

ABSTRAK

Perkembangan industri e-commerce dan layanan perjalanan daring (online travel agent/OTA) di Indonesia menunjukkan pertumbuhan yang pesat dengan persaingan yang semakin ketat. Tiket.com sebagai salah satu OTA terbesar di Indonesia berjuang mempertahankan ekuitas merek di tengah dominasi pesaing utama seperti Traveloka. Industri travel online di Indonesia menghadapi persaingan ketat dimana ekuitas merek menjadi faktor kunci keberhasilan. Meskipun Tiket.com merupakan salah satu platform terkemuka, posisinya masih tertinggal dari pesaing utama, menimbulkan pertanyaan tentang faktor-faktor yang mempengaruhi ekuitas mereknya. Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Awareness*, *Brand Loyalty*, *Brand Association*, dan *Perceived Quality* terhadap *Brand Equity* pada agen travel online Tiket.com di Indonesia. Metode penelitian menggunakan pendekatan kuantitatif dengan desain kausalitas, melibatkan 203 responden pengguna Mobile Apps Tiket.com yang dipilih secara purposive. Data dikumpulkan melalui kuesioner dengan skala Likert ordinal, kemudian dianalisis menggunakan statistik deskriptif, uji validitas dan reliabilitas, serta regresi linear berganda untuk menguji pengaruh variabel independen terhadap Brand Equity. Hasil penelitian menunjukkan bahwa *Brand Awareness* tidak berpengaruh secara signifikan terhadap *Brand Equity*, sedangkan *Brand Loyalty*, *Perceived Quality*, dan *Brand Association* memiliki pengaruh positif dan signifikan, baik secara parsial maupun simultan dengan koefisien determinasi (R^2) sebesar 0,740 yang menunjukkan bahwa keempat variabel secara bersama-sama menjelaskan 74% variasi *Brand Equity*. Temuan ini menekankan pentingnya fokus perusahaan pada peningkatan kualitas layanan, membangun loyalitas pelanggan, dan memperkuat asosiasi merek untuk memperkuat ekuitas merek. Penelitian ini memberikan implikasi teoritis untuk pengembangan ilmu manajemen merek serta manfaat praktis sebagai dasar strategi pengembangan aplikasi, pemasaran, dan pengalaman pengguna Tiket.com.

Kata kunci: Kesadaran Merek, Loyalitas Merek, Asosiasi Merek, Kualitas yang Dirasakan, Ekuitas Merek.

ABSTRACT

The development of the e-commerce and online travel agent (OTA) industry in Indonesia shows rapid growth with increasingly fierce competition. Tiket.com as one of the largest OTAs in Indonesia struggles to maintain brand equity amidst the dominance of major competitors such as Traveloka. The online travel industry in Indonesia faces intense competition where brand equity becomes a key success factor. Although Tiket.com is one of the leading platforms, its position still lags behind its main competitors, raising questions about the factors influencing its brand equity. This study aims to analyze the influence of Brand Awareness, Brand Loyalty, Brand Association, and Perceived Quality on Brand Equity at the online travel agent Tiket.com in Indonesia. The research method used a quantitative approach with a causal design, involving 203 purposively selected Tiket.com mobile app users. Data were collected through a questionnaire with an ordinal Likert scale, then analyzed using descriptive statistics, validity and reliability tests, and multiple linear regression to examine the influence of independent variables on Brand Equity. The results showed that Brand Awareness had no significant effect on Brand Equity, while Brand Loyalty, Perceived Quality, and Brand Association had a positive and significant effect, both partially and simultaneously with a coefficient of determination (R^2) of 0.740, indicating that the four variables jointly explain 74% of Brand Equity variation. These findings emphasize the importance of companies focusing on improving service quality, building customer loyalty, and strengthening brand associations to strengthen brand equity. This study provides theoretical implications for the development of brand management science as well as practical benefits as a basis for Tiket.com's application development, marketing, and user experience strategies.

Keywords: Brand Awareness, Brand Loyalty, Brand Association, Perceived Quality, Brand Equity.