

**The Effect of Community Marketing Towards E-Purchase Intention  
(Case Study: Traveloka Communities)**

**A THESIS**

A Research Project in Partial Fulfillment of the Requirement for the Bachelor of  
Tourism



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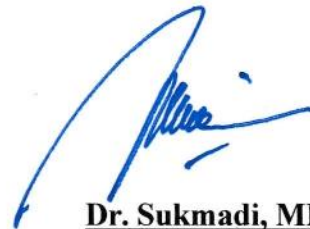
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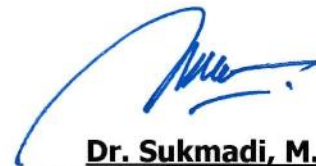
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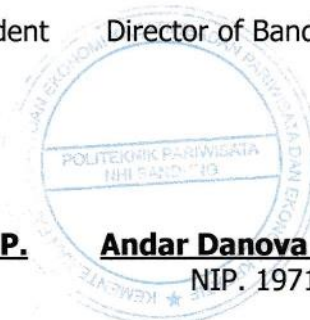
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I hereby declare that:

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**"The Effect of Community Marketing Towards E-Purchase Intention (Study Case: Traveloka Communities)"** is the result of my own work and research, not the result of plagiarism, quotation, preparation by other people, or parties or other ways that are not in accordance with the applicable academic provisions at the NHI Bandung Tourism Polytechnic and the ethics that apply in the scientific community except for direction from the Supervisory Team.

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A handwritten signature in black ink is written over a postage stamp. The stamp is a 1000 Rupiah stamp from the Indonesian Post (PT Pos) and features the Garuda Pancasila emblem. The stamp includes the text 'REPUBLIK INDONESIA', '1000', 'METRAL TEMPEL', and the serial number '4A7D1AKX214820505'. The signature is written in a cursive style.

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## **ABSTRACT**

The tourism industry has a massive potential to move ahead in dealing with marketing through e-commerce. One of the e-commerce which has tourism products that are used commonly in Indonesia is Traveloka. There hasn't been much community marketing applied to the tourism business field, the researcher would like to identify how community marketing influences tourists' intent to e-purchasing. This could be an opportunity for a more successful and appropriate new tourism promotion approach, necessarily during endemic periods and in response to consumer purchasing behaviors. This study applied quantitative research methodologies with a descriptive approach. Community Marketing as the independent variable (X) with e-purchase intention is the dependent variable (Y). This research shows the amount of significant influence given by community marketing on e-purchase intention.

*Key Words: Marketing, Community Marketing, E-Purchase Intention, E-Commerce, Traveloka Communities.*

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