

ABSTRACT

The online travel agent industry in Indonesia has experienced significant growth over the last decade. The tourism sector continues to grow not only in Indonesia but also throughout the world, making the development of online travel agents very rapid. Various online travel agents also continue to strive to develop their features to be able to compete. One of the well-known online travel agents in Indonesia is Tiket.com. Based on data, even though Tiket.com was the first online travel agent established in Indonesia, over time, Tiket.com has never been in the top position as the first choice of online travel agent for Indonesians. This happens because Tiket.com's brand equity is not its main competitor, namely Traveloka. Several factors that influence brand equity include social media marketing activities, brand awareness, and brand image.

This research was aimed at the community in Semarang City, then sampling was carried out using purposive sampling. The sample in this study consisted of 200 people aged over 17 years, domiciled in Semarang City, and had used the Tiket.com application at least once. The analytical tool used in this research is a structural equation model (SEM) operated using AMOS version 26.

The results of this research show that all hypotheses are accepted. In other words, social media marketing activities have a significant positive effect on brand awareness, social media marketing activities have a significant positive effect on brand image, brand awareness has a significant positive effect on brand image, brand awareness has a significant positive effect on brand equity, and brand image has a significant positive effect on brand equity. Where the biggest variable that influences brand equity is brand image.

Keywords : Social Media Marketing Activities, Brand Awareness, Brand Image, Brand Equity, Tiket.com, Kota Semarang