

ABSTRACT

The presence of technology continues to develop so that encourages people to create online businesses in the sector travel agents to make it easier for people to get everything they need. Based on the results of the pre-survey of 30 respondents, the customer as a whole was less satisfied and there was no intention of repurchasing due to unfavorable Customer Engagement and E-Service Quality. This study aims to determine and see the influence of Customer Engagement, E-Service Quality, Customer Satisfaction, and Repurchase Intentions at Tiket.com users in Indonesia.

This research uses quantitative methods with descriptive and causal research types. The sampling technique used is non probability sampling type of purposive sampling involving 100 respondents. Data analysis techniques using and path analysis.

Based on the results of descriptive analysis, Customer Engagement and E-Service Quality are in the quite good category, but Customer Satisfaction and Repurchase Intention are in the good category. The path analysis results show that Customer Engagement has a significant impact on Customer Satisfaction of 24.4%, Customer Engagement has a significant impact on Repurchase Intentions of 2.4%, E-Service Quality has a significant impact on Customer Satisfaction of 7.29%, E -Service Quality significantly influences the Repurchase Intent of 1.14%, Customer Satisfaction significantly influences the Repurchase Intent of 53.43%, and Customer Engagement and E-Service Quality indirectly influences the Repurchase Intent through Customer Satisfaction by 82%.

Keywords : Customer Engagement, E-Service Quality, Customer Satisfaction and Repurchase Intentions.