

**PENGARUH *PERCEIVED EASE OF USE*, *PERCEIVED USEFULNESS*  
DAN *CUSTOMER EXPERIENCE* TERHADAP *REPURCHASE*  
*INTENTION* PADA *ONLINE TRAVEL AGENT (OTA)*: TRAVELOKA DAN  
TIKET.COM**

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis, pengaruh *perceived ease of use*, *perceived usefulness* dan *customer experience* pada *online travel agent (OTA)*: Traveloka dan Tiket.com terhadap *repurchase intention* baik pengaruh secara bersama-sama maupun secara sendiri-sendiri. Metode yang digunakan dalam pengambilan sampel *purposive sampling* atau pengambilan sampel dengan seleksi khusus dengan pendekatan kuantitatif. Pengumpulan data menggunakan metode penyebaran kuesioner yang diberikan kepada 100 responden pengguna *Online Travel Agent (OTA)* Traveloka dan Tiket.com dan telah diuji *instrument* validitas dan reliabilitasnya, uji asumsi klasik, uji hipotesis dan uji regresi linear berganda menggunakan program *SPSS 22 for windows*. Pengumpulan data sekunder dari *website* resmi yang membahas tentang Traveloka dan Tiket.com berupa data statistik terbaru. Hasil analisis menunjukkan bahwa semua item setiap variabel valid dan reliabel, memenuhi kriteria uji asumsi klasik dengan tidak terdapat multikolonieritas, heteroskedastisitas dan memenuhi asumsi normalitas. Berdasarkan hasil uji t menunjukkan bahwa variabel *customer experience (sensory experience, emotional experience dan social experience)* berpengaruh signifikan terhadap *repurchase intention*. Hasil uji t juga menunjukkan bahwa variabel *perceived ease of use* dan *perceived usefulness* tidak memiliki pengaruh terhadap *repurchase intention*.

**Kata Kunci:** *Perceived Ease of Use, Perceived Usefulness, Customer Experience, Sensory Experience, Emotional Experience, Social Experience* dan *Repurchase Intention*.



**THE EFFECT OF PERCEIVED EASE OF USE, PERCEIVED  
USEFULNESS AND CUSTOMER EXPERIENCE ON REPURCHASE  
INTENTION ON ONLINE TRAVEL AGENT (OTA): TRAVELOKA AND  
TIKET.COM**

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**Abstract**

*This study aims to analyze the effect of perceived ease of use, perceived benefits and customer experience at online travel agents (OTA): Traveloka and Tiket.com on repurchase intentions either jointly or individually. The method used in sampling is purposive sampling or sampling with a special selection with a quantitative approach. Collecting data using a questionnaire distribution method given to 100 respondents using Traveloka and Tiket.com Online Travel Agent (OTA) and has tested the validity and reliability of the instrument, classic assumption test, hypothesis test and multiple linear regression test using SPSS 22 for windows program. Secondary data collection from the official website that discusses Traveloka and Tiket.com in the form of the latest statistical data. The results of the analysis show that all items for each variable are valid and reliable, meet the criteria for the classical assumption test with no multicollinearity, heteroscedasticity and meet the normality assumption. Based on the results of the t test, it shows that the customer experience variables (sensory experience, emotional experience and social experience) have a significant effect on repurchase intention. The results of the t-test also show that the perceived ease of use and perceived usefulness variables have no effect on repurchase intentions.*

**Keywords:** Perceived Ease of Use, Perceived Usefulness, Customer Experience, Sensory Experience, Emotional Experience, Social Experience and Repurchase Intention.