



UNIVERSITAS TARUMANAGARA

FAKULTAS EKONOMI

JAKARTA

SKRIPSI

**PENGARUH *BRAND CREDIBILITY*, *EWOM* DAN *TRUST* TERHADAP
PERCEIVED VALUE DAN *PURCHASE INTENTION* PADA PELANGGAN
TRAVELOKA DI JAKARTA**

DIAJUKAN OLEH:

NAMA : SINDY PRATIWI

NIM : 115130251

UNTUK MEMENUHI SEBAGIAN DARI SYARAT-SYARAT

GUNA MENCAPAI GELAR

SARJANA EKONOMI

2017

UNIVERSITAS TARUMANAGARA

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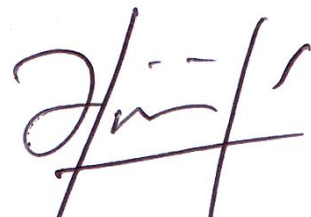
JAKARTA

TANDA PERSETUJUAN SKRIPSI

NAMA : SINDY PRATIWI
NO. MAHASISWA : 115130251
PROGRAM / JURUSAN : S1 / MANAJEMEN
BIDANG KONSENTRASI : MANAJEMEN PEMASARAN
**JUDUL SKRIPSI : PENGARUH *BRAND CREDIBILITY*, *EWOM*
DAN TRUST TERHADAP *PERCEIVED*
VALUE DAN *PURCHASE INTENTION*
PADA PELANGGAN TRAVELOKA DI
JAKARTA**

Jakarta, 22 Desember 2016

Pembimbing,



(Dr. Keni, S.E., M.M.)

UNIVERSITAS TARUMANAGARA
FAKULTAS EKONOMI
JAKARTA

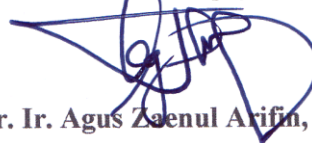
TANDA PERSETUJUAN SKRIPSI

SETELAH LULUS UJIAN SKRIPSI / KOMPREHENSIF

NAMA : SINDY PRATIWI
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PADA PELANGGAN TRAVELOKA DI
JAKARTA

Tanggal: 10 Januari 2017

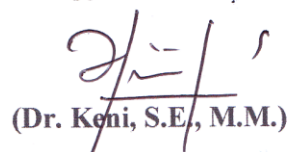
Ketua Penguji,



(Dr. Ir. Agus Zaenul Arifin, M.M.)

Tanggal: 10 Januari 2017

Anggota Penguji,



(Dr. Keni, S.E., M.M.)

Tanggal: 10 Januari 2017

Anggota Penguji,



(Lidyawati Soelaeman, S.T., M.M.)

ABSTRAK

UNIVERSITAS TARUMANAGARA

FAKULTAS EKONOMI

JAKARTA

(A) SINDY PRATIWI (115130251)

(B) PENGARUH *BRAND CREDIBILITY*, *EWOM* DAN *TRUST*
TERHADAP *PERCEIVED VALUE* DAN *PURCHASE INTENTION*
PADA PELANGGAN TRAVELOKA DI JAKARTA

(C) xvii + 96 halaman, 2016, tabel 26, gambar 17, lampiran 8.

(D) MANAJEMEN PEMASARAN

(E) **Abstract:** *The purpose of this research are to examine whether 1) brand credibility, eWOM, and trust can influence purchase intention of Traveloka's customers in Jakarta, 2) trust can influence perceived value of Traveloka's customers in Jakarta, 3) perceived value can influence purchase intention of Traveloka's customers in Jakarta and 4) perceived value can mediate trust on purchase intention of Traveloka's customers in Jakarta. The populations of this research are Traveloka's customers in Jakarta. The samples are 200 respondents by online questionnaires with the nonprobability sampling technique with convenience sampling. Overall, the results of this study are 1) brand credibility and trust are positively and significantly affected on purchase intention of Traveloka's customers in Jakarta, while eWOM are not positively and significantly affected on purchase intention of Traveloka's customers in Jakarta 2) trust are positively and significantly affected on perceived value of Traveloka's customers in Jakarta, 3) perceived value is positively and significantly affected on purchase intention of Traveloka's customers in Jakarta and 4) perceived value can mediate the positive effect trust on purchase intention of Traveloka's customers in Jakarta.*

(F) Daftar acuan 69 (1985-2016)

(G) Dr. Keni, S.E., M.M.