

ABSTRACT
THE INFLUENCE OF BRAND AWARENESS ON CUSTOMER
PURCHASING INTENTION OF ONLINE HOTEL RESERVATION AT
WWW.GOINDONESIA.COM SITE

The utilization of information and communication technology can bring good results for the industry, particularly providers of online hotel reservation service sites in Indonesia. The use of this online site is intended to highlight the brand of a company, as is done by GoIndonesia to create brand awareness in costumers' mind. Increasing the costumers' awareness towards a brand is a way to influence costumers' buying purchase intention.

The purpose of this study is to determine the brand awareness at www.goindonesia.com, knowing costumers' purchase intention to do online hotel reservation services in Indonesia, to know the effect of brand awareness on purchase intention as well as to know the brand management conducted by www.goindonesia.com.

The type of research uses in this study is descriptive and causal with a sample of 385 respondents. The method uses is quantitative using the instrument as much as 17 item questionnaire statement, by using a sampling technique which is the nonprobability sampling and processes using multiple linear regression analysis technique.

Based on the partial test, top of mind, brand recall and brand recognition shows no significant influence. The simultaneous test shows that sub independent variables have a significant influence. Multiple linear regressions show sub independent variables have a significant influence on purchase interest. Meanwhile, based on the coefficient of determination, brand awareness can influence the purchase intention.

The result of the study shows that GoIndonesia is a brand that is not fully aware by costumers, it is indicated by the average percentage of total unawareness of the brand which is 58%. Strategic effort is needed to be done by GoIndonesia to increase costumers' purchase intention. It is expected that the existence of these improvements can make costumers tend to make a reservation through GoIndonesia.

Keywords: Brand awareness, Top of mind, Brand recall, Brand recognition, Unaware of brand, Purchasing intention