ABSTRACT

Tiket.com is one of the choices for Online Travel Agents in Indonesia which provides various online booking facilities ranging from booking plane tickets, trains, hotels, event tickets, etc. The collaboration beetween Tiket.com and Government is a phenomenon that underlies this research. The research carried out aims to determine the impact of the collaboration through the promotion of digital media-based tourism as well as the brand awareness of the "Wonderful Indonesia" country branding logo on travel purchasing decisions through costomer engagement on Tiket.com platform.

This research uses quantitative methods and incidental sampling. Respondents in this study were users of Tiket.com platform in the city of Semarang who had made a purchase transaction. Research data were obtained from 144 respondents through the distribution of questionnaires online. Data analysis technique used is the Structural Equation Model (SEM) with AMOS 24.0 analysis tools.

The results of this study indicate that there is a positive and significant influence of digital media promotion and brand awareness on customer engagement and purchasing decisions. And customer engagement has a positive and significant influence on purchasing decisions.

Keywords: digital media promotion, brand awareness, "Wonderful Indonesia" country branding, customer engagement, purchasing decisions.

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