

The Effect of Advertising, Social Media Channel and Ambassador Brand on Online Travel Tiket.Com Equity Brand

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Abstract— This study aims to determine the effect of advertising, social media channels, and brand ambassadors on online travel Tiket.com brand equity. The purpose of this study was to see the effect of advertising, Social Media channels, and Brand ambassadors on Brand Equity conducted by tiket.com. The theory used in this research is the AISAS theory. The research method used is quantitative with a correlational design. The type of research used is explanatory research using research instruments in the form of questionnaires distributed to 80 student respondents at Mercu Buana University for the 2017-2020 academic year in Jakarta. Data collection techniques use questionnaires while data analysis techniques use Multiple Linear Regression using SPSS tools.

Keywords— Advertising, social media channels, brand ambassadors, Brand Equity, AISAS theory, tiket.com.

I. INTRODUCTION

In today's digital era, technology is becoming more advanced and sophisticated, in the field of information and communication. This technological advancement is marked by the emergence of the internet. Information becomes easier to spread widely and quickly so that people around the world can easily access and obtain information [1]. E-commerce itself is one type of electronic commerce business mechanism as a medium for exchanging goods or services using the internet [2]. The emergence of e-commerce makes it easier for people who want to make online buying and selling transactions, so e-commerce companies must introduce their e-commerce to the public [3]. Brand switching is a phenomenon that often occurs in various markets, especially perfectly competitive markets where there are various kinds of similar products at competitive prices, making it easier for consumers to do variety seeking (various purchases) [4].

E-Commerce business players are currently aggressively conducting the competition and advertising activities to make the company the community's first choice for online transactions. The existence of this competition encourages entrepreneurs to maintain their companies by making innovations that are by current trends, and each of these innovations needs to always be communicated to the public as potential consumers, as well as customers who have used their products in the hope of continuing to use them. In other words, increase brand equity in a brand. Advertising currently has a major impact on the sale of a product and company, especially in the service sector. Advertising, Social Media, and brand ambassadors are the most important things that companies

must pay attention to. In the minds of consumers, convenience and security in online transactions are the main factors in choosing the best services [5]. One of the most widely used social media today to share photos is Instagram, which is based on research results involving 1,012 respondents with an age range of 18-64 years of 69% [6]. Once the popularity of the use of social media Instagram makes marketers use this social media to compete because social media can reach consumers in social communities and build more personal relationships with them [7].

In advertising, business people compete to convey effective information to their potential customers to increase their brand equity. Through advertising and social media, it can also be done by creating a brand-oriented strategy to strengthen its brand equity through the concept of Advertising [8]. Several companies also use brand ambassadors as conveyers of product information, and not infrequently these brand ambassadors are chosen from among well-known artists or actors whose faces are familiar in the world of national and international entertainment. Brand ambassadors are tools that companies use to communicate and connect with the public about how they are actually increasing sales [9]. The company uses brand ambassadors as a tool to make the brand known to the wider community. The use of brand ambassadors is usually famous people such as singers, celebrities, athletes, and so on. Tiket.com, one of the e-commerce companies that rely on brand ambassadors as their brand ambassadors, is tiket.com, which collaborates with Raffi Ahmad & Nagita Slavina as their brand ambassadors. RANS the World's journey around the world using Tiket.com starts from October 2019, travel using Tiket.com is packaged in the RANS the World vlog which will be broadcast on the RANS Entertainment Youtube channel. Series of videos that tell their experiences in traveling the world. Through this collaboration as their brand ambassador and broadcasting their journey with Tiket.com on RANS Entertainment's youtube channel, the public and fans of Raffi Ahmad & Nagita Slavina are expected to get closer to their inspirational figures, this spirit is taken in the selection of brand ambassadors.

Strong Brand Equity is expected to increase loyalty to the brand. This loyalty is expected to be able to strengthen the existence of the brand in competition with other brands. The steps of Advertising, social media, and brand ambassadors can strengthen the brand's position because the brand becomes an

inseparable part of the company's value and is important research. In order for the brand to be top of mind in the minds of consumers and become a strong brand, Tiket.com must have effective advertising [10].

Seeing the phenomenon that Tiket.com is still lagging behind its competitors, namely Traveloka in terms of Brand Equity, this of course shows indirectly that Advertising, the use of social media, and Brand Ambassadors built by Tiket.com have not been maximized, so the author needs to do research on Advertising variables, The use of social media and Brand Ambassadors that cause stagnation of brand equity on tiket.com. Advertising, Social Media, and Brand Ambassador variables are considered appropriate to assist the author in discussing this phenomenon, especially to see the various factors that affect Brand Equity. This is coupled with the rapid development of technology that has become a habit or habit of the Indonesian population, the author would like to provide an overview of the things that need to be done to maximize the Brand Equity of tiket.com. Based on this explanation, the researcher intends to conduct a study entitled The Effect of Advertising, Social Media Channels and Brand Ambassadors on Brand Equity Ambassadors (Case Study: Online Travel tiket.com). Based on the background described above, the formulation of the problem in the study is as follows: Does Advertising Affect Tiket.com's Brand Equity? Is there any influence of social media on tiket.com Brand Equity? What is the influence of the Brand Ambassador on the Tiket.com Brand Equity?, Do Advertising, Social Media and Brand Ambassadors together affect the Brand Equity of tiket.com?

A. Aisas Models

One model that is often used to determine the effect of marketing on brand equity is the AISAS model [11]. Therefore, Online Travel Tiket.com proposes a marketing communication model derived from technological developments, which is named the AISAS model. If we compare this model to AIDMA, it will be seen that the psychological transformation process (Acon, Interest, Desire, Memory) has been simplified into Acon and Interest only. Then the last one for Acon Process has been expanded to include Search → Acon → Share. So, the model becomes Attenon → Interest → Search → Acon → Share.

Specifically, this AISAS model explains to marketers that there are changes in consumer behavior in online marketing. After having an interest (Attenon) and being interested (Interest) in a product, product, or service, consumers will usually immediately search (Search) for more information about the product, product, or service on search engines, such as Google. from the information obtained, consumers will decide to proceed to the action stage (Acon) and then continue to share the information that has been obtained. If the information obtained is good enough and attracts consumers' interest, that's where conversations about the information are created, either in the real world or online [12].

B. Advertising

Advertising is a variety of ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold [13].

Advertising is one of the most widely used forms of promotion by companies in promoting their products [14]. that "Advertising is all forms of non-personal presentation that promote ideas, goods, or services that are financed by certain sponsors". Because of this fairly loose definition, sponsorship of advertising is not limited to companies, but also includes all parties who spread their message to the target public, including schools, charitable organizations, and government agencies. The dimensions and indicators of advertising are as follows [13]: (a) Mission or goal: The purpose of advertising is to encourage consumers to buy the products or services offered. (b) Message or message: An advertisement must have a clear message of a product or goods being marketed so that it can attract attention, arouse desire, and generate or encourage consumers to get the goods or services offered. (c) Media used: The choice of media in advertising is very important, advertisers must pay attention to which media are usually seen and used by consumers.

C. Social Media Channel

Social media are tools and platforms where people can share their opinions, views, and experiences with others. Social media can be accessed anywhere [15]. which allows users to build social communities within their own accounts so that they can fully disclose various information and that information can be seen by many people around the world. In 2010, Kevin Systrom and Mike Krieger launched Instagram as a free Phone app designed to share photos with friends [15]. A portmanteau of the words instant camera and telegram, Instagram was envisioned by its creators as a means to create a more connected world through photos, videos, and stories [15]. The measurement scale of social media marketing communication activities is measured with five dimensions [16]. Dimensions: Entertainment, Indicators: Fun, Interesting, Enjoy, Relax, Eliminate fatigue. Dimensions: Interacon, Indicators: Sharing information, interacting with others, Giving opinions. Dimensions: Trendiness, Indicators: Up-to-date information, Lifestyle, Inspirational. Dimensions: Customization. Indicator, Search for desired information, Get desired information. Dimensions: Word of Mouth. Indicators, conveying information to friends, Uploading content.

D. Brand Ambassador

A brand ambassador is a marketing term for a person or group who is hired and contracted by an organization or company to advertise a brand in the form of products or services. Brand ambassadors are intended to embody the corporate identity in appearance, attitude, values, and ethics. Usually, a brand ambassador is known as a positive speaker who shows positive things about a brand and is appointed as an internal or external agent to create an increase in sales of a brand in the form of products or services. Brand Ambassadors are the faces of the companies they represent. They are walking ads, speaking for the charities they raise, the services they advertise, and the products they sell [17]. The use of brand ambassadors is carried out by companies to influence or invite consumers. It is intended that consumers are interested in using the product, especially since the selection of a brand ambassador is usually based on the image of a well-known

celebrity [18]. Brand ambassadors are identities, where they act as marketing tools that represent the achievement of individualism of human glory as well as the commodification and commercialization of a product [19]. A brand ambassador has four attributes that must be adjusted to the communication object, namely: There are several indicators that need to be considered to determine a brand ambassador, namely: Transparency, is when a figure or community supports a brand that has links to their profession. Conformity is a key concept of the brand ambassador, namely to ensure there is a match between the brand and the public figure. Credibility, is a level where consumers see that the source (ambassador) has relevant knowledge, expertise, or experience so that the character can be trusted to provide objective and unusual information. Attractiveness is a non-physical appearance that is able to attract people's attention to support a product or advertisement. Power is the power possessed by public figures to influence consumers so that they are influenced to buy or use a product or service [18].

E. Brand Equity

Brand equity is the total value of a brand as a separable asset when sold or the strength of consumer attachment and a description of consumer association and trust in a brand. Brand equity is a set of brand assets and liabilities associated with a brand, its name, and symbol, that add to or subtract from the value that a product or service provides to the company or its customers. Brand assets that contribute to the creation of brand equity are divided into four dimensions, namely brand awareness, perceived quality, brand associations, and brand loyalty [20].

F. Hypothesis

Based on the background, problem formulation, research objectives, and theoretical basis that have been described previously, the hypotheses the formulation of theoretical hypotheses for this research are:

H1: Advertising has a Positive and Significant Effect on Brand Equity Online Travel tiket.com

H2: Social Media Channel Instagram has a Positive and Significant Effect on Brand Equity Online Travel tiket.com

H3: Brand Ambassador has a Positive and Significant effect on the Brand Equity Online Travel tiket.com.

H4: Advertising, Social Media Channel Instagram and Brand Ambassador together influence the Brand Equity Online Travel tiket.com

II. METHOD

A. Type of Reserach

The type of research used in this research is quantitative. Quantitative research is able to describe or describe a problem whose results can be generalized. The type of approach that will be used in this research is associative. The associative method is a method that aims to explain the casual relationship and influence between variables through hypothesis testing. Associative research is research that has the intention of knowing the relationship between two or more variables, looking for a causal role and influence, namely the

relationship or influence on the independent variable (X) on the dependent variable (Y) [21].

B. Population and Sample

In this study, the study took a population of Mercubuana Meruya University students, West Jakarta, majoring in Advertising & Marketing Communication Regular 2 for a Strata One employee class registered with active status for the 2017-2020 academic year as many as 377 students. The reason why the author chose the student population of Mercubuana University is that the use of e-commerce is closely related to students and students, including a very potential segment for Tiket.com (Source of student data: Learning administration bureau of Mercubuana Meruya University).

The sample is part of the number and characteristics of the population or a small part of the population members is taken according to certain procedures so that they can represent the population. Based on Solvin Technique with a 90% confidence interval, and 10% precision with a population of 377. Rounded off to 80, this number will be the sample. While the sampling technique used sampling technique in this study using a non-probability sample. In the non-probability sample design, incomplete sampling is carried out using the law of probability, meaning that not all population units have the opportunity to be used as research samples. This is due to the heterogeneous nature of the population itself so there is certain discrimination in population units [22].

C. Analysis Method

The data that has been collected will be analyzed by performing descriptive statistical analysis and a classical assumption test. Descriptive statistical analysis was conducted to determine the dispersion and distribution of the data. While the classical assumption test is carried out to test the feasibility of the regression model which will then be used to test the research hypothesis. To simplify the testing and analysis process, version 25 of the SPSS (Stascal Package for Social Science) software is used which can be used to test both parametric and non-parametric data. In analyzing the research data, the following statistical calculations were used:

1) Validity Test

A validity test is used to show the level of reliability or accuracy of a measuring instrument. Validity shows the degree of accuracy between the data that actually occurs on the object and the data collected by the researcher. To find validity, one must correlate the score of each question with the total score of all questions. If it has a correlation coefficient greater than 0.3 then it is declared valid but if the correlation coefficient is below 0.3 then it is declared invalid [23].

2) Reliability Test

A reliability test is conducted to analyze the extent to which a measuring instrument can be relied upon in a study. Research can be considered reliable if it provides consistent results for the same measurement and vice versa. The alpha value indicates the level of reliability of data. When the alpha value > 0.60 , the research instrument is declared reliable [24].

3) Normality Test

Normality test is part of the classical assumption test (test requirements) in regression analysis. A good regression model is a normal or near normal data distribution, that the sample can represent and generalize to the population. The normality test used is the Kolmogorov-Smirnov and P-p Plots by comparing the distribution of the data (which will be tested for normality) with the standard normal distribution. Standard normal distribution is data that has been transformed into Z-Score form and is assumed to be normal. If the application of the Kolmogorov-Smirnov test has a significance below 0.05 (fault tolerance) it will be normally distributed [21].

4) Multicollinearity Test

The multilinearity test aims to test whether the regression model found a correlation between the independent variables through the magnitude of the correlation coefficient (r). A good regression model should not have a correlation between the independent variables, because if this happens then the variables are not orthogonal or there is a similarity. Orthogonal variables are independent variables whose correlation value between independent variables is zero. This test is to avoid habits in the decision-making process regarding the partial effect of each independent variable on the dependent variable [21].

5) Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is a similarity or inequality of variance from the residuals of one observation to another observation. If the variance is fixed then it is called homoscedasticity and if it is different then there is a heteroscedasticity problem. A good regression model is homoscedasticity or there is no heteroscedasticity. There are several ways to detect the presence or absence of heteroscedasticity, namely looking at the scatter plot (ZPRED dependent predictive value with residual SRESID), Gletjer test, Park test, and White test.

D. Hypothesis Testing and Regression Analysis

1) Coefficient of Determination (R2)

The coefficient of determination is used to measure how far the independent variable is in explaining the variation of the independent variable. The value of the coefficient of determination is between zero and one ($0 < R^2 < 1$). A small value of R2 means that the ability of the variation of the independent variable to explain the independent variables provides almost all the information needed to predict the variation of the dependent variable. If the coefficient of determination = 0, it means that there is no relationship between the independent variable and the dependent variable, on the contrary for the coefficient of determination = 1, then there is a perfect relationship [24].

2) Simultaneous Significance Test (F-Test)

Statistical tests were used to determine whether all the independent variables included in the model had a significant joint effect on the dependent variable. The test was carried out using a significance level of 0.05.

3) Individual parameter Significant Test (T-Test)

Doing hypothesis testing means doing a significance test which means the writer has to decide whether to accept or

reject the null hypothesis. If Ho is accepted then H1 must be rejected; and if Ho is rejected then H1 must be accepted. to determine the statistical significance of the study, it is necessary to determine a level or level of probability or the level of significance of the null hypothesis to be tested. If the research results show a probability lower than this level, then the null hypothesis can be rejected [25].

III. RESULT AND DISCUSSION

A. Validity and Reliability Test Results

The results of the Validity Test refer to the results using 100 respondents, so the value of r table can be known through the Peartison Product Moment r value table with df (degree of freedom) = n - 3, so df = 80 - 3 = 77. By using the table of r values of Peartison's Product Moment, the value of the r table is 0.221. From the results of the validity test, it can be concluded that the calculated r value is greater than the r table value so all variable questionnaire statement instruments are declared valid.

Based on the results of the reliability test of the Advertising variable (X1), the Cronbach Alpha value is 0.750. Social Media Channel Instagram (X2) obtained a Cronbach Alpha value of 0.750. Brand Ambassador (X3) obtained a Cronbach Alpha value of 0.790. Brand Equity (X4) obtained a Cronbach Alpha value of 0.840. That way it can be stated that the results of the questionnaire variables are reliable or consistent because they meet the basis for decision-making because the data results have a value of $0.750 > 0.60$.

B. Normality Test Results

The results of processing residual data for the normality test obtained a value of 0.200. Thus, it can be concluded that the residual data is normally distributed because it fulfills the basis of decision making with a significance value $> 0.05 = 0.200 > 0.05$. Based on the analysis of the Probability Plot (P-Plot) and the One Sample Kolmogorov-Smirnov, it can be stated that the residual data results for the variable (X) and variable (Y) can be normally distributed.

	Unstandardized Residual
N	80
Test Stasc	.067
Asymp. Sig. (2-tailed)	.200 ^{a,d}

Fig. 1. One-Sample Kolmogorov-Smirnov Test

C. Multicollinearity Test Results

It can be seen that the three independent variables in this study have a tolerance value of more than 0.10 and a VIF value of less than 10. Thus, it can be said that there are no symptoms of mulcolonierity among the independent variables in this study.

Model	Coefficients ^a	
	Collinearity Tolerance	Stasc VIF
1	(Constant)	
	ADV	1.729
	MSI	1.707
	BA	1.169

Fig. 2. Multicollinearity Test Results

D. Heteroscedasticity Test Result

Based on the scatterplot graph, it can be seen that k-k spreads randomly and spreads well above and below the number 0 on the Y axis. It can be concluded that the tested regression model does not occur heteroscedasticity.

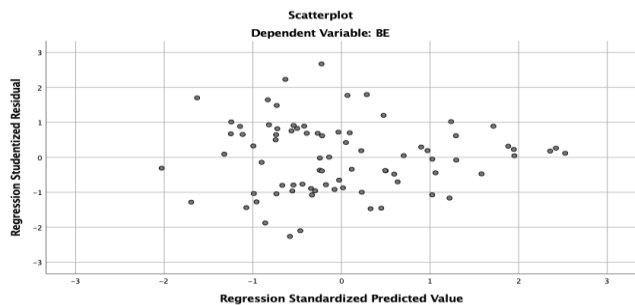


Fig. 3. Heteroscedasticity Test Results

E. Hypothesis Test Results

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

1) Coefficient of determination test (R²) Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Esmate
1	.806 ^a	.649	.635	6.017

Fig. 3. Coefficient of determination Test Results

Based on the results of these calculations, it can be seen that the variable X Advertising, Social Media Channel, and Brand Ambassador can explain the Y variable, which is 64.9%. Where it shows that Advertising, Social Media channels, and Brand ambassadors variables have the ability to influence the brand equity variable by 64.9%. while the remaining 42.9% is the contribution of other factors outside of this research.

2) Simultaneous Test Results (F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5085.628	3	1695.209	46.817	.000 ^b
	Residual	2751.922	76	36.209		
	Total	7837.550	79			

Fig. 4. Simultaneous Test Results

Referring to the results of the F ANOVA test, the F count is 46,817 and has a significance value of 0.000. F table can be seen in the stack table at a significance level of 0.05 with df 1 (number of variables – 1) = 4, and df 2 (n – k – 1) or 80 – 4 – 1 = 75, the results obtained for the F table are 2,470. These results show that Advertising, Social Media channels, and Brand ambassadors simultaneously affect Brand Equity. From the results of the R² and F Anova test, the multiple linear regression model can be used.

3) Partial Test Results (T)

The T-test is used to measure and determine the effect of participatory testing of Advertising, Social Media Channels

and Brand Ambassadors on the Brand Equity Online Travel tiket.com

The T-test is used to determine whether the hypothesis can be accepted or not [26]. T-test analysis was carried out by comparing the t-count value with a significance value of 5% and with the degrees of freedom formula, namely:

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.	
	Unstandardized Coefficients B	Std. Error				
(Constant)	7.364	6.622		1.112	.270	
1	ADV	.523	.169	.276	3.090	.003
	MSI	.474	.082	.512	5.768	.000
	BA	.280	.113	.183	2.486	.015

Fig. 5. Partial Test Results

Referring to the results of the statistical test, it can be clearly seen that individually (partial) Advertising, Social Media channels, and Brand ambassadors Against Brand Equity Online Travel Tiket.com The explanation of each variable influence is explained as follows:

The Effect of Advertising on Brand Equity Online Travel tiket.com

Referring to the hypothesis test (T-test) it can be seen that the t-count value of the Advertising variable is 3.090 and the t-table value is ± 1.985 because the t-count is 3.090 t-table is 1.985 located in the receiving area H0 and also the significance probability is 0.003 the significance level is 0.05, then it can be seen that the Advertising t variable has a significant and significant effect on Brand Equity. Thus, the hypothesis (H1) that advertising has a significant and significant effect on Brand Equity is accepted. Brand Equity is the ability of a person to recognize or recall that a brand is part of a certain product category [20]. There should be an impetus for the development of brand recognition in the minds of potential customers. Only a small part of the brand that customers can remember, such as symbols, colors, sounds, or other visual cues. This is called brand awareness. If customers know a brand, it can influence their purchasing decisions. This result is in line with research conducted by [27], [28] which shows that “advertising does not have a significant influence in building the Brand Equity of a product.

The Effect of Social Media Channels on Brand Equity Online Travel tiket.com

Referring to the hypothesis test (T-test), it can be seen that the t-count value of Social Media Channel is 5.768 and the t-table value is ± 1.985 because the t-count is 5.768 t-table is 1.985 located in the H0 rejection area and also the significance probability is 0.000 the significance level is 0, 05, it can be seen that the Social Media Channel variable has a significant effect on Brand Equity. Thus, the Social Media Channel hypothesis on Brand Equity (H2) is accepted. The internet is one form of new media (new media). The internet is considered the most important information tool to be developed in the future.

The Internet has the ability to encode, store, manipulate

and receive messages [2]. The internet is a medium with all its characteristics. The Internet has its own technology, usage, the scope of services, content, and image. A number of organizations, especially telecommunications providers and agencies play a role in internet operations [29]. The term for new media is achieving marketing objects through digital technology. Use of Social Media Instagram Channel is a place or intermediary to achieve the objectives of marketing through one or more electronic media that can create good opportunities for products if used properly [30].

The influence of the Brand Ambassador on the Brand Equity Online Travel tiket.com

Referring to the hypothesis test (T-test), it can be seen that the t-count value of the Brand Ambassador variable is 2.486 and the t-table value is ± 1.985 because the t-count is 2.486 t-table 1.985 is located in the H0 rejection region and also the significance probability is 0.015 the significance level is 0.05, then it can be seen that the Brand Ambassador variable has a significant effect on Brand Equity. Brand Ambassador has an impact on the Brand Equity of a product.

As a brand ambassador, you have indicators such as visibility/likelihood of being seen, credibility/credibility, and attractiveness/attractiveness. These indicators have sub-variables such as expertise and trustworthiness; courtesy and similarity are examples. Power, which has sub-variables such as know-it-all and admiration is another example. A Brand Ambassador must be able to attract customers as communicator [13]. The results of this study are in line with the results of research entitled "Building Brand Awareness: The Role of Celebrity Endorsements in Advertisements" that celebrities who have *Likes*, popularity in the target market, personality, positive image, and the ability to add some brand value can increase the brand equity of a product or brand. Often consumers tend to feel more attached and want a product when the product is associated with a popular or favorite character. Therefore, using someone with a high number of followers will be very helpful and profitable for a product or brand.

IV. CONCLUSION

Referring to the formulation of the problem from the results of this study, the conclusions obtained are:

- 1) In the hypothesis test (T-test), it can be seen that the t-count value of the Advertising variable is 3.090 and the t-table value is ± 1.985 because the t-count is 3.090 t-table is 1.985 located in the receiving area H0 and also the significance probability is 0.003 the significance level is 0.05 then it can be seen that the Advertising t variable has a significant and significant effect on Brand Equity. Thus, the hypothesis (H1) that advertising has a significant and significant effect on Brand Equity is accepted.
- 2) In the hypothesis test (T-test), it can be seen that the t-count value of Social Media Channel is 5.768 and the t-table value is ± 1.985 because the t-count is 5.768 t-table is 1.985 located in the H0 rejection area and also the significance probability is 0.000 significance level 0 0.05, it can be seen that the Social Media Channel variable has a significant effect on Brand

Equity. Thus, the Social Media Channel hypothesis on Brand Equity (H2) is accepted.

- 3) In the hypothesis test (T-test) it can be seen that the t-count value of the Brand Ambassador variable is 2.486 and the t-table value is ± 1.985 because the t-count is 2.486 t-table 1.985 is located in the H0 rejection region and also the significance probability is 0.015 the significance level is 0.05 then it can be seen that the Brand Ambassador variable has a significant effect on Brand Equity.

V. RECOMMENDATIONS

Referring to the research problem and discussion regarding the Effect of Social Media Advertising Channels and Brand Ambassadors on Tiket.com's Brand Equity Online Travel, there are several suggestions that researchers will put forward, namely:

- 1) For further research, it is hoped that other variables other than the variables that have been analyzed in this study can be used so that more varied results can be obtained.
- 2) For further researchers, it is recommended to conduct research with different objects and discuss more the addition of variables outside of Advertising, Social Media channels, and Brand ambassadors to the Online Travel Tiket.com Brand Equity which can affect Brand Equity both for companies that offer services and products so that future research results are better and in accordance with the times.
- 3) It is hoped that Tiket.com will maximize creative content in Advertising by using a well-known Brand Ambassador in every marketing strategy undertaken to increase Brand Equity.
- 4) It is hoped that the public will get educated about the influence of Advertising, Social Media channels, and Brand ambassadors that can affect the Brand Equity of a company so that it can be used as a consideration in choosing a particular brand.
- 5) For Tiket.com Companies to be able to maximize the use of appropriate Advertising, Social Media channels, and Brand ambassadors so that they will continue to have an impact on the company's Brand Equity.

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