

ABSTRACT

Tourism tour agents in Indonesia, precisely in West Java, are increasing every year which are predicted to continue to increase, the increase in the number of tourism agents is also supported by the development of technology and the easy dissemination of information that can introduce these travel agents to the public. With the development of technology and the number of companies in tourism travel agents, it makes people easier and confused in determining which tourism travel agents will be used, to make people choose the right travel agent, knowledge and awareness of the service brand will be used.

The purpose of this study was to determine the effect of Word of Mouth on Brand Awareness at PT Gumbira Wana Indonesia. Data collection was carried out by distributing questionnaires to 100 consumers of PT Gumbira Wana Indonesia and also interviews with company management. The research method used in this study is a quantitative descriptive method, and the data analysis technique used is simple linear regression.

The results of this study indicate that Word of Mouth has theoretical indicators of positive, promoting, encouraging and recommending things, besides Word of Mouth has a partial influence on Brand Awareness with a significance value of 0,000. Then it can be interpreted that hypotheses 1,2 and 3 are accepted.

Keywords: Word of Mouth, Brand Awareness