

ABSTRACT

Email is an important part of the marketing mix of companies and is regarded as the most successful form of communication technology, as well as carrying the potential to increase the success of marketing and to enhance the brand image. In connection with email permission ads, this study aims to find out and analyze consumer responses to email advertising from Tours and Travel in Indonesia. The result of this conceptual research is to provide an overview and recommendation for the company to plan better strategies and make the right marketing decisions.

This research method used a survey to 125 respondents in Indonesia who have used the services of Tour and Travel online 2 times in the last 1 year. The collected data were analyzed using Structural Equation Model (SEM). The results of this study found that Indonesian consumers still access permission based email advertising and approached Tours and Travel company to verify the information contained in email advertising.

Supported by consumer intentions to buy, build relationships and trust with good service then the consumer will read, open, utilizing the email ads of Tours and Travel in Indonesia and even consumers want to get email ads in the future.

Keyword : Quality of information, Entertainment, Financial Rewards, Consumer response, dan Perceived Intrusiveness.