

ABSTRACT

This study aims to analyze the effect of information quality, perceived ease of use, e-recovery service on re-purchase intention with customer satisfaction as an intervening variable on Traveloka application users. According to data from the Top Brand Index, Traveloka is the best online ticket booking site for 3 years (2018-2020). But the fact is that Traveloka has decreased its brand rating. The sample in this research were 238 respondents from the customers of Traveloka in Semarang.

The sampling method used is non-probability and purposive sampling by distributing questionnaires to the respondents (customer). In this research, a theoretical model was developed by proposing four hypotheses that will be tested using Structural Equation Modeling (SEM) analyzer which is operated through AMOS 22.0 program. Based on the result of SEM data processing for the model that has met the criteria of goodness of fit as follows, chi square = 187,232; probability = 0.423; RMSEA = 0.031; CMIN / DF = 1,128; TLI = 0.956; CFI = 0.921; NFI = 0.971 with two marginal criteria i.e. GFI = 0.912; AGFI = 0.972. With the results it can be said that this model is feasible to be used. The result of the research showed that the repurchase intention can be improved by improving the quality of information, perceived ease of use, and recovery service that influence customer's satisfaction as determinant of success to increase repurchase intention.

Keywords : *Information Quality, Perceived Ease of Use, E-Recovery Service, Repurchase Intention, Customer Satisfaction.*