

## **ABSTRACT**

*Social media is being increasingly used as a platform to conduct marketing and advertising activities. Organizations have spent a lot of time, money, and resources on social media ads. However, there is always a challenge in how organizations can design social media advertising to successfully attract customers and motivate them to purchase their brands. Traveloka is a leading Southeast Asia online travel company. Traveloka also conducts advertising activities on social media, one of them is YouTube. Thus, this study aims test the main factors related to social media advertising that could predict purchase intention of Traveloka. The conceptual model was proposed based on three factors from the extending Unified Theory of Acceptance and Use of Technology (UTAUT2) (performance expectancy, hedonic motivation, and habit) along with interactivity, informativeness, and perceived relevance. This study uses quantitative research using the Structural Equation Model (SEM) by using SmartPLS 3.0 as its application media. Data collection is done by using a questionnaire spread distributed to 400 respondents and the measuring scale used in this study is a Likert Scale on a scale of 1-5.*