

## **ABSTRACT**

*Agoda is one of the Online Travel Agents (OTAs) that provides online booking services for hotels, flight tickets, and vacation packages in Indonesia. The percentage of booking transactions on the Agoda website is still very low, at only 5.5%. Much lower than its competitor, Traveloka, which is recorded as the most favored OTA application by respondents, with a percentage reaching 67.5%. Then Tiket.com is favored by 21% of respondents. This survey was conducted through the Populix application from November 9-11, 2022, involving 1,010 respondents aged 18-55 years across Indonesia. This shows that despite the high performance of the Agoda website, the percentage of transactions on the Agoda website is still very low. The low transaction rate can be caused by various factors that prevent consumers from making transactions or returning transactions on the Agoda website.*

*This research uses consumers of the OTA website Agoda in the city of Semarang as the research population. The sampling technique used purposive sampling with a sample size of 200, who meet the criteria of being over 17 years old, having used and transacted through the Agoda website at least once in the last 6 months, and residing in the city of Semarang. The data analysis method uses Structural Equation Model (SEM) with the help of the SEM AMOS analysis tool.*

*The research results show that all 10 H<sub>a</sub> hypotheses in this study were found to be accepted. In other words, E-Service Quality has a significant positive effect on Customer Satisfaction, Discount has a significant positive effect on Customer Satisfaction, Perceived Ease of Use has a significant positive effect on Customer Satisfaction, E-Service Quality has a significant positive effect on Repurchase Intention, Discount has a significant positive effect on Repurchase Intention, Perceived Ease of Use has a significant positive effect on Repurchase Intention, Customer Satisfaction has a significant positive effect on Repurchase Intention. E-Service Quality has a significant positive effect on Repurchase Intention through Customer Satisfaction, Discount has a significant positive effect on Repurchase Intention through Customer Satisfaction, Perceived Ease of Use has a significant positive effect on Repurchase Intention through Customer Satisfaction.*

**Keyword:** *E-Service Quality, Perceived Ease of Use, Repurchase Intention, Customer Satisfaction, Agoda*