

## **ABSTRACT**

The presence of technology plays an important role in facilitating the lives of Indonesian people in various ways, one of which is the tourism sector. Technology that facilitates tourism activities is the Online Travel Agent (OTA), one of the pioneers of Online Travel Agents in Indonesia is Tiket.com. Even though Tiket.com is a pioneer online travel agent, Tiket.com has many complaints from customers in the form of E-Service Quality which affect customer satisfaction and customer trust. So that it also influences consumer behavior such as repurchase intention, site review, and word-of-mouth.

Therefore, this study uses SEM PLS which aims to analyze the Influence of E-Service Quality on Consumer Behavior through Customer Satisfaction and Customer Trust as Intervening Variables on the Tiket.com Website in Indonesia. This research was conducted on active users of the Tiket.com Website in Indonesia, especially Jakarta, Bandung, Surabaya and Bali.

This study uses a quantitative method with a causal research type. The sampling technique for this research is Non-Probability Sampling with the purposive sampling method of 396 respondents who have experience ordering through the Tiket.com website. The data collection technique is in the form of a questionnaire distributed via Google Form with a Likert Scale. The data analysis technique used is Partial Least Square Structural Equation Modeling (PLS-SEM).

Based on the research results obtained, it can be concluded that Website Design, Customer Service, Fulfillment have a positive and significant influence on E-Service Quality. Meanwhile, Security/Privacy has a positive but not significant effect on E-Service Quality. Then E-Service Quality has a positive and significant influence on Customer Satisfaction and Customer Trust. In addition, customer satisfaction has a positive and significant influence on Repurchase Intention, Word-of-Mouth and Site Revisit. Customer Trust also has a positive and significant influence on Repurchase Intention and Word-of-Mouth.

Therefore, this research has several suggestions for the Tiket.com Website to meet customer needs by making sure items such as E-Tickets, Booking Hotels, and Vehicle Rentals are in good condition and within the promised time. So that it

can make customers satisfied with E-service Quality which will affect Consumer Behavior on the Tiket.com Website. Then satisfied and trusted customers will recommend to others and can bring potential customers to visit and purchase intentions on the Tiket.com Website.

**Keyword:** *E-Service Quality, Customer Satisfaction, Customers Trust, Customers Behavior, Site Revisit, Repurchase Intention, Word-of-Mouth*