

ANALYSIS OF FACTORS INFLUENCING TRAVELOKA BRAND AWARENESS AS LEADING SECTOR IN TRAVELLING, TICKETING AND HOTEL BOOKING

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Submission date: 11-Feb-2024 10:12PM (UTC+0700)

Submission ID: 2278140477

File name: 344.pdf (868.71K)

Word count: 6279

Character count: 34693

ANALYSIS OF FACTORS INFLUENCING TRAVELOKA BRAND AWARENESS AS LEADING SECTOR IN TRAVELLING, TICKETING AND HOTEL BOOKING

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Abstract

This research aims to analyze the factors that influence Traveloka brand awareness. The factors that are focused on in this research include advertising, taglines, brand ambassadors, and electronic word of mouth (E-WOM). Brand awareness is a key element in building a strong brand image and increasing consumer loyalty. In the context of Traveloka, as one of the leading e-commerce platforms in travelling, ticketing and hotel booking, understanding the factors that influence brand awareness can provide valuable insights for more effective marketing and brand development strategies. The research method used in this research is explanatory research with a quantitative approach and the research method used by the author is a survey. Research results The results of this research show that there is no significant influence of advertising on Brand Awareness, there is a significant influence of Tagline on Brand Awareness, there is a significant influence of Brand Ambassadors on Brand Awareness, there is a significant influence of electronic word of mouth on Brand Awareness.

Keywords: Advertising, Tagline, Brand Ambassador, Electronic Word of Mouth. Brand Awareness.

A. INTRODUCTION

In Indonesia, currently shopping online has experienced rapid growth . (Cui & Pan, 2015). About half of Indonesian consumers plan to buy plane tickets online (55%) and make hotel and travel agency reservations (46%) in the next six months (Mahendratmo & Ariyanti, 2019). In the midst of this market dynamic, one of the crucial factors in winning the hearts of consumers is brand awareness. Brand awareness plays an important role in influencing consumer preferences and their shopping decisions (Pina & Dias, 2021). Brands that have a strong level of awareness are more likely to be known and trusted by consumers, which in turn can increase consumer loyalty (Hien et al., 2020).

One of the companies that has a brand with strong brand awareness in terms of traveling and e-commerce is PT. Traveloka Indonesia (Sihombing & Sihombing, 2021). Where Traveloka is a brand that sells products in the form of airline tickets and online hotel bookings (Rosyidi, 2019). Traveloka is one of the many e-commerce companies that is experiencing significant growth. Traveloka.com was only founded in October 2012 but currently Traveloka.com has an average of around 20 thousand visitors per day (Josua et al., 2017).

Advertising is a widely employed marketing strategy that aims to enhance brand recognition (Monica & BalaAY, 2014). According to Rooney (1995), brands have the ability to

cultivate a favorable perception among consumers by implementing effective advertising campaigns. According to Kotler and Armstrong (2010), advertising can be defined as a type of non-personal promotion that involves expenses and is employed to endorse concepts, goods, or services with the explicit backing of a sponsor. This serves as a tangible illustration of advertising. The formation of a brand occurs when advertising effectively distinguishes a product from its competitors (Dumaz & Vildan, 2016).

In addition, it is worth noting that the brand tagline plays a significant role in establishing a memorable and distinctive brand identity (Celly & Knepper, 2010). Taglines serve the purpose of enhancing the memorability of advertising for the intended audience (Kohli et al., 2007). According to Beard et al. (2022), an advertising tagline is a concise and memorable phrase that is typically positioned near the conclusion of an advertisement, serving to enhance the creative aspect of the delivered message. An illustrative instance is the phrase "Live, Your Way" which serves as a distinctive representation of Traveloka's brand. The tagline employed by Traveloka subtly encourages consumers to make purchases for their various requirements via the Traveloka platform. Despite the ongoing pandemic, Traveloka is actively endeavoring to establish itself as the primary platform for users to meet all their requirements. The aforementioned tagline serves as a means for Traveloka to effectively convey their objectives to their customer base.

According to Weismueller et al. (2020), individuals who serve as brand ambassadors for Traveloka, including celebrities and influencers, possess considerable capacity to shape consumer attitudes towards the company. According to Kotler and Armstrong (2010), brand ambassadors play a crucial part in effectively promoting Traveloka's items in a positive manner. To clarify, the utilization of brand ambassadors can effectively enhance consumer brand awareness through the utilization of celebrities as spokespersons, hence reinforcing the company's positioning in the minds of customers (Ambroise et al., 2014). The appeal of a brand ambassador is contingent upon three significant factors: aesthetically pleasing physical appearance, the presence of respect, and a strong alignment with the brand. According to Franke et al. (2023), it can be posited that a brand ambassador who exhibits a heightened degree of energy in their daily activities is likely to have a positive impact on enhancing brand awareness for their own brand.

Furthermore, it should be noted that the occurrence of electronic word of mouth, characterized by consumers engaging in online discussions on companies on various social media platforms and other digital channels, has the potential to exert an impact on brand perceptions (Muda & Hamzah, 2021). According to Silalahi and Fahham (2023), the marketing process facilitated by e-word of mouth plays a crucial role in establishing brand awareness. This occurs when individuals engage in conversations about the things they have purchased and express their opinions regarding the product or service. The study conducted by Putri et al. (2016) in the domain of electronic commerce demonstrates that electronic word-of-mouth (eWOM) significantly impacts an individual's decision to visit or avoid an e-commerce platform. This influence is contingent upon recommendations or reviews provided by previous customers who have engaged in transactions on the platform (Turban et al., 2015).

A deeper understanding of how these factors interact and influence Traveloka brand awareness can provide valuable insights for developing more effective marketing strategies. Thus, this research aims to identify the extent to which advertising, taglines, brand ambassadors and E-WOM influence Traveloka brand awareness, so that it can help Traveloka and other e-commerce companies in designing more efficient and effective marketing strategies in the future.

B. LITERATURE REVIEW

1. Advertisement

Advertising is a component of the promotion mix, which is a component of the marketing mix. Advertising is defined in simple terms as a message that offers a product to the public through a medium (Maina & Afande, 2015). In contrast, advertising encompasses all expenses incurred by sponsors to conduct impersonal presentations and promotions of ideas, products, or services (Kotler, 2001). Advertising is the most persuasive sales messages directed at the greatest number of potential consumers of a product or service at the lowest cost (Bagwell, 1997). In contrast, advertising is the paid promotion of products, services, companies, and ideas (Ogilvy, 2023). In this instance, the sponsor is a specific company that will eventually become a client of the promotional service provider.

In an advertisement, meaning and information are typically provided intentionally for the consumer's ingestion of a product advertised through promotional media. One of the most crucial aspects of advertising is the dissemination of information. In addition to providing useful information, advertisements on television, radio, and in print provide consumers with a variety of stimuli, including pleasure, inspiration, and imagination. Advertising for a product or service reminds consumers how the product or service can assist them in resolving problems or achieving their objectives. The most intriguing aspect of an advertisement is its creative content.

2. Taglines

The tagline is a component of an advertisement that seeks to make the advertisement memorable to consumers. (Cheema et al., 2016) The tagline in an advertisement plays an important function. Freeman (2005) defines a tagline as a short sentence that concludes the main text and hastily summarizes the communication goal of an advertisement. A tagline is a short phrase that concludes the primary text and sums up the communication objective of an advertisement. This tagline is a succinct and easily-remembered message condensed into a brief phrase. This slogan is used to enhance advertising's ability to achieve its objective, which is to convince consumers to purchase the advertised product. (Jun Woo and Lee, 2007)

By including a tagline or slogan in an advertisement, consumers will be better able to recall the product's brand. Therefore, a tagline is a series of easily-remembered sentences or creative expressions that convey the entire advertising message from the manufacturer to consumers, including the product's brand and personality, in the context of the process of positively instilling the product's concept in the minds of the public. A catchy tagline can encourage consumers to seek out additional product information. So that it is easy to remember, the tagline must be designed in

an attractive, unique and good manner. Aside from that, the tagline must be the same or evoke a strong association with the product.

3. Brand Ambassador

Remet and Dinnie (2013) posit that a Brand Ambassador is an individual who is entrusted with the responsibility of representing a specific product. Companies employ brand ambassadors as a strategic approach to exert influence or motivate consumers towards product adoption. Typically, the selection of a brand ambassador entails the appointment of a renowned celebrity. In accordance with Greenwood's (2012) research, Brand Ambassadors serve as a strategic mechanism employed by corporations to establish effective communication channels and foster connections with the general public, ultimately aiming to augment sales figures. Brand ambassadors are anticipated to assume the role of brand spokespersons, so facilitating the prompt establishment of brand recognition among customers and fostering consumer desire to procure the brand. (Cohen, 2014). In addition to this, celebrities can serve as a suitable mechanism for representing the intended market segment. Hence, it is unsurprising that a product is promoted through the use of numerous celebrities, each of whom serves as a representative of the intended market sector. According to Karim (2019),

The selection of a Brand Ambassador typically encompasses corporate strategies aimed at enhancing customer engagement, cultivating or establishing a brand identity, and positioning items in the market. Prominent celebrities, emerging artists, and individuals with notable public appeal are frequently selected to fulfill the position of brand ambassadors. The presence of individuals is anticipated to foster belief in the messages they communicate, whether they are commercial or social in nature.

4. Electronic Worth of Mouth

According to Kotler and Keller (2016), ²⁶ viral marketing, also known as electronic word of mouth (eWOM), is marketing that uses the Internet to generate a word-of-mouth effect to support marketing efforts and goals. Contagious viral marketing, like a virus, is a form of word-of-mouth or news from one mouse click to the next that encourages consumers to inform others about the company's products and services in audio, video, and written form (Hussain et al., 2018). Unlike traditional WOM, which can only propagate between people who know one another, eWOM communications can have a much greater reach, regardless of whether the recipients know one another. Secondly, online reviews on websites collect numerous examples of eWOM daily and make them easily accessible to anyone in a brief amount of time, making eWOM significantly more effective than traditional. Thirdly, reviews are readily quantifiable through the various rating systems offered by each website, which facilitates their dissemination. (HennigThureau et al., 2004) eWOM is any positive or negative statement made by potential customers, regular customers, or former customers about a product or company that is accessible to many people and institutions on the internet.

5. Brand Awareness

According to Gustafson & Chabot (2007), brand awareness is a prospective buyer's ability to perceive or recall that a brand belongs to a particular category. 2 According to David Aaker

(2009), awareness of a brand describes the existence of the brand in the consumer's mind, it also demonstrates the ability of a prospective buyer to recognize or remember. Again, a brand can be decisive in multiple categories and typically plays a crucial role in brand equity. Because brand awareness can directly influence brand equity, it is a crucial element of equity for businesses.

Brand awareness is a potential buyer's ability to perceive or recall that a brand belongs to a particular product category. Brand awareness's contribution to brand equity is proportional to the level of brand recognition attained. Brand awareness indicates a prospective purchaser's ability to recognize or recall that a brand belongs to a particular product category.

6. Frameworks

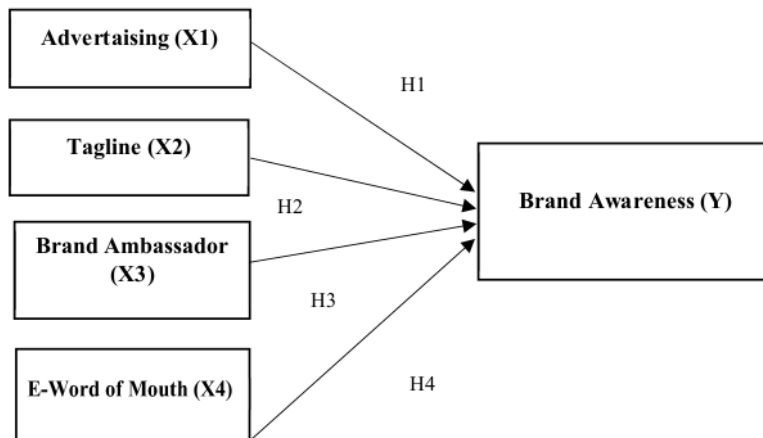


Figure 1 Conceptual Framework of the research

Hypothesis

H1: Advertising has a significant and influential effect on Brand Awareness

H2: Taglines have a significant and influential effect on Brand Awareness.

H3: Brand Ambassadors have a significant influence on Brand Awareness

H4: E-WOM influences brand awareness.

C. METHOD

This study employs quantitative methodologies, which involve the utilization of occurrences that are observable and can be quantified (Osborne, 2008). The utilization of a quantitative technique in research and analysis. In order to conduct a rigorous analysis, it is essential to consider the reliability and accuracy of the data, as well as adhere to the appropriate framework for establishing the relationship between the independent and dependent variables (Lerche, 2012). This necessitates the utilization of quantitative data. In order to carry out this study, the researchers directed their attention towards the Millennial Generation demographic residing in

Cirebon city who engage in online shopping, while the precise quantity of individuals within this group remains undisclosed. The researchers employed purposive sampling as a method for selecting respondents in this study, taking into consideration the specific characteristics of the target population and aligning with the research aims. In the realm of research, scholars employ a technique referred to as "purposive sampling" to carefully choose participants based on a pre-established set of criteria. The research sample consisted of 100 Traveloka users residing in the city of Cirebon, ranging in age from 18 to 35 years. The process of primary data collecting involved the dissemination of questionnaires to people of Cirebon through the utilization of a Google form. Subsequently, the data will undergo analysis utilizing traditional assumption tests, assessment of the regression model's viability, and hypothesis testing, facilitated by the use of SPSS version 25 software tools.

D. RESULTS AND DISCUSSION

1. Validity test

The study involved the collection of data from questionnaires administered to a sample of 100 individuals. In order to evaluate the questionnaire's validity and reliability for data collection purposes, a first assessment is conducted to see if the estimated Pearson Correlation (r) exceeds the critical value from the r table ($df = 100 - 2 = 0.1966$).

Table 1

Validity Test Results

Variable	Items	Correlation Value (r count)	r table (N = 100; $\alpha = 5\%$)	Information
Advertisement X1	IA1	.419 **	0.197	Valid
	IA2	.503 **	0.197	Valid
	IA3	.607 **	0.197	Valid
	II1	.653 **	0.197	Valid
	II2	.761 **	0.197	Valid
	II3	.769 **	0.197	Valid
	ID1	.771 **	0.197	Valid
	ID2	.752 **	0.197	Valid
	ID3	.684 **	0.197	Valid

Variable	Items	Correlation Value (r count)	r table (N = 100; $\alpha = 5\%$)	Information
	IAA1	.689 **	0.197	Valid
	IAA2	.621 **	0.197	Valid
	IAA	.602 **	0.197	Valid
Tagline X 2	TF1	.706 **	0.197	Valid
	TF2	.801 **	0.197	Valid
	TF3	.857 **	0.197	Valid
	TD1	.764 **	0.197	Valid
	TD2	.271 **	0.197	Valid
	TM1	.628 **	0.197	Valid
	TM2	.617 **	0.197	Valid
Brand Ambassadors (X3)	BAV1	.544 **	0.197	Valid
	BAV2	.619 **	0.197	Valid
	BAC1	.701 **	0.197	Valid
	BAC2	.708 **	0.197	Valid
	BAA1	.651 **	0.197	Valid
	BAA2	.702 **	0.197	Valid
	BAP1	.724 **	0.197	Valid
	BAP2	.601 **	0.197	Valid
Electronic Word Of Mouth (X4)	WOMI1	.531 **	0.197	Valid
	WOMI1	.712 **	0.197	Valid
	WOMI1	.803 **	0.197	Valid
	WOV1	.761 **	0.197	Valid

Variable	Items	Correlation Value (r count)	r table (N = 100; $\alpha = 5\%$)	Information
	WOV2	.754 **	0.197	Valid
	WOC1	.626 **	0.197	Valid
	WOC2	.523 **	0.197	Valid
	WOC3	.053 **	0.197	Valid
Brand Awareness (Y)	BAW1	.729 **	0.197	Valid
	BAW2	.771 **	0.197	Valid
	BAW3	.818 **	0.197	Valid
	BAW4	.701 **	0.197	Valid

Source: SPSS 25 Data Processing Results

By using the Pearson Product Moment r values table, the r table value is 0.197. From the results of the validity test, it can be concluded that the calculated r value is greater than the table r value so that all variable questionnaire statement instruments are declared valid.

2. Reliability Test

A reliability test measures the consistency of questionnaire statement results. If questionnaire results match every time the same event is measured, they are dependable. SPSS was used for Cronbach Alpha reliability assessment. A Cronbach Alpha value > 0.60 indicates that the questionnaire findings are dependable for decision-making. According to processed data, the results are:

Table 2 Reliability Test Results

Variable	r count	r critical	information
Advertising (X ₁)	.760	0.6	Realible
Tagline (X ₂)	.771	0.6	Realible
Brand Ambassadors (X ₃)	.763	0.6	Realible
Electronic Word of Mouth (X ₄)	.762	0.6	Realible
Brand Awareness (Y)	.804	0.6	Realible

Based on table 2 above, all variables have a Cronbach's alpha of more than 0.6. This shows that all variables are declared realistic, meaning that the instruments used will produce the same

data to measure the same object. A construct or variable ²² is said to be realistic if it provides a Cronbach's alpha value > 0.6.

3. Hypothesis Test Results

Hypothesis testing that will be tested in this research equation model includes the coefficient of determination test (R²), F statistical test (simultaneous), statistical test, T (t-test).

a) Coefficient of Determination

The coefficient of determination test shows how well the independent variable explains the dependent variable. Advertising, Tagline, Brand Ambassador, and Electronic Word of Mouth are independent variables, whereas Brand Awareness (Y) is the dependent variable. Thus, the coefficient of determination test measured how advertising, taglines, brand ambassadors, and electronic word of mouth affect brand awareness.

Table 3 Determination Coefficient Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.882 ^a	.778	.642	3.176

a. Predictors: (Constant), Ewom, Brand Ambassado, Tagline , Advertisement

Based on the outcomes of these computations, it is evident that variable X has the capacity to account for 77.8% of the variance seen in variable Y. This study demonstrates that the variables of advertising, tagline, brand ambassador, and electronic word of mouth possess a significant capacity to impact the brand awareness variable by 77.8%. The remaining 22.2% encompasses the contribution of additional elements beyond the scope of this research.

b) Hypothesis Test Results F (Simultaneous)

The results of the F value ³⁰ test can be seen in table 4 below.

Table 4 f Test Results (Simultaneous)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	210.054	4	52.123	5.168	.001 ^b
	Residual	959.806	95	10.011		
	Total	1170.060	99			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Ewom, Brand Ambassador, Tagline, Advertisement

Based on the findings presented in Table 4, the analysis of variance (ANOVA) F test reveals that the F statistic is 5.168, with a corresponding significance level of 0.001. The value of the F table is 2,700. The findings of this study demonstrate that the variables of advertising, tagline, brand ambassador, and electronic word of mouth collectively exert an influence on brand awareness. Based on the outcomes of the R² and F anova tests, it is appropriate to employ the multiple linear regression model.

c) Hypothesis Test Results t (Partial)

The T test is used to measure and determine the partial influence of testing advertisements, taglines, brand ambassadors and electronic word of mouth on Traveloka brand awareness.

Table 5 Partial Test Results (t)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	5.682	2.182		5.601	.010
Advertising	.14	.051	.035	1.285	.774
Taglines	.426	.081	.038	4.327	.043
Brand Ambassadors	.141	.071	.230	5.983	.003
Ewom	.133	.071	.224	3.869	.034

a. Dependent Variable: Brand Awareness

- a) Table 5's t test results show that the Advertising variable's t-count value is 1,285 and the t table value is ± 1.984. This is because the H0 rejection area is occupied by t count $1,285 \leq t\text{-table } 1.974$, and the significance probability is $0.774 \geq 0.05$ significance level. This demonstrates that Brand Awareness is not significantly impacted by the advertising variable. As a result, the hypothesis (H1) that claims advertising significantly affects brand awareness is disproved.
- b) Table 5's t-test results show that the Tagline variable has a t-count value of 4,327 and a t-table value of ± 1.984. This indicates that the Tagline variable has a significant impact on Brand Awareness because the H0 rejection area is occupied by t-count $4,327 \geq t\text{-table } 1.984$, and the probability of significance is $0.043 \leq \text{significance level } 0, 05$. As a result, the Tagline hypothesis (H2) about Brand Awareness is accepted.
- c) Table 5's t test results show that the Brand Ambassador variable's t-count value is 5,983 and the t-table value is ± 1.984. This is because the H0 rejection area is occupied by t count $5,983 \geq t\text{-table } 1.984$, and the probability of significance is $0.003 \leq \text{significance level } 0.05$. Thus, it is evident that there is a substantial relationship between Brand Awareness and the

Brand Ambassador variable. As a result, the hypothesis (H3), according to which Brand Ambassadors significantly and favorably impact Brand Awareness, is accepted.

- d) Table 5's t test results show that the Electronic Word of Mouth variable's t-calculated value is 3,869, while the ttable value is ± 1.984 . This is because the H_0 rejection area is occupied by $t_{count} 3,869 \geq t_{table} 1.984$, and the probability of significance is $0.034 \leq \text{significance level } 0.05$. So, it is evident that Brand Awareness is significantly impacted by the Electronic Word of Mouth variable. Thus, it is agreed upon that Electronic Word of Mouth, specifically H4, significantly and favorably affects Brand Awareness.

Discussion

The influence of advertising on Traveloka brand awareness

Brand awareness, according to Aaker's definition (2015:90), is a person's ²³ ability to recognize or remember that a brand belongs to a certain product category. This means that to successfully build brand awareness, there needs to be a stronger effort in introducing the brand to potential customers. Only a few brands are remembered by customers, perhaps based on elements such as symbols, colors, sounds, or other visual cues. This is referred to as brand awareness.

However, in the context of Traveloka, Table 4 shows that advertising alone is not enough to build significant brand awareness. This could be due to various factors, such as strong competitors in the e-commerce market or lack of differentiation in Traveloka advertising. Although advertising can help introduce the brand to potential customers, additional efforts are needed, such as using brand ambassadors or stronger branding strategies, to ensure that the Traveloka brand truly sticks in customers' minds. Strong brand awareness can influence customer purchasing decisions, but it takes a holistic approach to building it.

Thus, the results from Table 4 underscore the importance of going beyond advertising in building strong brand awareness, especially in a competitive environment such as the e-commerce industry. Companies need to consider various other strategies ³⁴ to ensure that their brand is truly recognized and remembered by potential customers. These results are in line with research conducted by Azadi et al. (2015) which shows that "advertising does not have a significant influence in building brand awareness of a product.

The influence of taglines on Traveloka brand awareness

Table 4 reveals that taglines or slogans have a significant influence on Brand Awareness. This shows that consumer perceptions of a company's brand can be positively influenced by the use of effective slogans. A strong and memorable slogan can help a brand become better known and recognized by consumers. This also reflects the importance of messages continually being passed on to consumers through advertising or brand communications.

Apart from that, the impact of viewing frequency and duration on Brand Awareness is also crucial. This is important because brand awareness has a central role in influencing consumer behavior. Brand awareness becomes a reference point used by consumers to guide their purchasing decisions. When consumers have a strong understanding of a brand, they are more likely to choose and consume products associated with that brand.

In other words, this table highlights that the use of effective taglines and consistent brand communications, as well as frequent and prolonged exposure to advertising, can have a positive impact on brand awareness. This is an important step in influencing consumer behavior and ensuring that the company's brand is the first choice in their purchasing decisions. The results of this research are in line with research conducted by Kohli et al. (2007) that taglines have a positive and significant effect on Brand Awareness.

The influence of Brand Ambassadors on Traveloka brand awareness

Table 4 provides significant information that the use of Brand Ambassadors has a positive and significant impact on Brand Awareness. Brand Ambassadors act as brand ambassadors who play a key role in influencing how consumers perceive a product or brand. In this case, there are several important indicators that influence the effectiveness of a Brand Ambassador.

First, the visibility or possibility of being seen by a Brand Ambassador is very important. This refers to the extent to which a Brand Ambassador can become visible to the target audience or consumers. Apart from that, credibility is also a key factor. Consumers tend to trust a brand more if the Brand Ambassador has credibility and expertise in the relevant field. Politeness and similarity between Brand Ambassadors and the brand is also important, because this similarity can help consumers feel closer and connected to the brand.

Power is another aspect that influences the influence of a Brand Ambassador. This includes the extent to which the Brand Ambassador is deemed to have extraordinary knowledge and abilities regarding the product or brand. Admiration also plays a role, where when consumers are impressed or inspired by a Brand Ambassador, this can increase brand awareness. This research is in line with research by Sari Dewi et al., (2020), which states that Brand Ambassadors influence Brand Awareness.

The influence of electronic-word of mouth on Traveloka

Table 4 conveys very important information, namely that electronic word of mouth (e-WOM) has a positive and significant influence on Brand Awareness. E-WOM refers to the phenomenon in which consumers, future customers, or previous customers share their reviews or opinions about a product or business online electronically, such as through social media platforms such as Instagram and various other platforms. This allows consumers to actively participate in sharing brand-related information, which in turn becomes an important tool in marketing and e-commerce.

With the availability of social technology on the internet and smartphone devices, customers have a greater ability to share their experiences about a product or brand with more people. When consumers post favorable or critical reviews of a product or business online, they create a narrative that can influence brand perception. Whether a review is positive or negative, it has huge potential to influence how a brand is viewed by others.

In today's world of marketing and electronic commerce, e-WOM has become a very influential force. Recommendations and reviews from consumers can shape public opinion about a brand and influence purchasing decisions. Therefore, companies must invest in marketing strategies that integrate the effectiveness of e-WOM in order to exploit its positive potential in

building and strengthening brand awareness. This research is in line with research conducted by Farzin & Fattahi, (2018), which states that the influence of Electronic Word of Mouth has a significant effect on Brand Awareness.

E. CONCLUSION

In order to understand the factors that influence Traveloka brand awareness, several important findings from the previous table and description can be drawn as conclusions:

- 1) Advertising Has No Effect on Brand Awareness: The results show that advertising does not have a significant influence on Traveloka Brand Awareness. This shows that the use of advertising alone is not enough to build strong brand awareness, and there needs to be other, more effective strategies.
- 2) Tagline (Slogan) Influences Brand Awareness: The results show that the use of an effective tagline or slogan has a positive and significant influence on Brand Awareness. A strong and memorable tagline can help a brand become better known and recognized by consumers.
- 3) Brand Ambassadors Have a Positive Impact: Brand Ambassadors, such as celebrities or influencers who support Traveloka, have a positive and significant impact on Brand Awareness. The success of a Brand Ambassador in representing a brand can influence consumer perceptions of the brand.
- 4) Electronic Word of Mouth (E-WOM) Influences Brand Awareness: E-WOM, or consumers' online talk about brands on social media and other platforms, also has a positive and significant impact on Brand Awareness. Consumer reviews and recommendations can influence how other consumers view and remember a brand.

Thus, to strengthen Traveloka brand awareness, companies need to consider using an effective tagline, selecting the right Brand Ambassador, and exploiting the positive potential of E-WOM. Additionally, advertising strategies must be updated and improved to be more effective in building strong brand awareness in a competitive market. Strong brand awareness can contribute to more positive purchasing behavior from consumers and strengthen Traveloka's position in the e-commerce industry.

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