

ABSTRACT

Social media has become a crucial component of digital marketing strategies, particularly in the tourism industry. Traveloka, one of the largest online travel platforms in Indonesia, utilizes social media to engage and connect with its consumers—especially Generation Y, who are highly active in digital environments. This study aims to examine the influence of Electronic Word of Mouth (E-WOM), online communities, and online advertising on brand loyalty and purchase intention among Generation Y users of Traveloka.

A quantitative research method was employed through a survey approach, involving 385 respondents who are active social media users from Generation Y and Traveloka customers. Data was collected via an online questionnaire and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) through SmartPLS version 4.0.

The results indicate that E-WOM, online communities, and online advertising have a positive and significant influence on both brand loyalty and purchase intention. These findings offer practical insights for businesses in designing more effective digital marketing strategies and contribute to the academic discourse on consumer behavior in the digital tourism landscape.

Keywords: *Electronic Word of Mouth, online communities, online advertising, brand loyalty, purchase intention.*