Abstract

This research is conducted to analyze the influence of website quality, perceived flow, customer satisfaction and purchase intention on the website Traveloka. The SOR (stimulus-organism-response) framework is used as the basis theoretical framework for this research. The population in this study is the people who have used the service products on the Traveloka website. The method of collecting data with the questionnaire online, as many as 232 valid online questionnaires collected and then tested the validity and reliability of each indicator. Data analysis technique used is the structural equation modeling (SEM) analysis and data analysis tool using Lisrel application version 8.80. The results of this study indicate that there is a significant influence of website quality variables on perceived flow. Then perceived flow significantly influence customer satisfaction and purchase intention. However, the customer satisfaction found not significant to effect on Traveloka consumer purchase intention.

***Keyword**: Website Quality, Customer Satisfaction, Purchase Intentions, Perceived Flow, Traveloka*