchase Intention are in the good category. The results of the determination test conducted show that the Ease of Use variable has an influence of 21% on Purchase Intention, Information Quality has an influence of 17.5% on Purchase Intention, and Ease of Use and Information Quality together have an influence of 22.7% on Purchase Intention. The results of the study indicate that the variables Ease of Use and Information Quality have an impact on the Purchase Intention of airline tickets on the tiket.com application, both partially and simultaneously.

Keywords: Ease of Use, Information Quality, Purchase Intention, tiket.com.