

ABSTRACT

The advancement of digital technology has significantly altered consumer behavior, particularly in the context of purchasing airline tickets online. University students, as one of the most active user segments of digital services, represent a relevant population for examining the determinants of online purchasing decisions. This study aims to investigate the mediating role of brand popularity in the relationship between price and consumer trust on the decision to purchase airline tickets through the Traveloka platform. A quantitative research approach was employed, utilizing a structured questionnaire distributed to 200 students of Telkom University Purwokerto. The data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique with the assistance of the SmartPLS software. The findings reveal that price exerts a positive and significant influence on both purchase decisions and brand popularity. Although consumer trust does not directly affect purchase decisions, it significantly contributes to brand popularity. Furthermore, brand popularity is found to be a significant mediating variable in the relationship between price and consumer trust toward purchase decisions. Brand popularity also emerges as the most influential factor in shaping online ticket purchase behavior. These results offer valuable insights for travel service providers in formulating effective marketing strategies and provide a foundation for future research exploring additional variables affecting online consumer purchasing behavior.

Keywords: *Price, Consumer Trust, Brand Popularity, Purchase Decision, Airline Ticket, Traveloka*