

**Abstrak****PENGARUH HARGA, PROMOSI, DAN GAYA HIDUP TERHADAP  
KEPUTUSAN PEMBELIAN TIKET PESAWAT MELALUI TRAVELOKA**

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Penelitian ini bertujuan untuk mengetahui (1) pengaruh harga secara parsial terhadap keputusan pembelian tiket pesawat melalui Traveloka, (2) pengaruh promosi secara parsial terhadap keputusan pembelian tiket pesawat melalui Traveloka, (3) pengaruh gaya hidup secara parsial terhadap keputusan pembelian tiket pesawat melalui Traveloka, (4) pengaruh harga, promosi, dan gaya hidup secara bersama-sama terhadap keputusan pembelian tiket pesawat melalui Traveloka. Populasi pada penelitian ini adalah seluruh mahasiswa - mahasiswi aktif Universitas Sanata Dharma yang sudah pernah membeli tiket pesawat melalui Traveloka. Responden dalam penelitian ini sebanyak 100 orang dan teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Teknik analisis data yang digunakan dalam penelitian ini adalah Regresi Linear Berganda menggunakan Aplikasi SPSS 20. Hasil penelitian ini menunjukkan bahwa (1) harga berpengaruh secara parsial terhadap keputusan pembelian tiket pesawat melalui Traveloka, (2) promosi berpengaruh secara parsial terhadap keputusan pembelian tiket pesawat melalui Traveloka, (3) gaya hidup berpengaruh secara parsial terhadap keputusan pembelian tiket pesawat melalui Traveloka, (4) harga, promosi, dan gaya hidup secara bersama-sama berpengaruh terhadap keputusan pembelian tiket pesawat melalui Traveloka.

Kata kunci: Harga, Promosi, Gaya Hidup, Keputusan Pembelian

**Abstract**

**THE INFLUENCE OF PRICE, PROMOTION, AND LIFESTYLE ON  
PURCHASING DECISION OF AIRPLANE TICKETS THROUGH  
TRAVELOKA**

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The purpose of this research is to find out (1) the partial influence of price on purchasing decision of airplane tickets through Traveloka, (2) the partial influence of promotion on purchasing decision of airplane tickets through Traveloka, (3) The partial influence of lifestyle on purchasing decision of airplane tickets through Traveloka, (4) the simultaneous influence of price, promotion, and lifestyle on purchasing decision of airplane tickets through Traveloka. The population of this research was all active students of Sanata Dharma University who had already purchased airplane tickets through Traveloka. The respondents of this research were 100 people taken with purposive sampling technique. The data analysis technique of this research was multiple linear regression using SPSS 20 software. This research indicated that (1) the price had partial influence on purchasing decision of airplane tickets through Traveloka, (2) the promotion had partial influence on purchasing decision of airplane tickets through Traveloka, (3) the lifestyle had partial influence on purchasing decision of airplane tickets through Traveloka, (4) The prices, promotions, and lifestyle simultaneously influenced purchasing decision of airplane tickets through Traveloka.

**Keywords:** Price, Promotion, Lifestyle, Purchasing Decision