

## ABSTRACT

Online Travel Agent (OTA) services is becoming increasingly important in the coming years. This service and technology are an essential part of modern life. Traveloka is the most widely used OTA platform in Indonesia. The COVID-19 outbreak has caused a disruption in the Online Travel Agent consumerism. TikTok is a pioneering short video-sharing social network that allows users to create and share videos. It is used by 1 billion daily active users becoming one of the most used social platforms in the world, one of the OTA services that uses TikTok as a promotional medium is Traveloka Indonesia

This study aims to see how much influence Viral Marketing dimension have on Purchase Intention, Informativeness, Irritation, Entertainment, Quantity, and, Credibility on Online Travel Agent Traveloka with Factor analysis Using SmartPLS.

Quantitative methods are used in this type of research. Tiktok users in who have seen Traveloka's content on TikTok were used as a sample. Data was collected from 275 respondents, who have seen Traveloka's TikTok Content, and questionnaires were distributed through Google Forms.

Based on the results of the descriptive analysis of the Viral Marketing variable with its dimensions, namely Informativeness, Entertainment, Irritation, Credibility, and Quantity, they are in a good category. Meanwhile, the Purchase Intention variable is in a good category. The results of the Factor analysis show that informativeness, entertainment, and credibility have a positive significant influence on Purchase Intention, whilst irritation and quantity has no significant positive influence on Purchase Intention.

Suggestion for Traveloka is to increase its informativeness by giving information that is accurate, exact, and relevant. Traveloka should improve Entertainment by include additional aspects of humor or comedy in order to maximize the consumer's delight when viewing the video. Finally, while describing a product in a video, Traveloka should increase credibility by bringing specialists who are experts in their industries.

**Keywords:** Viral Marketing, TikTok, Informativeness, Irritation, Entertainment, Quantity, Credibility, Purchase Intention