

ABSTRACT

In recent years, the use of online travel booking platforms in Indonesia has experienced rapid growth, in line with the increasing adoption of e-commerce. Indonesia has become the country with the highest e-commerce adoption rate in the world. Agoda serves as one of the implementations of e-commerce adoption through its role as a digital travel platform.

This study aims to analyze the effect of innovation on repurchase intention in the Agoda application, with customer experience as a mediating variable. In the digital era, innovation has become one of the key factors in enhancing user experience and customer loyalty I. the e-commerce sector, particularly on online travel platforms such as Agoda. With growing competition in the e-commerce industry, especially in travel booking services, understanding the role of digital innovation in shaping customer behavior has become crucial.

The study uses a quantitative approach with the Partial Least Squares Structural Equation Modelling (PLS-SEM) method. Data were collected through a survey of 385 Agoda users in Indonesia using a non-probability sampling technique to evaluate the relationships between the research variables. Data Processing shows that innovation has a positive and significant influence on customer experience, and ultimately also affects users' repurchase intention on the Agoda application.

The results of the outer and inner model testing, construct validity, reliability, and hypothesis testing all support the proposed conceptual model, with all hypotheses being accepted. Based on these findings, the study suggests the need for more personalized and consistent innovation development, as well as enhancements to digital features based on user feedback to strengthen customer experience in a sustainable manner.

This research contributes to expanding the literature related to innovation, customer experience, and repurchase intention, especially in the context of digital travel platforms. Its practical implications are valuable for Agoda's management and similar companies in designing more effective digital marketing strategies.

Keywords: *Innovation, Repurchase Intention, Customer Experience, E- commerce, PLS-SEM, Agoda*