ABSTRACT

Following the rise of consumers' awareness, the consumers has begun to realize that it is important to search for information before purchasing products or services, therefore increasing the consumers' trust. However, consumers disputes are still common in travel industry. This situation can be boiled down to most of the consumer could not erase all of the decision-making uncertainty made during the purchase. To establish a better understanding of decision-making uncertainty, this research uses decision-making uncertainty model made by previous researcher, to be analyzed and tested by SEM. The result is an insight of the relationship quality between the travel agency's sales person and the consumer. This research uses questionnaire survey and collected the experiences of 317 consumers of travel-related products. The results from the SEM show that trust can help to lower customers' decision-making uncertainty, perception trust can help on rising trust, and perception commitment and perception dependency have not effect on trust and decision-making uncertainty. Finally, this research ends with discussions and future research goals.

Keywords: Relationship quality, Trust, Decision-making uncertainty, SEM


