

## ABSTRACT

*This study is motivated by the phenomenon of declining repurchase intention among users of the Agoda platform, which contradicts the company's efforts to improve service quality. In addition, inconsistencies in previous research findings regarding the effect of service quality on repurchase intention indicate the need for further investigation. The research problem focuses on examining how service quality influences repurchase intention and the extent to which brand awareness and brand image function as mediating variables in this relationship. Therefore, this study aims to analyze both the direct and indirect effects of service quality on repurchase intention through brand awareness and brand image among Agoda users.*

*This research employs a quantitative approach with primary data collected through an online questionnaire. A total of 87 respondents who are active users of Agoda participated in the study. Data were analyzed using Structural Equation Modeling with the Partial Least Squares approach (PLS-SEM) through the SmartPLS software, which enables simultaneous testing of relationships among variables, including mediation effects.*

*The results indicate that service quality has a positive and significant influence on both brand awareness and brand image. These mediating variables are found to significantly enhance repurchase intention. However, service quality does not have a direct effect on repurchase intention, highlighting the crucial mediating roles of brand awareness and brand image. Thus, improvements in service quality must be supported by strategies that strengthen brand awareness and brand image in order to foster customer loyalty and encourage repurchase intention among Agoda users.*

**Keywords:** *service quality, repurchase intention, brand awareness, brand image, Agoda*

