

ABSTRACT

In the era of globalization technological development is very close to the needs of everyday people. Many marketers take advantage of the Internet along with technological advances to market their products. The Internet is used by marketers as a medium of communication to growing customers who have facilitated the development of new business relationships and has opened up cross-border market opportunities for companies. One business that utilizes the internet is the Online travel agent. Traveloka is one of the online travel agents originating from Indonesia established in 2012 by Ferry Unardi, Derianto Kusuma, and Albert. PT. Trinusa Travelindo through its website Traveloka.com in 2013 Traveloka switched function to be a real reservation of airline tickets of various local and international airlines and serve the destination routes to various regions in Indonesia and abroad which previously Traveloka only serves as a website metasearch, the search engine for make a comparison plane ticket prices from various other sites..

The results showed the greatest regression result with the effect of appreciation on customer relationship amounted to 0.368. Next is the influence of system quality to customer engagement that is equal to 0.343. Then the influence of customer engagement on brand loyalty is 0.319.next is the influence of the quality of information to customer engagement with the value of regression of 0.252 and the last is the influence of virtual interactivity to brand loyalty with regression value of 0.244. Managerial implications that can be done Traveloka site is the addition of Bus ticket service and increase features of online taxis.

Key Words: Information Quality, System Quality, Virtual Interactivity, Rewards, Customer Engagement, and Brand Loyalty.