

ABSTRACT

Agoda is one of the travel agent applications that provides the ease for their users in booking a ticket or hotel. The ease of using the application is very important and will give a good experience for the customers. This research aims to test the effect of customer experience on customer satisfaction of Agoda application.

The approaches used in this research are quantitative and descriptive with non-probability purposive sampling technique amounted to 100 respondents with the minimum 1 time uses of Agoda application in Indonesia. The analysis technique used are multiple linear regression, and hypothesis.

The results found for partial test is the dimensions of customer experiences such as cognitive, physical, sensory, and social significantly influence on customer satisfaction. Meanwhile emotional not influence on customer satisfaction. In addition, the result of simultaneous test found that dimensions of customer experience significantly influence on customer satisfaction.

Keywords: *Customer Experience, Customer Satisfaction, Agoda*