

ABSTRACT

The development of E-Commerce in Indonesia makes the growth of online travel agents increase every year. One of the online travel agents in Indonesia is Tiket.com which has the tagline "ease of ticketing" as a provider of online ticketing services for a long time but still not at the top of the online ticket reservation service. This research aims to find out which Brand Ambassador (X) is interested in buying (Y) in Tiket.com according to consumer perception as well as knowing which variables have the most influence.

The method used quantitative method with descriptive and casual research type for research sampling using Non Probability Sampling method with a sample number of 100 respondents. Data analysis techniques use descriptive analysis and linear regression analysis.

Brand ambassadors in tiket.com are already in a good category with an average percentage value of 79.41%. This shows Raffi Ahmad is a well-known artist in Indonesia, respondents already know raffi ahmad to be a Brand ambassador Tiket.com and the role of Raffi Ahmad in advertising Tiket.com easy to remember. While in the interest to buy products tiket.com services are already in a good category with an average percentage value of 74.9%. This indicates that respondents after seeing Tiket.com products intend to use Tiket.com in addition respondents have a main reference figure to use Tiket.com services and respondents will recommend Tiket.com to their relatives, and there is a positive and significant influence among brand ambassadors on purchasing interest in tiket.com services by 45% and the rest is influenced by other variables not researched in this study.

Keywords: Brand Ambassador, Buying Interests, tiket.com