

INTISARI

Penelitian ini merupakan replikasi model penelitian yang diajukan pada penelitian Pappas *et al.* (2014). Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *personalization* terhadap *intention to purchase* melalui *emotions* konsumen *e-ticketing* Air Asia di Surabaya, Indonesia.

Pengolahan data dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) dengan software LISREL 8.70. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jenis *purposive sampling*. Data diperoleh secara langsung dari responden yang memenuhi karakteristik populasi yang ditentukan dengan menyebarkan kuesioner. Jumlah sampel yang digunakan dalam penelitian ini adalah 120 responden.

Hasil penelitian ini menunjukkan adanya pengaruh *personalization* terhadap *positive emotions*, *positive emotions* terhadap *intention to purchase*, dan *negative emotions* terhadap *intention to purchase*. Pengaruh *personalization* terhadap *negative emotions* dan *personalization* terhadap *intention to purchase* dinyatakan tidak terdukung.

Kata kunci: Air Asia, *E-Ticketing*, *Personalization*, *Emotions*, *Intention to Purchase*.

ABSTRACT

This research proposes a research model adopted from a model proposed by Pappas et al. (2014). The purposes of this study is to investigate the personalization effect of intention to purchase pass through consumer emotions e-ticketing Air Asia at Surabaya, Indonesia.

This research using Structural Equation Modeling (SEM) with Lisrel 8.70 software. Sampling techniques used in this research are non probability sampling with this type of purposive sampling. Data collected directly from respondents who meet the specified characteristics of the population by distributing questionnaires. The samples used in this study was 120 respondents.

The results of this study showed the influence of personalization toward positive emotions, positive emotions toward intention to purchase, and negative emotions toward intention to purchase. Furthermore, the personalization toward negative emotions and personalization toward intention to purchase was found to be no supportive.

Keywords: Air Asia, E-Ticketing, Personalization, Emotions, Intention to Purchase.