

ABSTRACT

The growth of the internet in Indonesia has made a lifestyle change in the society. One of the facts that emerged after the growth of the internet is “online shopping” behavior. Of the various products and services offered, it turns out that ticket is one of the most popular products for consumers. This is also evidenced by the emergence of various online travel agents who currently not only offer airplane tickets, but also various features that are able to attract consumers. Tiket.com as one of the old players who have experienced in online travel agents since 2011, has become one of the largest online travel agents in Indonesia. Tiket.com, which is one of the pioneers of online travel agents in Indonesia, has not been able to make its brand the top position.

The purpose of this study is to determine the effect of the brand equity dimension on purchase intention, especially for Tiket.com consumers in Indonesia. The method used in this study is quantitative with a type of causal research. This study involves independent variables and dependent variables. Independent variable in this research is brand equity dimension which includes brand awareness, perceived quality, brand association, and brand loyalty. Dependent variable is consumer purchase intention. Data analysis techniques used are correlation analysis and multiple linear regression.

The study was conducted by distributing questionnaires to 385 respondents who were consumers of Tiket.com using non probability sampling techniques and convenience sampling methods. The results of this study state that brand awareness (X1), perceived quality (X2), brand association (X3), and brand loyalty (X4) significantly influence purchase intention (Y).

Keyword: Brand equity, purchase intention, Tiket.com