

ABSTRACT

Along with the development of digitalization and e-commerce business that is increasing in Indonesia, online travel service providers (Online Travel Agent) began popping up and competing each other to attract prospective customers in Indonesia are accustomed to travel. Travel Travel Agent Traveloka's online travel agency company emerged as a startup that succeeded in attracting potential customers in a way that one of them through advertising on television. An effective Ad will attract buy from potential customers who see the ad. This study aims to determine how much influence Traveloka ads on television to the buying interest of prospective customers. According to Hemamalini & Kurup, (2014) Most studies in various countries, revealed that television ads have the greatest effect on audiences and attract a large audience to start the buying process. Buying interest can measure the possibility of consumers buying a product, and higher purchase intentions, the higher the consumer's willingness to buy the product (Dodds, et al., 1991; Schiff Man & Kanuk, in Hemamalini & Kurup, 2014: 1)

The sampling technique used is non probability sampling with convenience sampling method. The research was conducted by spreading the questionnaire made in Google Docs and distributed online to 400 respondents in Indonesia. The method used in this study is quantitative and with causal purpose or explain cause and effect. Data analysis techniques used are descriptive analysis, correlation, and simple linear regression using SPSS 23.0 to process the data.

The results of this study adjusted R Square score of 26% means that 26% of buying interest variable can be explained by advertisement variable on television, while the remaining 74% is explained by other variable not used in this research. This result show that Traveloka ads on television have a significant positive impact on consumer buying interest.

Keywords: Advertising on Television, Interest in Buying, Traveloka