ABSTRACT

The internet world continues to grow in Indonesia, internet users are increase in 2014 internet data users 88.1 million to 143.26 million in 2017 or 62.61% of the total population of Indonesia in the same year. The media used to access the internet as much as 61% used mobile phone media then by using computers by 58%, followed by tablet users as much as 39% and using other devices as much as 12%. The tendency of Indonesians to use the internet in their daily lives also influences their habits in how to meet their needs, about half of Indonesian customers plan to buy airplane tickets (55%) online and make hotel bookings (46%) in the next six months. Seeing this opportunity, namely the tendency of Indonesians who like to travel, Natali Ardianto created a startup named Tiket.com, a website that offers train ticket booking services, hotel rentals, airplane tickets, car rentals and entertainment tickets. Over time, Tiket.com transformed into the No. 2 most popular Online Travel Agent in Indonesia, even though the target became the OTA market leader in Indonesia. There are several problem phenomena, namely only 2% of the total view of Tiket.com visitors who have successfully made transactions, on the other hand the repeat purchased target is still below 20% while the target company must be above 60%.

Through this research, we will measure the influence of users on e-retailing mix variables (customer value and benefit, cost to the customer, communication and customer relationships, convenience for the customer, computing and category management, customer franchise, customer care and service) and e-satisfaction. In addition, this study evaluates the effect of e-satisfaction and e-trust variables on repurchase intention by Tiket.com customers.

The method of data collection is done by distributing questionnaires to the customers by using the googledocs application and hardcopy by using random sampling technique. Target sample has a criteria that has been used Tiket.com as much as 1 time in the last 6 months. From the results of the questionnaire obtained 509 respondents and obtained 407 according to the criteria, while the remaining 102 questionnaires did not match the criteria and invalid. The analysis technique used to interpret and analyze data in research is the Structural Equation Model (SEM) technique.

Based on the results of data processing, it is known that all e-retailing mix variables have a positive effect on e-satisfaction, but only two variables that have a significant effect are Convenience for the customer and Customer franchise. Besides that, it turns out, repurchase intention can be explained by e-satisfaction & e-trust variables of 74.05%. While the remaining 25.95% is explained by other variables outside of this study.

Keywords: *Tiket.com, E-Retailing Mix, E-Satisfaction, E-Trust, Repurchase Intention*