



## The Impact of Electronic Word Of Mouth (EWOM), Influencers Marketing, and Brand Image on Purchase Intention via Online Travel Agents (OTA)

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**Abstract:** This study aims to examine and analyze the variables of Electronic Word of Mouth (X1) and Influencers Marketing (X2) on Purchase Intention through Online Travel Agent (Z) with the Brand Image (Y) variable as mediation on Tiket.com platform. This study uses a quantitative method with random sampling techniques. The respondents in this study consisted of 296 people and then the results were processed using IBM SPSS Statistics 25. Data collection was carried out by survey method using a questionnaire through Google Form as a research instrument. After conducting a hypothesis test, the results show that Electronic Word of Mouth, Influencers Marketing and Brand Image have a positive significant influence on Purchase Intention on the Tiket.com application.

**Keywords:** Purchase Intention; Online Travel Agent (OTA); Tiket.com; Electronic Word of Mouth (EWOM); Influencers Marketing; Brand Image

### INTRODUCTION

In the ever-evolving digital era, people's behavior in planning and enjoying vacations has changed significantly. Currently, tourism and aviation in Indonesia are increasingly popular until +4.5%, 36<sup>th</sup> in 2019 to 22<sup>nd</sup> as a form of recreation based on Travel & Tourism Development Index 2024 (WEF & University of Surrey, 2024). OTAs offer a variety of advantages and conveniences with the needs of people in the digital era who tend to want everything to be done practically, making their use increasingly popular (Indriyati et al., 2023). This helps travelers realize their dreams of exploring the world more easily and affordably, marking a new era in the modern and digital tourism industry.

Referring to data recorded by Google, the trend of traveling in Indonesia will increase by up to 80% in 2023 (Purwowidhu, 2023). Even so, the journey is not as simple as imagined.

People need to prepare various things, such as tickets, hotel reservations, and local transportation. However, with the advancement of technology, these preparations can be done online, so this application makes it easier for people to plan their trips (Abraham B. Nomleni et al., 2023). According to a study conducted by the Indonesian Internet Service Providers Association (APJII), out of a total population of approximately 278 million people in Indonesia, there are 221 million people who have been connected to the internet (APJII, 2024). The study states that almost the entire population of people in Indonesia is connected to the internet.

Tiket.com is one of the Online Travel Agents that provides services in booking flight tickets, trains, accommodation, event tickets, car rentals, and other travel needs. Tiket.com since 2011 until now it has been downloaded more than 29 million times which has now been acquired by Blibli. Tiket.com is an application focused on online booking and ticketing features that provides ticket reservation services (Burnirma & Wardhana, 2017).

Rank	Website	Category
1	traveloka.com	Travel and Tourism > Air Travel
2	tiket.com	Travel and Tourism > Travel and Tourism - Other
3	booking.com	Travel and Tourism > Accommodation and Hotels
4	tripadvisor.co.id	Travel and Tourism > Travel and Tourism - Other
5	agoda.com	Travel and Tourism > Accommodation and Hotels

Figure 1 Travel and Tourism site ranking June 2024

Source : Similarweb.com (2024)

Based on figure 1.1, Tiket.com is ranked 2nd most visited Travel and Tourism site in Indonesia until June 2024 after Traveloka, followed by booking.com in 3rd place, and so on.

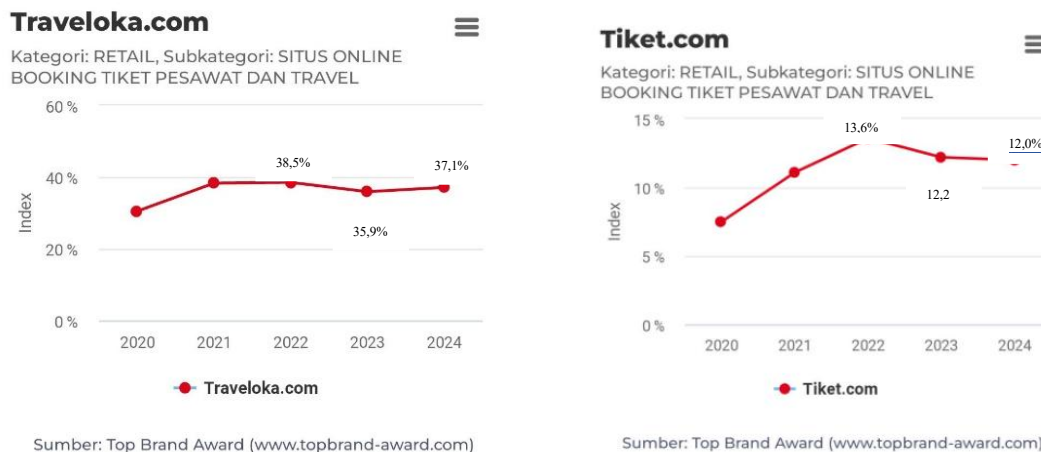


Figure 1.2 Top Brand Index Results of Flight Ticket Booking and Travel

Source : Top Brand Index (2024)

In figure 1.2 based on the results of the Top Brand Index survey, Tiket.com is ranked 2nd in online flight ticket buying sites whose difference is still far behind Traveloka. The results of the Top Brand survey have become one of the barometers of brand performance that is recognized in Indonesia as a measure of a brand's achievements in the past and its possible performance in the future can be read through the Top Brand Index (TBI) time series.

Based on Figure 1.2 According to Hu et al. (2009), *Behavioral Intention* is a variable that is studied in many information sciences to measure consumer behavior intentions. It can be seen that the Top Brand Index Tiket.com in the period from 2022 to June 2024 shows that

public enthusiasm for Tiket.com online travel booking platform has decreased significantly and continues. Data shows that public interest in OTAs, especially Tiket.com, is still relatively low compared to other platform in similar categories.

From 2022 to 2023, Tiket.com experienced a decrease in purchase interest from 13.6% to 12.2%, then continued in 2024 with a percentage of 12.0%. The decrease in the percentage indicates that there is a lack of marketing in Tiket.com to be able to attract new targets and markets. This incident became a problem because the reputation of Tiket.com still could not improve from 2019 to 2020 which shows that interest in Tiket.com continues to decline according to Adhi Prasetyo & Wita Nursandi (2022). Besides that, researches found a website called *mediakonsumen.com* especially for Tiket.com application, where customer who have used Tiket.com express their disappointment through social media.

This can be influenced by how Tiket.com to maintain their consumers and attract new markets through wider marketing through social media and individuals through electronic media, as well as the behavior of people who currently coexist with the internet. This method will also create and introduce more widely the branding of Tiket.com platforms, especially in booking plane tickets through online applications.

Based on the description above, the researcher aims to indicate problems related to the decline in buying interest in Tiket.com to at least survive and rise and expand the market. Some of the factors that affect people's buying interest are *electronic word of mouth*, *influencers marketing*, and *brand image*.

## Literature review

### Electronic Word of Mouth (eWOM)

Technological developments have shifted communication platforms from physical spaces to digital spaces. EWOM (Electronic Word of Mouth) has become a dominant force in digital marketing, significantly influencing purchasing decisions and shaping consumer perceptions of brands or products. According to Kotler and Keller (dalam Safitri et al., 2022) EWOM is a strategy in identifying methods to influence consumers so that it can arouse curiosity about a good, service, or a company's brand.

According to Sakinah (2021) One of the methods that companies can use to find consumers is through EWOM, this is because EWOM is an internet-based social interaction where users can convey and get information about an item online.

Meanwhile, according to Princess (2021) Electronic Word of Mouth is a positive or negative statement made based on the opinion of the public about a product or service. This refers to potential consumers, current consumers, and first-time consumers about products or companies through the internet.

### Influencers Marketing

The second factor that affects buying interest in Tiket.com is Influencer Marketing. Influencers in the marketing process act as a liaison who connects the company with the target market through a voice that is trusted by potential users, followers, and influencers (Crystrie & Sartika, 2022)

According to Lengkawati & Saputra (2021) said that an influencer marketing can increase sales of products or services by influencing the behavior of consumers who are their targets. According to (Hariyanti & Wirapraja, 2018) Influencer Marketing is someone with a large online following who has views that can influence the actions of his followers.

### Brand Image

The third factor that affects buying interest in Tiket.com is Brand Image. Kotler & Armstrong (2020) Revealing a brand is a design, symbol, sign, term, name, or a combination of all that is intended to recognize services or goods from individuals or manufacturers and to

differentiate services and goods from competitors. Maintaining and building a brand image is very important to create a positive impression for potential consumers and customers, so that they still choose and be loyal to a brand. When a person has trusted a certain party, they are confident that the party will meet their expectations and not cause disappointment (Ryan, 2002).

Brand image is the interpretation of various information received by consumers (Simamora, 2002). According to Kotler (2005) The one who interprets is the consumer, while the one who is interpreted is the information. Information about the brand image can be seen from the logo or symbol used by the company to represent its products and also reflect the company's quality and vision and mission.

**Purchase Intention**

Buying interest is formed through learning and thinking, resulting in perceptions that motivate consumers. This motivation is a strong desire that is finally realized when consumers need to meet their needs. According to Kotler (1998) Consumer interest is measured by how likely consumers are to buy a brand or switch from one brand to another.

According to Kinnear and Taylor (1995:306 in Saidani and Arifin 2012), buying interest is the stage at which respondents tend to act first before a buying decision is actually made. According to Widuri (2015) In the business world, it can be seen that success in competing can be judged by how much the target market or consumers use their products and services.

**Online Travel Agent (OTA)**

Online Travel Agent/Agencies (OTA/s) is a travel agency as an intermediary that bridges marketing between service providers and consumers in making bookings through *platform* berbasis *Online*. This development drives direct sales of travel products and services by airlines, hotels, and vehicle rental companies (Lu et al., 2007). According to Shapiro & Shi (2008) The presence of the online electronics market has drastically transformed the travel industry into one of the most popular and most advanced online-based businesses in recent years.

Vilarinho (2014) also said that tourism began to shift to online platforms caused by the emergence of information and communication technology in this century. Product/service providers and intermediaries are currently struggling in fierce competition to sell their services through *e-commerce*.

Based on this explanation, we conclude that our research phenomenon is the latest and updated problem using the Brand Index from 2022 to 2024 (currently) with a new set of discussion variables in the discussion of air ticket bookings in *tiket.com*, namely *electronic word of mouth, influencer marketing, brand image, and purchase intention*. Although some of these variables have been discussed before, we refer to collections of journals as the basis of our research, ensuring the credibility and relevance of our research to the phenomenon at hand.

**Tables and Figures**

Tables are presented in the following:

**Table 1 Measurement of variables**

Variable	Conceptional definition	Items	Source
E-WOM	Consumer opinions are either positive or negative	1) I can access information about airline tickets on	(Sindunata, 2018),(LA MDIK, 2023),(Lin,

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about products, services and brands. (Santosa, 2019)	2) I got information about the flight ticket service in Tiket.com (Sindunata, 2018)	Wu, and Chen in Pasaribu and Sugiarto Lin, Wu, 2018)
	3) I obtained information about quality in Tiket.com (Sindunata, 2018)	
	4) I get recommendations from other consumers in Tiket.com (Sindunata, 2018)	
	5) I got a lot of reviews about airfare in Tiket.com (Sindunata, 2018)	
	6) I often read product reviews from other consumers online to find out what products make a good impression on others. (LAMDIK, 2023)	
	7) A high level of rating or recommendation indicates that Tiket.com has a good reputation (Lin, Wu, dan Chen dalam	

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		Pasaribu dan Sugiarto Lin, Wu, 2018)
		8) The large number of reviews shows that Tiket.com have a high booking rate (Lin, Wu, dan Chen dalam Pasaribu dan Sugiarto Lin, Wu, 2018)
Influencers Marketing	A person's feelings of satisfaction or dissatisfaction after comparing the reality and expectations obtained and received from the performance of a product or service (Kotler, 2000)	1) I follow influencers who share posts with informative and engaging visuals or messages (Dewi, 2023) (Dewi, 2023; Halim & Tyra, 2021) 2) I believe in influencers who have experience with the product (Halim & Tyra, 2021) 3) I believe in influencers who have knowledge about the product (Halim & Tyra, 2021) 4) I believe in influencers who are honest in recommending products (Halim & Tyra, 2021) 5) I follow influencers who judge a product/service honestly and well

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		(Dewi, 2023)	
		6) I follow influencers who have a match between the brand being promoted and their followers (Dewi, 2023)	
		7) I follow influencers who work with sponsorships (Dewi, 2023)	
		8) I follow influencers who have good credibility (Dewi, 2023)	
Brand Image	A brand image is a set of descriptions of associations and consumer beliefs in certain brands. (Tjiptono, 2005)	1) I feel that the layout of the information on the Tiket.com app is very clear (Christina, 2017)	(Christina, 2017; Irianto, 2020; LAMDIK, 2023; Parama A.P & Seminari, 2020; Wachyuni & Wiweka, 2020)
Purchase Intention	Buying intent is an impulse that arises within oneself a person to buy goods and services in order to Meet their needs	2) I immediately remembered Tiket.com when I wanted to buy a plane ticket (Wachyuni & Wiweka, 2020)	
		3) The service from Tiket.com has a quality above similar services. (Parama A.P & Seminari, 2020)	(Adinda Nora Farasandy & Willy Arafah, 2023; Aji et al., 2023; Kurniawan & Susanto,
		4) I chose Tiket.com compared to other brands	

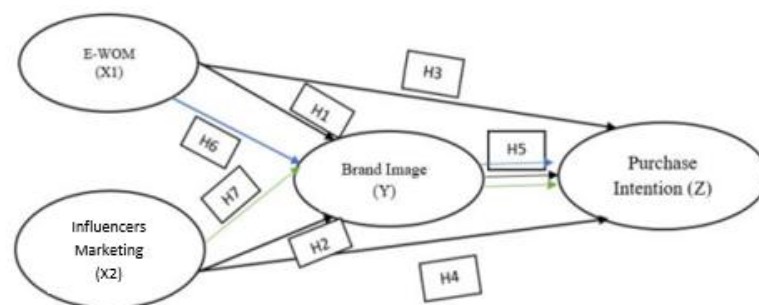
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(McCarthy et al., 2003)	to buy plane tickets. (Wachyuni & Wiweka, 2020)	2020)
	5) I feel that the ads displayed in Tiket.com application are very interesting. (Irianto, 2020)	
	6) Tiket.com has a modern impression or a modern design. (LAMDIK, 2023)	
	1) I gather information about Tiket.com platform. (Kurniawan & Susanto, 2020)	
	2) I have compared Tiket.com platform with other similar platforms. (Kurniawan & Susanto, 2020)	
	3) I tend to be influenced by the opinions or actions of others in booking flight tickets through Tiket.com platform. (Aji et al., 2023)	
	4) I made a product purchase due to an affinity for the	

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- personality of an influencer. (Adinda Nora Farasandy & Willy Arafah, 2023)
- 5) I am interested in buying airline tickets through Tiket.com platform. (Kurniawan & Susanto, 2020)
- 6) The choice of flight tickets on Tiket.com suits my current needs. (Kurniawan & Susanto, 2020)
- 7) I was interested in booking a flight to another route that I had never tried before in Tiket.com. (Aji et al., 2023)
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(Source : processed by author)  
*Figures are presented as follows:*



**Fig. 1. Research model**

## Hypothesis

The hypothesis used in this study are:

H1 : E-WOM (X1) has a positive and significant influence on Brand Image (Y) in Tiket.com

Reviews and positive expressions of a platform on electronic media and social media will create a good brand image for the company. As has been researched by (Wijaya et al., 2021) entitled *"The influence of EWOM and brand awareness on brand image in generating purchase intention at Traveloka in the millennial generation in Surabaya"* stated that EWOM has proven to have a positive and significant influence on brand image. It can be said that if consumers are routinely influenced by EWOM, then the brand image owned by consumers will be in accordance with what is conveyed in EWOM.

H2 : Influencers Marketing (X2) has a positive and significant influence on Brand Image (Y) on Tiket.com

Positive reviews and expressions influencers can create a good brand image for a product or company. As has been researched by M. G. Putri & Rofiuddin (2023) entitled *"Nobby Hijab Salatiga Consumer Buying Interest: The Influence of EWOM, Influencer Marketing, and Islamic Brand Congruence through Brand Image"* Stating that influencers marketing has a positive effect on brand image, the higher the trust in influencers, the better the brand image on a brand. Product information conveyed by influencers with many followers can build a good brand image and be recognized by consumers. Thus, influencers have an important role in shaping consumer perception of a product or brand.

H3 : E-WOM (X1) has a positive and significant influence on Purchase Intention (Z) in Tiket.com

A person's buying interest arises when a person searches for information about a product. EWOM is one of the information consumers who have used products affecting consumer buying interest. As has been researched by (Ruata et al., 2021) entitled *"The Infuence of EWOM and Brand Image on Customer Purchase Intentions at Traveloka Online Travel Agency"* that the Electronic Word of Mouth variable has a significant effect on consumer buying interest and has a positive relationship, this shows the public's enthusiasm in seeking information about OTAs.

H4 : Influencers Marketing (X2) has a positive and significant influence on Purchase Intention (Z) in Tiket.com

The emergence of a person's buying interest can be influenced by influencer marketing with many followers able to influence the buying decision of their followers who believe in the recommendations they make. As has been researched by (Mustaqiem et al., 2024) entitled *"The Influence of Influencer Marketing, Content Marketing, and Instagram Social Media on the Interest in Buying Telkomsel Simcard Products in Students of SMK Negeri 1 Kediri"* That there is a positive and significant influence produced by influencer marketing variables on the buying interest of a certain product, this is explained by a process of marketing activities through someone who is famous on social media and can affect the perception of his followers.

H5 : Brand Image (Y) has a positive and significant influence on Purchase Intention (Z) on Tiket.com

The tendency of consumers to have a positive view of a brand can encourage the emergence of consumer desire to make purchases on a brand. This can be strengthened by a statement in a previous journal that stated that brand image has a positive and significant influence on interest in buying airline tickets through tiket.com online sites owned by (Doris Fadela Naurin, 2023) with the title *"The Influence of Brand Image and Brand Trust on Interest in Buying Airline Tickets on the Tiket.com Online Site"* which states that the increasing positive trust in the brand image, the easier it is for the brand to improve in the market.

H6 : Brand Image (Y) mediates the influence of E-WOM (X1) on Purchase Intention (Z) in Tiket.com

A person's positive reviews or expressions of a platform through electronic media and social media will form a good brand image for the company so that people can immediately remember the product or platform. This hypothesis is also supported by (Parama A.P & Seminari, 2020) which is titled "*The Influence of Brand Image in Mediating EWOM on Purchase Intention in Traveloka Users*" that the better the EWOM that happens, the better the brand image, and vice versa if the EWOM is getting worse, the worse the Brand Image.

H7 : Brand Image (Y) mediates the influence of Influencers Marketing (X2) on Purchase Intention (Z) in Tiket.com

Positive reviews of a platform can form a good brand image, making it easier for people to remember the product or platform and increase their desire to use it. As has been researched by (Febriana Sulistya Pratiwi., 2022) which is titled "*The Influence of Electronic Product Marketing Influencers on the Youtube Platform on Customer Purchase Intention with Brand Image as a Mediation Variable in Islamic Economic Perspective*" Mentioning brand image significantly mediates marketing influence on consumer purchase intentions. The stronger the brand image, the higher the desire of consumers to buy and use the product.

## METHOD

This study examines and analyzes the decline in reputation caused by the lack of marketing to brands influenced by electronic word of mouth (EWOM) and influencers marketing so that it results in a decline in people's buying interest in booking airline tickets and travel on Tiket.com because they are unable to attract new markets. This research design uses a quantitative approach with the path analysis technique and uses the IBM SPSS Statistics 25 application in its calculations, the researcher chose this method because the researcher wanted to get the value of the relationship between the variables.

### Sample and Data Collection

The data is collected through analysis from people who have used Online Travel Agents (OTAs) to book plane tickets and travel on Tiket.com and other platforms. This study uses 1 sample with a total of 296 respondents through a survey on Google Form which is considered to be representative of the population proportionally and can be relied on to produce accurate results so that it can be sufficiently categorized.

## RESULT AND DISCUSSION

### Multiple Linear Regression Test

According to (Ghozali, 2018) Multiple Linear Regression is an analysis method that involves more than one independent variable to find out how much influence the variable has on the dependent variable. This test was used to examine the influence of EWOM variables, Influencers Marketing, and Brand Image on Buying Interest.

### R<sup>2</sup> Coefficient Test (*R Square*)

The determination coefficient test (R<sup>2</sup>) aims to find out how far the proportion between variations, that is, the free variation that explains the bound variable. This test can also explain how good the results of the researcher's test are with reference to the value of the determination coefficient which ranges from zero (0) to one (1) or  $0 < R^2 < 1$ . If the independent variable has a result close to one (1), it can be concluded that the variable has almost all the information needed to predict the bound variable.

**Partial Test (T-Test)**

The T-test in the study was used as a measure of how much influence the independent variables had in explaining changes in the bound variables. This test is divided into the following criteria:

1. If the significant probability is > 0.05, it states that the independent variable has no influence on the dependent variable.
2. If the significant probability is < 0.05, it means that the independent variable has an influence on the dependent variable.

**Model I Path Coefficient**

1. The Influence of *Electronic Work of Mouth* (X1) and *Influencers Marketing* (X2) on Brand Image (Y). The calculation of SPSS results is shown in tables 1 and 2 as follows:

**Table 2**

**Correlation Results of Multiple Determination Coefficients (R<sup>2</sup>)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784 <sup>a</sup>	0.614	0.612	1.798

a. Predictors: (Constant), Influencers Marketing (X2), Electronic Word of Mouth (X1)

Source : Data processed by IBM SPSS Statistics 25  
(Source : processed by the author)

**Table 3**

**Partial Test Results (T-Test)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.405	0.966		-0.419	0.675
	Electronic Word of Mouth (X1)	0.465	0.043	0.482	10.916	0.000
	Influencers Marketing (X2)	0.295	0.033	0.401	9.065	0.000

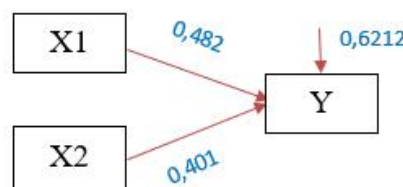
a. Dependent Variable: Brand Image (Y)

Source : Data processed by IBM SPSS Statistics 25  
(Source : processed by the author)

Based on Tables 2 and 3 from the results of the SPSS Model I Output, it can be concluded that several statements are as follows:

- 1.1 The magnitude of the R square value shown in the Model Summary table is 0.614 which states that the contribution of X1 and X2 to Y is 61.4% and the remaining 38.6% is influenced by other factors outside this research model. So the residual magnitude of  $e1 = \sqrt{(1-0.614)} = 0.6212$ .

Thus, the path diagram of the structural model 1 is obtained:



(Source : processed by the author)

- 1.2 The T test in Table 3 data shows that the sig value of the two variables is 0.000 which has a < value of 0.05, so that the two independent variables (X1 and X2) have a significant positive effect on the Y variable.

It can be concluded that E-WOM and Influencers Marketing greatly affect the Brand Image of Tiket.com as a consideration for the public in choosing an OTA platform for purchasing airline tickets that suits their buying interests and desires.

1.3 The result of the Standard Error of Estimate (SEE) value is 1,795 which means that the smaller the value of the SEE can make the regression model more accurate in predicting dependent variables.

**Model II Path Coefficient**

2. The Influence of *Electronic Work of Mouth* (X1), *Influencers Marketing* (X2), and Brand Image (Y) on Purchase Intention (Z). The calculation of SPSS results is shown in tables 3 and 4 as follows:

**Table 4**  
**Correlation Results of Multiple Determination Coefficients (R<sup>2</sup>)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 <sup>a</sup>	0.657	0.653	2.006

a. Predictors: (Constant), Brand Image (Y), Influencers Marketing (X2), Electronic Word of Mouth (X1)

Source : Data processed by IBM SPSS Statistics 25

(Source : processed by the author)

**Table 5**  
**Partial Test Results (T-Test)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.703	1.078		0.652	0.515
	Electronic Word of Mouth	0.173	0.056	0.152	3.073	0.002
	Influencers Marketing	0.180	0.041	0.207	4.383	0.000
	Brand Image	0.634	0.065	0.537	9.725	0.000

a. Dependent Variable: Purchase Intention (Z)

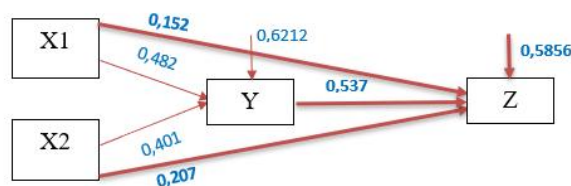
Source : Data processed by IBM SPSS Statistics 25

(Source : processed by the author)

Based on Tables 4 and 5 from the results of the SPSS Model II Output, several statements can be concluded as follows:

2.1 The R square value shown in the Model Summary table is 0.658 which states that the contribution of the influence of X1, X2, and Y on Z is 65.7% and the remaining 34.3% is influenced by other factors outside this research model. So the residual magnitude of  $e^2 = \sqrt{(1-0.658)} = 0.5856$ .

Thus, the path diagram of the structural model 2 is obtained:



(Source : processed by the author)

2.2 The T test in Table 3 data shows the sig values of the three variables, namely X1 = 0.002, X2 = 0.000 and Y = 0.000 which have a < value of 0.05, so it can be stated that the variables X1, X2, and Y have a significant effect on the Z variable.

Based on the data above, it can be concluded that there is a strong attraction to attract people's buying interest if Tiket.com pay more attention to marketing the platform through e-WOM, Influencers Marketing, and Brand Image.

2.3 The result of the Standard Error of Estimate (SEE) value is 2,006 which means that the smaller the value of the SEE can make the regression model more accurate in predicting dependent variables.

**Discussion**

**Analysis of the Influence of X1 through Y on Z.**

In the coefficient table, in Standardized a Beta value of 0.152 is obtained which gives a direct effect of X1 on Z. Meanwhile, the indirect influence of X1 through Y on Z is the multiplication between the value of Beta X1 on Y and the value of Beta Y on Z, namely:

$$IDE = 0.482 \times 0.537 = 0.258$$

Thus, the total influence exerted by X1 on Z is the direct influence (DE) plus the indirect influence (IDE), which is:  $= 0.152 + 0.258 = 0,410$ .

From the results of the calculation above, the DE value is 0.152 and the IDE value is 0.258, showing that the indirect influence value (IDE) is greater than the direct influence value (DE), so indirectly X1 through Y has a significant influence on Z.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.405	0.966		-0.419	0.675
	Electronic Word of Mouth (X1)	0.465	0.043	0.482	10.916	0.000
	Influencers Marketing (X2)	0.295	0.033	0.401	9.065	0.000
a. Dependent Variable: Brand Image (Y)						
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.703	1.078		0.652	0.515
	Electronic Word of Mouth	0.173	0.056	0.152	3.073	0.002
	Influencers Marketing	0.180	0.041	0.207	4.383	0.000
	Brand Image	0.634	0.065	0.537	9.725	0.000
a. Dependent Variable: Purchase Intention (Z)						

**Analysis of the Effect of X2 through Y on Z.**

In the coefficient table, in Standardized a Beta value of 0.207 is obtained which gives a direct effect of X2 on Z. Meanwhile, the indirect influence of X2 through Y on Z is the multiplication between the Beta value of X2 on Y and the Beta value of Y on Z, namely:

$$IDE = 0.401 \times 0.537 = 0.215$$

Thus, the total influence that X2 exerts on Z is the direct influence (DE) plus the indirect influence (IDE), which is:  $= 0.207 + 0.215 = 0,423$ .

From the results of the calculation above, that the DE value is 0.207 and the IDE value is 0.215, showing that the indirect influence value (IDE) is greater than the direct influence value (DE), so that indirectly X2 through Y has a significant influence on Z.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.405	0.966		-0.419	0.675
	Electronic Word of Mouth (X1)	0.465	0.043	0.482	10.916	0.000
	Influencers Marketing (X2)	0.295	0.033	0.401	9.065	0.000
a. Dependent Variable: Brand Image (Y)						
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.703	1.078		0.652	0.515
	Electronic Word of Mouth	0.173	0.056	0.152	3.073	0.002
	Influencers Marketing	0.180	0.041	0.207	4.383	0.000
	Brand Image	0.634	0.065	0.537	9.725	0.000
a. Dependent Variable: Purchase Intention (Z)						

## CONCLUSION

From the data that has been analyzed and discussed before, the author can conclude that everything studied produces a positive and significant relationship between the variables, which can be proven through the following explanation:

- 1) Analysis The influence of variable X1 directly has a significant effect on variable Y.
- 2) Analysis The influence of variable X2 directly has a significant effect on variable Y.
- 3) Analysis The influence of variable X1 directly has a significant effect on variable Z.
- 4) Analysis The influence of variable X2 directly has a significant effect on the Z variable.
- 5) Analysis The influence of the Y variable directly has a significant effect on the Z variable.
- 6) Analysis of the Influence of X1 through Y on Z indirectly has a significant influence.
- 7) The analysis of the influence of X2 through Y on Z indirectly has a significant influence.

## Implications

### Practical Implications

The power of *Electronic Word of Mouth* (E-WOM) and *Influencers Marketing* in Tiket.com shows that *E-WOM* and *Influencers Marketing* have an influence in attracting people's buying interest in buying air tickets in Tiket.com. This can be proven by the existence of positive and negative information from interactions through social media by an individual or group will have an impact on the platform's Brand Image which will then affect the buying interest of booking air tickets through Tiket.com.

In this study, the researcher suggests that Tiket.com pay more attention to the quality of *reviews* on *influencers* to increase interest in buying airline ticket bookings through Tiket.com, encouraging marketing strategies that are still rarely carried out by companies through someone with many online followers that can influence their followers. Tiket.com company is also expected to pay attention to the quality of the *platform* so that it is positively assessed by the public and recommended by previous users, which will result in good ratings and reviews to maintain *the existence of the platform* to be able to compete with other *platforms*, as well as expand its market reach. Thus, other OTA users can consider and choose Tiket.com as their main choice.

### Research limitations

This research has several limitations that can be used as a reference for future research to produce better research. That is:

1. This research was conducted by distributing questionnaires to respondents who had never used Tiket.com before, who had used Tiket.com but had never used it in booking airline tickets, as well as Tiket.com customers.
2. This study only used 296 respondents from the total population in Indonesia who used OTA to meet their needs.
3. This study uses a quantitative method with random sampling techniques.

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