

## ABSTRACT

*Over time in the current era of globalization. The use of technology for people's lives has a huge positive impact. Information technology that developed the internet has slowly begun to shift the culture of buying airplane tickets from manual to online. Although it has a very potential market. The development of online travel agents in Indonesia is slightly hampered. Due to rising ticket prices and falling domestic passengers for air transportation. In the last five years, the downward trend in the number of new airplane passengers has been the past two years. Previous years aircraft passengers always grow. In fact, the average passenger growth is almost always double digits each year. Tiket.com is the first online travel agent in Indonesia. But Tiket.com is still inferior to its competitors who are able to provide more attractive prices and promos to their customers.*

*This research is a descriptive study that uses quantitative methods because the research data shows numbers and analyzes that use statistics. The data sample of this study is the tiket.com users for the category of airline tickets throughout Indonesia by using a Non Probability purposive sampling. The analysis technique used is Multiple Linear Regression Analysis.*

*In this study price and promotion variables are used to see the effect on airplane ticket purchase decisions at Tiket.com. After conducting the analysis, the results show that prices and promotions have a positive and significant effect partially or individually and also simultaneously or jointly on the decision to purchase plane tickets at Tiket.com.*

**Keyword :** *Airplane ticket, Prices, Promotions, Purchasing Decisions and Multiple Linear Regression Analysis*