

# UNIVERSITAS INTERNASIONAL BATAM

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*Faculty of Economics  
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## ***ANALYSIS OF FACTORS INFLUENCING BRAND LOYALTY ON THE ONLINE SITE AIRCRAFT TICKETS AND TRAVELING IN COMMUNITIES IN BATAM***

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### ***ABSTRACT***

*The purpose of this research was to examine the effects of virtual communities, product quality, and product innovation on brand trust and reputation. This study also examined the effect of brand trust and reputation on brand loyalty. The findings of this study indicate that virtual communities, product quality, and product innovation comprise positive influence on brand trust and reputation which also positively influence brand loyalty.*

*The model was tested on the 3 most popular ticket and travel e-commerce companies in Indonesia. The study was tested with data collected through questionnaire distributed to 410 respondents, specifically online ticket and travel site customers living in Batam. Researchers used software IBM SPSS Statistics 22 and Smart PLS 3 in processing and analyzing collected data.*

*This research was merely conducted in Batam with a limited sample hence it might not be representative of all existing online site users. The results of this study may convey insights on how a company's brand can develop brand trust, reputation and loyalty.*

***Keywords:*** brand loyalty, trust, reputation, product quality, virtual community, innovation