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Analysis Of Tourism Preferences In Choosing Online-Base Travel Agents In Indonesia
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Abstract— The high demand for tourism is one of the triggers for the mushrooming of e-commerce based on travel. The high competition of online-based travel agents requires each provider to improve its features and services.

Based on this background, it is important to further research the preferences of tourists in choosing a travel agent. The study involved 112 samples (Time Linear Period), by comparing 3 providers namely Traveloka.com, Tiket.com and Pegipegi.com. Analytic Hierarchy Process (AHP) is used as a data analysis tool, while the valuation aspect is related to product completeness, price, promos, service quality.

The results showed that Traveloka is the most preferred provider by tourists; this is because Traveloka offers many promos, and services that are considered quite fast compared to other providers. Index Terms—. E-commerce, Anal

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