

THE INFLUENCE OF BRAND AWARENESS PROMOTION, TRUST ON PURCHASE INTENTION ON ONLINE TRAVEL AGENT SERVICES WITH CUSTOMER REVIEW AS A MEDIATOR VARIABLE

Aditya Patriazka¹, M. Satria Wibawa², Saptono Yugono³, Adilla Anggraeni⁴

^{1,2,3,4} Business Management Program Management Study Program, BINUS Business School Undergraduate Program, Bina Nusantara University, Jakarta

ARTICLE INFO

Keywords:

Car request
GDP per capita
long way
fuel price
consumer credit interest rates.

E-mail:

aditya.patriazka@binus.ac.id

ABSTRACT

Objective from study This is For test influence Brand Awareness Promotion and Trust to Purchase Intentions with Customer Reviews as a mediating variable. Data collected of 100 customers Online Travel Agency located in Jakarta with use questionnaire Research results show that all There is influence except Brand Awareness to Purchase Intentions with Customer Reviews Can concluded that awareness something brand No influential significant to intention purchase based on study this our advice to researcher furthermore Can researching more products and features specific.

Copyright © 2023 Economic Journal. All rights reserved.
is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

Development tourist moment This Already the more fast, fine from facet service nor the technology. Need tourist particularly in the field journey more and more fast service, then technology adapts for fulfil need the. According to Laudon (2007), digital systems and technology have change connection company with customers employees suppliers and partners logistics become digital connection using networks and the internet (Laudon, 2007). So Lots business now possible or is based on a finite digital network appear term trading electronics (e-commerce). According to Chaffey (2009), definition e-commerce often only For refers to buying and selling use the Internet; direct person think about purchase retail consumer from company though e-commerce involve more from mediation transaction in a manner electronic between organizations and customers so that e-commerce must considered as whole mediation transaction between organization and variety party three related with organization (Chaffey 2009).

Secretary APJII General Henri Kasyfi Soemartono explain results main from survey Indonesian Internet Users 2019-2020. "Moment This penetration Indonesian internet users account for 73.7 percent up from 64.8 percent from in 2018," he said According to APJII Secretary General if combined with number from projections of the Central Bureau of Statistics (BPS) then Indonesian population in 2019 amounted to 266,911,900 million so Indonesian internet users are estimated as many as 196.7 million user Amount this is up from 171 million in 2019 with penetration of 73.7 percent or up about 8.9 percent or about 25.5 million user " If in year Then we are up 21 million and year This increases us by 25.5 million" he said Lohmann & Schmucker (2009) suggests that the internet has continuing influence growing in various tourism markets, p This related with information consumers and behavior booking they has changed dramatically since service and ordering online already introduced (Lohmann & Schmucker 2009).

In its development OTA is increasingly innovate become a one stop solution, like Traveloka with There is his traveloka Eats, Traveloka Vouchers, and Traveloka Xperience Then there is tiket.com there To Do option that contains are the activity vouchers that will be done Event menu for selecting and booking events in the city certain Innovations the make travelers know Where will use up time moment be in place they traveling

For face competition business in the world of travel agents, a brands looked at become asset Because brands can give consumer A method For recognize and identify something products sold by the OTA In taking something decisions customers usually own awareness will A brands especially first Introduction brands the can done through various media such as advertisements social media, events, and the like

Features and awareness brand from something company not free from activity strong promotion in order to increase desire buy According to Chung and Lee (2003) promotion own have influence positive to interest buy consumer Giving coupons and prices promotion is a viable strategy increase interest buy consumer Then, according to Moslehi and Haeri (2016) promotion price own influencing relationship

The Influence Of Brand Awareness Promotion, Trust On Purchase Intention On Online Travel Agent Services With Customer Review As A Mediator Variable. Aditya Patriazka, et.al

interest buy back In OTA, via activity promotion can influence perception emotion experience consumer like pattern in do purchases (Rezwan Mahmood & Sarif Mohammad Khan, 2014). Promotion Alone can done through TV media, websites, magazines and other media for give perception to the desired target consumers target In marketing communication media used role important Because influential For form a strong image and credibility trust and confidence consumers (Lovelock and Gummesson 2004). Even a number of some OTAs like traveloka tiket.com, pegipegi and other OTAs also do it promotion on the website so the more known and trusted by Indonesian online travel users

Ha and Stoel (2009) show that trust and fun is strong belief about online shopping and quality online shopping Sativa (2016) also explains that Trust in online shopping is measured with 3 indicators ie the site has good reputation trusted site give security in transactions and beliefs that the site will help If happen violation or fraud because that customers who have interact with a website or OTA apps then will influence Trusts they to the OTAs

Besides it no only rely on brand trust and promotion that OTA gives however needed look for information more about product to be he bought For minimize impact negatives obtained The easy way For get information the is with see review or review and see ranking or rating on an OTA. Online Customer Reviews is form from electronic word of mouth (eWOM). According to Khamash (2008:79) Online Customer Reviews can understood as a consumer media see review of other consumers against something product service company and about How A company manufacturer

Temporary it research and study about online consumer reviews as form from eWOM also a little done Studies This more Lots applied to markets in western countries. Cho & Chan (2016) revealed that studies about online consumer reviews only limited to a few studies on the US market (eg Gopinath et al 2014; Zhang et al 2012, and Willemsen et al 2011). Studies about online consumer reviews in Asia also still little especially in the Indonesian market.

Objective Study is for know influence Brand Awareness to Purchase Intentions with with customer reviews as moderator variable Besides it also for know influence Promotion to Purchase Intentions with customer reviews as moderator variable Then for know influence Trusts to Purchase Intentions with customer reviews as moderator variable As well as knowing How connection Brand Awareness to Purchase Intentions with Customer Reviews as moderator variable.

Service Marketing Management

Definition Management by Robbins and Coulter is that management involve coordination and supervision other people's work so activity they resolved in a manner efficient and effective Efficient is do the right thing with get results the most from input with least amount Effective is do the right thing with activity work to be produce achievement goals (Robbins & Coutler 2014).

According to Armstrong & Kotler that Marketing as a process where company create mark for customer and build connection strong customer for get mark from customer as reward Definition management marketing is arts and sciences for Choose a target market and build on it profitable relationship from them Management marketing aim For find engage keep and grow target customers with creating delivering and communicating mark to superior customers (Kotler & Armstrong, 2016).

Service is action or performance offered by one party to party other Although the process Possible related with product physical its performance basically No tangible or not produce ownership factor production whatever Service is activity creating economy value and deliver benefit for customers at any time and place certain as consequence from the desired change (Budianto 2019).

When ramps the CoVid-19 pandemic a lot providing business service support such as a swab test, for increase traction sale product or services Goods or service complementary add value on offer product moment both of them used together They increase opportunity sale something product or services so increase potency profit industry or company (Yan, et al., 2014).

Brand Awareness

Brand Awareness is ability a candidate buyer For recognize and remember brand from something product or services involved with brand the Brand with high awareness (Brand Awareness) and good image can promote loyalty brand to consumers (Saputro 2015). There is a number of level Brand Awareness among others: a. unaware of brand (no realize brand); b. brand recognition (introduction brand); c. brand recall (recall return to brand); d top of mind mind). Indicators Brand Awareness as following (Putri & Deniza 2018): Introduction brand ; Advertisement Media ; Activity Promotion ; Brand Priority So Brand Awareness is how much strong public aware will something brand when see logos, advertisements as well as promotions carried out brand the

Promotion

Promotion is one activity marketing something product or services Promotion is also communication used company to consumer they with objective preaching persuading or affect All activity the aim For increase sales (Kotler & Armstrong, 2016). Company with generally use advertising promotion sales deployment energies sales and public relations as tool delivery messages the with objective For can interesting attention and interest society (Kotler & Keller, 2013). With time development this type growing promotion is internet marketing. Indicator from internet marketing promotions that can used ie as following (Kotler & Keller, 2013): Frequency from promotion; Quality promotion ; Quantity promotion ; Promotion time ; accuracy or suitability with promotional purposes Can concluded that Promotion is activity For tell persuade or look for attention public related products sold

Trusts

Trusts is “an intangible characteristic that allows customers to buy goods or services with the confidence that what is promised will be delivered ”Which means trust is characteristics that are not possible form customer For buy goods or service with belief that what promised will delivered (Kotler & Keller, 2013) Besides that Trust can too defined as desire somebody For trust something based on profitable action from individual (Chowdhury 2005). Appropriate Indicators with study This is indicator Trusts to service in nature online Indicator as following (Lestari and Ariyanti 2018): Trusted online ordering; Online ordering is possible dependable ; Information online can trusted ; Policy can trusted Can said that Trusts are existing belief in self a person / customer when choose something product from something brand

Online Customer Reviews

Online Customer Reviews (OCR) is reviews given by consumers related with information on evaluation something product about various type aspect With information that the consumer Can get quality the product you are looking for from reviews and experiences written by other consumers who have buy product from previous online sellers (Mo & Fan, 2015).

Review customer own more relevance tall than another form of communication marketing (Trenz & Berger, 2013). For online purchases reviews customer No only A choice but A hope (Askalidis & Malthouse, 2016). Review online customers can defined as bait feedback and recommendations from consumers who are experienced in products and services certain can embrace other consumers who have potency For make it as intention buy (Sutanto & Aprianingsih 2016). So Online Customer Reviews are given review customers / users when buy / use something product

Purchase Intentions

Purchase Intentions is stages Where consumer do evaluation to information received Purchase Intention is also defined as possibility that consumer will do purchase product or service as well as willingness customer For buy Purchase Intentions determined by the benefits and value perceived and obtained by consumers (Wang & Tsai, 2014) Along with walk technology us choose appropriate indicators with need We about Purchase Intention on online services Indicator as following (Hanjaya et al., 2015): Will repeat purchase the same product ; Willing buy product via online; will continue buy via online. Can concluded that Purchase Intentions are how much big possibility consumer will buy something goods / services with see factors considered consumer

Framework Thinking

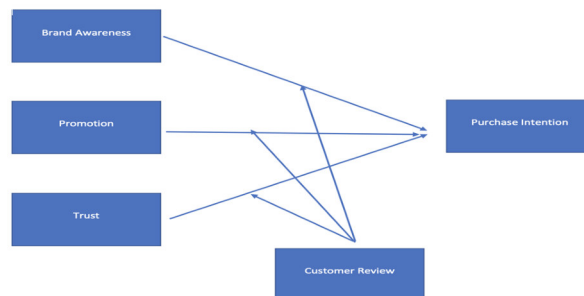


Figure 1. Framework Thinking

Hypothesis

Based on formula problems and frameworks discussed thoughts previously so hypothesis study This is as following :

Hypothesis 1

- H1a: No there is significant influence from Brand Awareness to Purchase Intention for OTA
- H1b: Yes significant influence from Brand Awareness to Purchase Intentions for OTAs

Hypothesis 2

- H2a: No there is significant influence from Promotion to Purchase Intentions
- H2b: Yes significant influence from Promotion to Purchase Intentions

Hypothesis 3

- H3a: No there is significant influence from Trusts to Purchase Intentions
- H3b: Yes significant influence from Trusts to Purchase Intentions

Hypothesis 4

- H4a: No there is significant influence from Brand Awareness to Purchase Intention with Online Customer Reviews as moderator variable
- H4b: Yes significant influence from Brand Awareness to Purchase Intentions with Online Customer Reviews as moderator variable

Hypothesis 5

- H5a: No there is significant influence from Promotion to Purchase Intentions with Online Customer Reviews as moderator variable
- H5b: Yes significant influence from Promotion to Purchase Intentions with Online Customer Reviews as moderator variable

Hypothesis 6

- H6a: No there is significant influence from Trusts to Purchase Intentions with Online Customer Reviews as moderator variable
- H6b: Yes significant influence from Trusts to Purchase Intentions with Online Customer Reviews as moderator variable

2. METHOD

Study This use method quantitative with type study questionnaire Method quantitative is method positivistic Because based on philosophy positivism (Sugiyono 2017). Method quantitative as method scientific Because has fulfil condition scientific that is objective rational systematic and measurable Called method quantitative because of the research data is numbers and analysis use statistics Type study This use questionnaire Because researcher want to know opinions behaviors and attitudes from sample A population consumer Online Travel Agencies. Questionnaire is also defined as collection people information for describe compare or explain knowledge attitudes and views them (Sekaran & Bougie, 2016).

Analysis unit refers to the level aggregation of data collected during stage advanced from data analysis (Sekaran & Bougie, 2016). analysis unit in study This is individuals where the data is collected originate from processed individuals as individual data sources analysis unit in study This is consumer Online Travel Agency who lives or located in Jabodetabek One-shot studies is only research data collection done very in range time certain For answer question research (Sekaran & Bougie, 2016).

The measurement scale used is Likert scale or interval. range measurement Likert scale is 1 to 6, ie 1 is not very agree while 6 is strongly agree (Sekaran & Bougie, 2016).

Table 1. Likert scale

Objective Study	Data Characteristics	Type Study Data Retrieval Time Range	Units of Analysis	Scale
T-1 to T-4	Quantitative	Cross-Sectional (one-shot)	OTA users	Likert (Intervals: 1-6)

- Q-1: Knowing influence Brand Image against Purchase Intentions
 Q-2: Knowing influence promotion to Purchase Intentions
 Q-3: Knowing influence Trusts to Purchase Intentions
 Q-4: Knowing How influence Brand Awareness to Purchase Intentions with Customer Reviews as moderator variable

Table 2. Operationalization Variable

Variable	Size	Scale
Brand Awareness (X1)	Online travel agencies is the first channel in mind I when want to order ticket journey	Likert (Intervals: 1-6)
	I know certain OTA brands only with see the logo	
	I got remembering certain OTA logos	
Promotion (X2)	I know products in OTA with Good Channels OTA promotions reach I moment pandemic This	Likert (Intervals: 1-6)
	I often see OTA advertisements in promotional media such as TV, billboards the Internet, and other media moment pandemic This	
	I understand will promotions that OTA gives to I through promotional media moment pandemic This	
	My OTA use have time long promotions and sufficient limits Lots moment pandemic This	
Trust (X3)	I often use promotions provided by my OTA moment pandemic This	Likert (Intervals: 1-6)
	I believe to OTA ordering is easy and secure moment pandemic This	
	I have experience positive use OTA for order ticket travel and or service other moment pandemic This	
Online Customer Reviews (Y)	I feel safe when order product / service through the current OTA pandemic This	Likert (Intervals: 1-6)
	I believe that my personal data safe when do booking product / service moment pandemic This	
	Reviews customer will increase activity shopping I	
	Customer Reviews useful For I when I shopping	
Purchase Intention (Z)	Reviews customer No make I Confused moment will shop	Likert (Intervals: 1-6)
	From the reviews customer I get information about product to be I buy from customer previously	
	Possibility I will order accommodation from high OTA	
	if i order ticket travel and or hotel bookings, i will consider OTA as an order channel	
	Desire I For order order accommodation and orders transportation via High OTA	

In study this primary data is income object study i.e. people about experience they in use Online Travel Agencies

Study This use method survey as data collection The survey method is deployment questionnaire to sample Spread questionnaire done on the month March year 2022 with range 1 month time Questionnaire arranged use Rating 1 to with 56 where 1 is absolutely not agree (STS), 2 is No Agree (SS), 3 is Rather No Agree (ATS), 4 is Rather Agree (US), 5 is Agree (S), 6 is Strongly Agree (SS). Population and Sample

Criteria population in study This are people who have use Online Travel Agency (OTA). Sample is part from population that has characteristics that can represent population (Sugiyono 2017) Amount decent sample in study amounting to 30 to 500 samples (Sugiyono 2017). Sample in research This is OTA users located in Jabodetabek Method simple random sampling (non- probability) collection sample from population in a manner random based on frequency probability all member population

Minimum number of respondents according to Ferdinand is 5 times the amount variable indicators (Ferdinand, 2014). Based on condition such amount indicator there are 20, with a minimum amount respondents 5 times the amount variable so the total sum sample is 100 respondents Characteristics population is population homogeneous i.e. OTA users Characteristics main must owned by the candidate respondents namely :

1. Respondents who own and use OTA (Good application and websites)
2. Respondents is Jabodetabek area OTA users
3. Respondents 17 years old up to 55 years

4. Respondents considered has can take decision Alone For using OTA as an accommodation and transportation booking platform

SEM (Structural Equation Modeling) Analysis with SMARTPLS (Partial Least Square)

SEM is something method analysis statistics multivariate Do SEM data processing is different with do processing regression data or analysis path SEM data processing more complicated because SEM is built by measurement model and structural model Structural Equation Modeling (SEM) is bunch technique possible statistics testing A Suite relative relationship complicated that isn't can solved by Eq linear regression SEM can also be considered as combined from analysis regression and analysis factor

In SEM there are 3 (three) activities in a manner concurrently that is inspection validity and reliability instrument (confirmatory factor analysis), testing the relationship model between variables (path analysis), and get a suitable model For prediction (structural models and analysis regression). A modeling basically complete consists from measurement models and structural models or causal models. measurement models done For produce evaluation about validity and validity discriminant while the structural model ie illustrative modeling hypothesized relationships For do SEM data processing with more easy can use statistical software assistance The statistical software that can used really Lots However No everything own good accuracy There are several statistical software that are often used used Good in the world of education or in another field however researcher use SMARTPLS (PARTIAL LEAST SQUARE) for do analysis.

Advantages of SMARTPLS:

1. Smart PLS or Smart Partial Least Square is the same statistical software the goal with Lisrel and AMOS ie For test connection between variable
2. Approach smartPLS considered powerful because No base on variety assumptions
3. Amount sample required in analysis relatively small The use of Smart PLS is highly recommended when We have limitations amount sample while the model is being built complex this No can done when We use the two software above Lisrel and AMOS require adequacy sample
4. data in analysis smartPLS No must own normal distribution because SmartPLS use method bootstrapping or doubling in a manner random Therefore assumption normality No will become problem for PLS. Besides related with data normality with he did bootstrapping then pls no require minimum number of samples
5. SmartPLS capable test formative and reflective SEM models with scale measurement indicator different in one model. Whatever form scale (ratio category Likert, and others) can tested in one model.

Measurement SEM PLS Model Fit

There are two measurements in the PLS SEM model namely Outer Model and Inner Model

1. Outer Model Or Outer Measurement

Outer Model Or Outer Measurement Also known as a measurement model Measurement part outside of this PLS SEM there are 2 ie measurement of reflective and formative models Measurements to be used in study This is reflective model measurement

- a. Reflective Model Measurement

The first PLS SEM model measurements in the outer model is measurement reflective measurement models rated with use reliability and validity For reliability can Cronbach's Alpha was used this value reflect reliability all indicator in models. Magnitude the minimum value is 0.7 being ideally is 0.8 or 0.9.

In addition to Cronbach's Alpha values are also used interpreted ρ_c (composite reliability). The same with Cronbach's Alpha value Every latent variable should be can explain variant indicators respectively at least by 50%. because That correlation absolute between latent variables and their indicators must be > 0.7 (value absolute default loadings part outside or called outer loadings).

Indicator reflective should removed from measurement models If have default loadings value part outside below 0.4. There are two types validity in PLS SEM, ie validity convergent and validity discriminant validity convergent have meaning that set indicator represent One latent and underlying variables the latent variable Representative the can demonstrated through possible unidimensionality expressed with use the average value of the extracted variance (Average Variance Extracted / AVE).

AVE value at least by 0.5. this value describe validity adequate convergence which means that One latent variable capable explain more from half variant from the indicators in average. Whereas validity discriminant is draft additions that have meaning that two concepts different in a manner conceptual must show adequate distinction It means is set combined indicator expected No is unidimensional.

Criteria second For validity discriminant is the 'loading' for each indicator expected more tall of their respective 'cross-loading' If criteria Fornell -Larcker rate validity level discrimination construct (latent variable), then 'cross-loading' is possible at the level indicator Whereas magnitude mark or possible indicator used as tool measurement can concluded among others as following :

b. Reliability composite (ρ_c)

Measurement internal consistency with value ≥ 0.6 . So if < 0.6 then No reliable

c. Reliability indicator

Default loading absolute part outside with value > 0.7 . So if < 0.7 then No reliable

d. AVE (Average Variance Extracted)

Variant average extract with value > 0.5 Used as determinant validity converge So if < 0.5 then invalid converge

e. Criteria Fornell -Larcker

Use for convincing validity discriminant then AVE for every latent variable should be more tall than R2 with all other latent variables So with thus each latent variable shares variant more with each block the indicator than with other representative latent variables One block different indicators

f. Cross-loadings

Used For checking validity discriminant besides above criteria if a indicator have more correlation tall with other latent variables than with variable latent Alone so model fit must be considered repeat

2. Internal Measurement (Inner Model)

Inner Model Or Internal Measurement Also known as a structural model Structural models is a linking model between latent variable PLS SEM structural model measurements can be in conclusion as following :

R2 endogenous latent variable

- The R2 value of 0.67 is categorized as substantial
- The R2 value of 0.33 is categorized as moderates,
- The R2 value of 0.19 is categorized as weak (Chin, 1988),
- R2 value of > 0.7 is categorized as strong (Sarwono 2012).

Estimation For coefficient path (path coefficient)

Estimated values For connection track in structural models must evaluated in perspective power and significance relationship

Size effect of f^2

- The f^2 value of 0.02 is categorized as influence weak predictor latent variable (exogenous latent variable) at the level structural
- The f^2 value of 0.15 is categorized as influence Enough predictor latent variable (exogenous latent variable) at the level structural
- The f^2 value of 0.35 is categorized as influence strong predictor latent variable (exogenous latent variable) at the level structural.

3. RESULT AND DISCUSSION

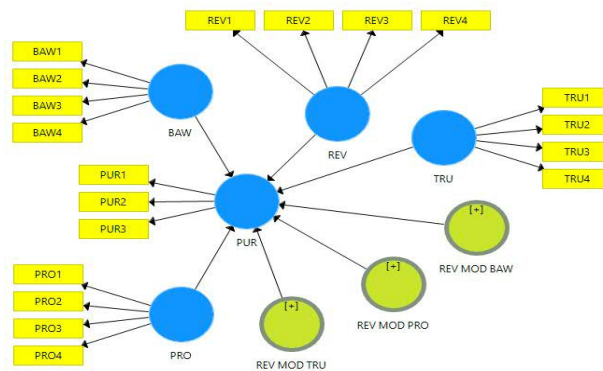


Figure 1. Research Model Design

Evaluation of Measurement Model (Outer Model)

Evaluation of measurement models consists from three stage namely validity test converge validity test discriminant and reliability test composite

Validity Test Convergent: Testing validity For indicator reflective can done with use correlation between score indicator with score the construct Measurement with indicator reflective showing there is change in one indicator in something construct if other indicators on the same construct changed

Following results Outer Models calculation using the Smart PLS 3.0 computer program :

Table 3. Outer Models

	BAW	PRO	PUR	REV	REV MOD BAW	REV MOD PRO	REV MOD TRU
BAW * REV					1.082		
BAW1	0.827						
BAW2	0.723						
BAW3	0.875						
BAW4	0.812						
PRO * REV						1.192	
PRO1		0.712					
PRO2		0.923					
PRO3		0.918					
PRO4		0.875					
PUR1			0.889				
	BAW	PRO	PUR	REV	REV MOD BAW	REV MOD PRO	REV MOD TRU
PUR2			0.869				
PUR3			0.873				
REV1				0.823			
REV2				0.876			
REV3				0.808			
REV4				0.851			
TRU * REV							1.083
TRU1							0.819
TRU2							0.848
TRU3							0.874
TRU4							0.527

According to Chin (1998) in Ghozali (2012: 25), a correlation can said fulfil validity convergent if own loading value of more big from 0.5. Output shows that the loading factor delivers value above recommended value that is by 0.5. So that the indicators used in study This has fulfil validity convergent validity

Validity Test Discriminant

On indicators reflective need done testing validity discriminant (discriminant validity) with compare value in the cross loading table Something indicator declared valid if have the highest loading factor value to the intended construct compared to loading factor value to construct other Following results calculation using the Smart PLS 3.0 computer program :

Table 4. Validity Test Discriminant

	BAW	PRO	PUR	REV	REV MOD BAW	REV MOD PRO	REV MOD TRU	TRU
BAW * REV	-0.358	-0.106	-0.266	0.129	1.000	0.377	0.594	-0.131
BAW1	0.827	0.243	0.483	0.239	-0.325	-0.075	-0.162	0.516
BAW2	0.723	0.289	0.445	0.127	-0.190	-0.022	-0.109	0.430
BAW3	0.875	0.292	0.492	0.296	-0.348	-0.090	-0.166	0.578
BAW4	0.812	0.421	0.613	0.406	-0.289	-0.110	-0.011	0.580
PRO * REV	-0.096	-0.266	-0.070	-0.071	0.377	1.000	0.542	-0.025
PRO1	0.399	0.712	0.381	0.278	-0.254	-0.129	0.077	0.325
PRO2	0.302	0.923	0.473	0.364	-0.047	-0.229	-0.011	0.396
PRO3	0.275	0.918	0.509	0.372	-0.047	-0.239	-0.064	0.408
PRO4	0.391	0.875	0.586	0.421	-0.061	-0.290	-0.065	0.483
PUR1	0.582	0.476	0.889	0.337	-0.211	-0.001	-0.156	0.683

	BAW	PRO	PUR	REV	REV MOD BAW	REV MOD PRO	REV MOD TRU	TRU
PUR2	0.544	0.347	0.869	0.400	-0.228	-0.013	-0.213	0.645
PUR3	0.547	0.675	0.873	0.346	-0.259	-0.166	-0.202	0.593
REV1	0.272	0.323	0.265	0.823	0.214	0.056	0.208	0.312
REV2	0.328	0.339	0.339	0.876	0.153	-0.036	0.211	0.330
REV3	0.230	0.328	0.296	0.808	0.085	-0.093	0.108	0.317
REV4	0.310	0.411	0.433	0.851	0.025	-0.128	0.040	0.394
TRU * REV	-0.131	-0.028	-0.216	0.156	0.594	0.542	1.000	-0.129
TRU1	0.583	0.322	0.671	0.373	-0.150	-0.045	-0.205	0.819
TRU2	0.658	0.441	0.597	0.314	-0.135	-0.026	-0.034	0.848
TRU3	0.539	0.336	0.610	0.337	-0.067	-0.041	-0.127	0.874
TRU4	0.124	0.468	0.324	0.235	-0.025	0.079	0.028	0.527

Reliability Test

Sarwono and Narimawati (2015: 18) stated that something latent variable can said have good reliability if mark composite reliability more big of 0.7 and Cronbach's alpha value is greater big from 0.7. Following results calculation using the Smart PLS 3.0 computer program :

Table 5. Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BAW	0.826	0.837	0.884	0.658
PRO	0.881	0.905	0.919	0.742
PUR	0.850	0.853	0.909	0.769
REV	0.863	0.892	0.906	0.706
REV MOD BAW	1.000	1.000	1.000	1.000
REV MOD PRO	1.000	1.000	1.000	1.000
REV MOD TRU	1.000	1.000	1.000	1.000
TRU	0.777	0.825	0.857	0.608

Table 5 shows that whole measured latent variables in study This own mark More Cronbach's Alpha and Composite Reliability big compared to with 0.7 up can said that all reliable latent variable

Evaluation of the Structural Model (Inner Model)

Structural model evaluation on SEM with PLS was carried out with perform the R-squared test (R2) and significance test through estimate coefficient path

Testing R2

Outputs for value of R2 using a computer program SmartPLS 3.0 obtained :

	R Square	R Square Adjus...
PUR	0.675	0.649

The R-squared value (R2) is used For measure how much big influence independent latent variable certain to dependent latent variable According to Chin (1998) in Ghozali (2012: 27), the R2 result of 0.67 indicates that the model is categorized ok Table on showing research R2 value This of 0.675 which means own mark more big from 0.67. So can said formed model categorized as a good model

Significance Test

Significance test on the SEM model with PLS aims For know influence variable exogenous to endogenous variable Testing hypothesis with PLS SEM method was carried out with method do bootstrapping process with computer program assistance SmartPLS 3.0 up obtained connection influence variable exogenous to endogenous variable as following :

Table 6. Significance Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values
BAW * REV <- REV MOD BAW	1.082	1.072	0.096	11.268	0.000
BAW1 <- BAW	0.827	0.819	0.050	16.613	0.000
BAW2 <- BAW	0.723	0.722	0.087	8.322	0.000
BAW3 <- BAW	0.875	0.871	0.034	25.678	0.000
BAW4 <- BAW	0.812	0.817	0.039	21.073	0.000
PRO * REV <- REV MOD PRO	1.192	1.176	0.094	12.688	0.000
PRO1 <- PRO	0.712	0.708	0.084	8.438	0.000
PRO2 <- PRO	0.923	0.922	0.022	42.405	0.000
PRO3 <- PRO	0.918	0.917	0.018	52.406	0.000
PRO4 <- PRO	0.875	0.874	0.028	31.041	0.000
PUR1 <- PUR	0.889	0.889	0.029	31.185	0.000
PUR2 <- PUR	0.869	0.869	0.035	24.966	0.000
PUR3 <- PUR	0.873	0.871	0.027	32.652	0.000
REV1 <- REV	0.823	0.818	0.052	15.888	0.000
REV2 <- REV	0.876	0.874	0.034	25.778	0.000
REV3 <- REV	0.808	0.798	0.087	9.283	0.000
REV4 <- REV	0.851	0.852	0.075	11.371	0.000
TRU * REV <- REV MOD TRU	1.083	1.077	0.066	16.347	0.000
TRU1 <- TRU	0.819	0.818	0.041	20.183	0.000
TRU2 <- TRU	0.848	0.842	0.033	25.955	0.000
TRU3 <- TRU	0.874	0.872	0.033	26.526	0.000
TRU4 <- TRU	0.527	0.523	0.117	4.524	0.000

Hypothesis Test

For hypothesis testing analysis researcher using the bootstrapping test Where researcher look for mark coefficient for see significance and power connection between construct Coefficient value range between -1 to +1. The more approach value 1 then relationship the more strong and sign positive (+) and negative (-) indicates direction connection between variable Following results calculation Path Coefficient using SMART PLS.

1. Hypothesis 1, Brand Awareness to Purchase Intentions

From the results testing value of P Value 0.033 more small of 0.1, then There is significant influence between Brand Awareness to Purchase Intentions

2. Hypothesis 2, Promotion to Purchase Intentions

From the results testing value P Value 0.002 more small of 0.1, then There is significant influence between Promotions to Purchase Intentions

3. Hypothesis 3, Trust to Purchase Intentions

From the results testing value of P Value 0.000 more small of 0.1, then There is significant influence between Trusts to Purchase Intentions

4. Hypothesis 4, Brand Awareness to Purchase Intentions with Online Customer Reviews as Moderator Variable

From the results testing value P Value 0.319 more big of 0.1, then No There is significant influence between Brand Awareness to Purchase Intentions with Customer Reviews, got interpreted although OTA has nice name however if the online review No good then will lower interest buy customer

5. Hypothesis 5, Promotion to Purchase Intentions with Online Customer Reviews as Moderator Variable

From the results testing value of P Value 0.035 more small of 0.1, then There is significant influence between Promotions to Purchase Intentions with Customer Reviews as moderator variable

6. Hypothesis 6, Trust to Purchase Intentions with Online Customer Reviews as Moderator Variable

From the results testing value of P Value 0.013 more small of 0.1, then There is significant influence between Trusts to Purchase Intentions with Customer Reviews as moderator variable.

Based on through results calculations in the picture above the coefficients track from Variable Brand Awareness, Promotion, Trust, and Online Customer Review have mark p-value < 0.1, which means every variable own influence significant to Purchase Intention OTAs. However when variable Online Customer Reviews influence Brand Awareness as moderator variable then Brand Awareness become No significant influence

4. CONCLUSION

Through results research that has carried out in the chapter Results and Discussion then can concluded that research with variable Brand Awareness Promotion Trust which influence Purchase Intentions with Online Customer Reviews as moderator variables are Valid and Reliable and can used For study next Then the R Square value of 0.675 (67.5%) shows that variable Brand Awareness Promotion

The Influence Of Brand Awareness Promotion, Trust On Purchase Intention On Online Travel Agent Services With Customer Review As A Mediator Variable. Aditya Patriazka, et al

Trust with Online Customer Reviews as Moderator variables affect Purchase Intentions in a manner simultaneous of 67.5% and the remaining 32.5% is influenced by other variables that are not entered in research Then results from testing hypothesis that is done is like following

REFERENCES

- [1] Budianto, A. (2019). Customer Loyalty: Quality of Service. *Journal of Management Review*, 3(1), 299.
- [2] Chaffey, D. (2009). *E-BUSINESS AND E-COMMERCE MANAGEMENT* (4th ed.). Pearson Education.
- [3] Chowdhury, S. (2005). The Role of Affect- and Cognition-based Trust in Complex Knowledge Sharing. *Journal of Managerial Issue*, 17(3).
- [4] Duranto, D. (2004). *Brand Equity Ten: Strategi Memimpin Pasar*. Gramedia Pustaka Utama.
- [5] Ferdinand, A. (2014). *Metode Penelitian Manajemen*. BP Universitas Diponegoro.
- [6] Hanjaya, M., Kenny, & Gunawan, F. (n.d.). Understanding Factors influencing Consumers Online Purchase Intention Via Mobile App: Perceived Ease of use, Perceived Usefulness, System Quality, information Quality, and Service Quality. *Marketing of Scientific and Research Organizations*, 32(2).
- [7] Kotler, P., & Armstrong, G. (2016). *Principles of Marketing* (16th ed.). Pearson.
- [8] Kotler, P., & Keller, K. (2013). *Marketing Mangement* (Limited ed.). Pearson.
- [9] Laudon, K. C. (2007). *Sistem Informasi Manajemen* (10th ed.). Salemba Empat.
- [10] Lestari, & Ariyanti. (2018). The Impact of Perceived Technology Security, Perceived Risk, and Trust on Consumer Intention to Use and Recommend BCA Mobile. *International Journal of Science and Research*, 8(1).
- [11] Lohmann, M., & Schmucker, D. J. (2009). *Internet Research Differs from Research on Internet Users* (64th ed., Vol. 1). *Tourism Review*.
- [12] Nugroho, W. (2020, April). *Bisnis Travel Melorot, Traveloka Terpaksa Pecat 10% Karyawan*.
- [13] Putri, S., & Deniza, M. (2018). Pengaruh Brand Awareness Dan Brand Loyalty Terhadap Keputusan Pembelian Produk Chicken Nugget Fiesta Di Kota Padang. *Jurnal Agrica*, 11(2).
- [14] Qian, H., Miao, T., Liu, L., Zheng, X., Luo, D., & Li, Y. (2020). Indoor transmission of SARS-CoV-2.
- [15] Robbins, & Coulter. (2014). *Management* (12th ed.). Pearson Education.
- [16] Saputro, M. G. (2015). Analisis Pengaruh Brand Awareness Brand Association, Perceived Quality dan Brand Loyalty Terhadap Purchase Intention Laptop Acer Diponegoro. *Journal Universitas Yogyakarta*.
- [17] Sarjono, H., & Julianita, W. (n.d.). *SPSS VS LISREL: Sebuah Pengantar, Aplikasi untuk Riset* (Vol. 2013). Salemba Empat.
- [18] Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach* (7th ed.). John Wiley & Sons Inc.
- [19] Shapiro, D., & Shi, X. (2008). *Market Segmentation: The Role of Opaque Travel Agencies*.
- [20] Sugiyono. (2017). *Metode penelitian pendidikan (pendekatan kuantitatif, kualitatif dan R & D)*. Alfabeta.
- [21] Vilarinho, T. A. (2014). Pursuit of competitive advantage for Online Travel Agencies: Driving from price to value. *Universidade Católica Portuguesa*.
- [22] Wang, Y., & Tsai, C. (2014). The Relationship between brand image and purchase intention: evidence from award winning mutual funds. *The International Journal of Business and Finance Research*, 8(2).
- [23] Wirtz, O., Chew, P., & Lovelock, S. (2012). *Essentials of Services Marketing* (2nd ed.). Pearson.
- [24] World Health Organization. (2020). *Novel Coronavirus(2019-nCoV) Situation Report 10*.
- [25] Yan, R., Myers, C., Wang, J., & Ghose, S. (2014). Bundling products to success: The influence of complementarity and advertising. *Journal of Retailing and Consumer Services*.