ABSTRAK

**PENGARUH *E-SERVICE QUALITY*, *E-TRUST*, *E-SATISFACTION*
DAN *E-WOM* TERHADAP *REPURCHASE INTENTION*
PADA *TRAVEL MEDIA ONLINE* TRAVELOKA**

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Era digital memudahkan pembelian barang dan jasa. Berkembangnya layanan *online* membuat pemesanan barang dan jasa menjadi lebih cepat dan efisiensi waktu. Travel media online, salah satunya, dapat membantu mempersiapkan segala sesuatu yang terkait dengan perjalanan pariwisata. Meskipun demikian, niat konsumen untuk membeli kembali jasa layanan travel media online perlu didukung oleh *e-service quality*, *e-trust*, *e-satisfaction* dari *website*, dan *e-word of mouth* yang disampaikan oleh konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh *e-service quality*, *e-trust*, *e-satisfaction dan e-word of mouth* terhadap *repurchase intention* pada travel media online Traveloka. Populasi penelitian ini adalah para pelanggan Traveloka yang pernah melakukan transaksi di Traveloka melalui aplikasi atau *website* traveloka.com. Pengumpulan data menggunakan metode survey online dengan teknik *purposive sampling*. Sampel penelitian sebanyak 300 responden dengan karakteristis seluruh masyarakat Indonesia yang pernah melakukan pembelian melalui travel media online Traveloka dan berusia di atas 18 tahun. Analisis data menggunakan *Structural Equation Modeling* (SEM-PLS) dengan bantuan *Software* SmartPLS 3.2.9. Hasil penelitian menunjukan bahwa dari sembilan hipotesis yang diajukan, tujuh hipotesis diterima dan dua hipotesis ditolak. *e-Service Quality* terbukti memiliki pengaruh yang positif dan signifikan terhadap *e-Satisfaction* dan *e-WOM*, namun tidak secara langsung mempengaruhi *Repurchase Intention*. *e-Trust* terbukti memiliki pengaruh yang positif dan signifikan terhadap *e-Satisfaction* dan *e-WOM*, namun tidak secara langsung mempengaruhi *Repurchase Intention*. *e-Satisfaction* terbukti memiliki pengaruh yang positif dan signifikan terhadap *e-WOM* dan *Repurchase Intention*. *e-WOM* terbukti memiliki pengaruh yang positif dan signifikan terhadap *Repurchase Intention*.

Kata Kunci: *e-Satisfaction*, *e-Service Quality*, *e-Trust*, *e-WOM*, *Repurchase Intention*

ABSTRACT

INFLUENCE OF E-SERVICE QUALITY, E-TRUST, E-SATISFACTION, AND E-WOM ON REPURCHASE INTENTION AT TRAVEL MEDIA ONLINE TRAVELOKA

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The digital era makes it easier to purchase goods and services. The development of online services makes ordering goods and services faster and more time-efficient. One is online travel media, which can help prepare everything related to tourism travel. However, consumers' intentions to repurchase online travel media services need to be supported by e-service quality, e-trust, e-satisfaction from the website, and e-word of mouth conveyed by consumers.This research aims to determine the influence of e-service quality, e-trust, e-satisfaction, and e-word of mouth on repurchase intention on the online travel media Traveloka. The population of this research is Traveloka customers who have made transactions on Traveloka via the traveloka.com application or website. Data collection used an online survey method with a purposive sampling technique. The research sample was 300 respondents with the characteristics of all Indonesian people who had purchased through Traveloka and were over 18 years old. Data analysis uses Structural Equation Modeling (SEM-PLS) with the help of SmartPLS 3.2.9 software.The research results show that of the nine hypotheses proposed, seven were accepted, and two were rejected. E-Service Quality has positively and significantly influenced e-satisfaction and e-WOM but does not directly influence Repurchase Intention. E-Trust is proven to have a positive and significant influence on e-Satisfaction and e-WOM but does not directly influence Repurchase Intention. E-Satisfaction is proven to positively and significantly influence e-WOM and Repurchase Intention. e-WOM is proven to have a positive and significant influence on Repurchase Intention.

KEYWORDS: *e-Satisfaction, e-Service Quality, e-Trust, e-WOM, Repurchase Intention*