

ABSTRAK

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Skripsi

Analisis Faktor-Faktor yang dipertimbangkan konsumen dalam keputusan pembelian tiket Internasional di Antavaya Galaxy Mall Surabaya.

Penelitian ini dilakukan untuk mengetahui faktor-faktor yang dipertimbangkan pelanggan dalam keputusan pembelian dan faktor yang dominan dipertimbangkan pelanggan dalam keputusan pembelian pada tiket Internasional di Antavaya Galaxy Mall Surabaya. Jenis penelitian yang dilakukan adalah penelitian kuantitatif, dengan total populasi seluruh pelanggan di Antavaya Galaxy Mall Surabaya yang membeli tiket dengan jumlah total sebanyak 100 sampel. Analisis data yang digunakan yaitu analisis faktor.

Hasil penelitian menunjukkan bahwa terdiri lima faktor yang menjadi pertimbangan pelanggan membeli tiket internasional yaitu atribut kualitas pelayanan, harga, promosi, popularity, *brand name*. Dari beberapa faktor yang menjadi pertimbangan paling dominan dalam keputusan konsumen dalam memilih Antavaya Tour Travel Galaxy Mall Surabaya adalah faktor promosi dengan nilai sebesar 0,928. Manajemen perusahaan AntaVaya dalam menjual jasa yang diberikan perlu memperhatikan atribut kualitas pelayanan, harga, promosi, popularity, *brand name*

Kata kunci: Analisis Faktor, Keputusan pembelian, Tiket Internasional

ABSTRACT

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Thesis

Analysis of Factors considered by consumers on the decision to purchase International tickets at Antavaya Galaxy Mall Surabaya.

This research was conducted to determine the factors considered by customers in purchasing decisions and the dominant factors considered by customers in purchasing decisions on international tickets at Antavaya Galaxy Mall Surabaya. This type of research is quantitative research, with a total population of all customers in Antavaya Galaxy Mall Surabaya who bought tickets with a total of 100 samples. Analysis of the data used is factor analysis.

The results showed that consisting of five factors that were considered by customers to buy international tickets, they were service quality, price, promotion, popularity, brand name attributes. Of the several factors that become the most dominant consideration in consumer decisions in choosing Antavaya Tour Travel Galaxy Mall Surabaya is a promotion factor with a value of 0.928. AntaVaya company management in selling the services provided needs to pay attention to the attributes of service quality, price, promotion, popularity, brand name

Keywords: Factor Analysis, Purchase Decisions, International Tickets