

ABSTRACT

The rapid development of the internet can provide many benefits for people in the world. Competition in travel agent companies in Indonesia is increasingly competitive with the progress of the internet which is growing, creating new business models that were originally manual to be more modern so there is no need to spend time and effort looking for conventional travel agents, because Tiket.com offers online reservations using smartphone so that it can make it easier for users to make transactions. This research was conducted to determine the effect of Perceived Ease of use, Perceived Usefulness on Repurchase Intention on Tiket.com users.

This research uses a quantitative method with a descriptive-causality research type. Sampling was carried out using the Nonprobability Sampling method, with a total of 200 respondents. The data analysis technique used was descriptive analysis and Structural Equation Modeling (SEM) analysis using Partial Least Square (PLS).

The results of this analysis indicate that there was a positive and significant relationship between perceived ease of use and perceived usefulness. perceived usefulness.

Keywords: Perceived Ease of Use, Perceived Usefulness, Repurchase Intention, Online Travel Agent