

ABSTRACT

Technological advances have caused changes in consumer behavior throughout the world, including Indonesia. This change in behavior is marked by the development of online ticket agents which have changed consumer behavior significantly from buying tickets offline to buying tickets online. The emergence of various online travel agent concepts such as redBus is the main attraction. A key component of this research is user satisfaction which has attracted great attention among both students and businesses due to its influence on customer purchasing behavior.

Previous research has proven the influence of user satisfaction on online purchasing decisions. This research aims to determine the relationship between user satisfaction and purchasing decisions at the online travel agent RedBus. The research model uses the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM), frameworks that assess society's acceptance and subsequent behavior towards new technology. Using Structural Equation Modeling (SEM) with a sample of 125 respondents who were bus passengers and had bought tickets online. The results of this research show that product skin, service quality, and price have a positive effect on user satisfaction, and user satisfaction has a positive relationship with purchasing decisions. as an important marketing tool to increase the revenue of autobus companies.

Keywords: *Review, Rating, redBus, TPB, TAM, Purchase Intention.*

