

ABSTRACT

The development of digital technology has driven significant changes in consumer behavior in the tourism industry, especially in the use of online travel booking platforms such as Agoda. As an international travel service provider, Agoda faces stiff competition from local players, especially in terms of brand popularity. In addition, a number of user reviews have highlighted various issues related to the performance of the Agoda application. This condition triggers dissatisfaction among users which ultimately has the potential to reduce repurchase interest. Based on these problems, this study aims to analyze the effect of perceived usefulness and ease of use on repurchase interest, with consumer satisfaction as a mediating variable.

This study uses a quantitative approach with a population consisting of Agoda application users in Semarang City. Data were collected by distributing questionnaires containing open and closed questions, with a total of 144 respondents. The selected respondents were individuals who had used Agoda at least once in the last six months. Data analysis was carried out using Structural Equation Modeling (SEM) with the help of AMOS 22 software.

The results of the study showed that perceived usefulness had a significant positive effect on repurchase interest, while ease of use and consumer satisfaction did not have a significant effect. However, both perceived usefulness and ease of use were proven to have a positive effect on consumer satisfaction. This shows that increasing the benefits and ease of application can increase user satisfaction.

Keywords: Online Application, Technology Acceptance Model, Repurchase Intention, Online Travel Agency