

Abstract

Online travel sales at the world level are getting higher every year. Online travel bookings are a major part of consumer e-commerce spending in 2018. According to Global Travel Intention Studies in 2015, travel has now become one of the primary needs of Indonesian people. The increasing demand for travel has made online travel agents a potential business in Indonesia. However, the proliferation of online travel agents is unfortunately not in line with consumer confidence in certain brands or sites. This study will discover how the brand trust of consumers towards the online travel agent Tiket.com in Jakarta. Thus the initial hypothesis is that security, privacy, quality of information, brand name, word of mouth, and good online experience have a positive and significant impact on the consumers brand trust of tiket.com in Jakarta. The hypothesis has been tested with variables that have been mentioned to the tiket.com consumers in Jakarta using quantitative research methods and descriptive-causal approaches, with Structural Equation Modeling (SEM) analysis techniques using SMART PLS 3.0 software. The sampling method used was convenience sampling with 400 respondents. The results showed that privacy, word of mouth, and good online experience had a positive and significant effect on consumer brand trust tiket.com in Jakarta, while security, quality of information, and brand name had a positive but not significant effect on consumer brand trust tiket.com in Jakarta.

Keywords: *online brand trust, online travel agent, SEM-PLS*