

ABSTRACT

The development of the tourist industry continues to grow up, especially after the development of the internet era. Now the community is planning and purchasing tourism products online, from starting to look for destinations, airline tickets, train tickets, hotel accommodations and tourist attractions. With the development of the tourism industry, tourism activities are facilitated by the emergence of the Online Travel Agent (OTA) which can make it easy to search for destinations and book airline tickets, train tickets and hotel accommodations. So that is the emergence of several online travel agent sites such as Traveloka and Tiket.com. a site that provides people with access to search for tickets and hotels in digital media.

The purpose of this study is to determine the comparison of brand equity from Traveloka and Tiket.com online travel agents, Brand Equity has four elements, namely Brand awareness, Brand association, Perceived quality and Brand Loyalty. This research uses quantitative methods, data collection in this study was carried out through the distribution of questionnaires with Purposive Sampling method by taking a sample of 385 respondents. The data analysis technique used descriptive analysis and Mann Whitney test data using SPSS 23.

The results showed that the characteristics of respondents in this study were dominated by men, with an age range of 20-25 years. Respondents who are based on student-dominated work are in the first place, with the highest monthly income / pocket money of 2,000,000 - 3,000,000. Respondents are based on a part of the region dominated by Western Indonesia.

Based on the results from mean Brand Awareness Traveloka gets a value of 16.0, for Tiket.com Brand Awareness of 13.8. For Traveloka Brand associations get a value of 15.5 and Tiket.com 14.4. For Traveloka's Perceived quality, get a value of 16.2 and Tiket.com of 18.7 and the variable Traveloka Brand loyalty gets a value of 14.4 while Tiket.com gets a mean of 13.6. Based on the results of the Mann Whitney Test, Traveloka and Tiket.com's brand equity received a p-value or sig of less than 0.05, meaning that there was a difference from brand equity between Traveloka and Tiket.com. Based on the results of the study, it can be concluded that Traveloka is superior to the dimensions of brand awareness, brand association, perceived quality and brand loyalty, whereas Tiket.com is only derived from several dimensions of brand awareness, brand association, perceived quality and brand loyalty.

Keyword: *Brand Equity, Brand awareness, Brand association, Perceived quality Brand Loyalty.*