

ABSTRAK

Penelitian ini untuk mengetahui pengaruh *perceived ease of use*, *electronic word of mouth* dan *marketing communication* kerja terhadap minat beli ulang pada aplikasi Traveloka. Objek penelitian ini adalah pengguna aplikasi Traveloka se-Jakarta Barat. Penelitian ini dilakukan terhadap 130 responden dengan menggunakan pendekatan deskriptif kuantitatif. Penentuan ukuran sampel menggunakan teknik sampel *purposive sampling*, yaitu teknik sampling yang menggunakan kriteria yang telah dipilih oleh peneliti dalam memilih sampel. Pendekatan yang digunakan dalam penelitian ini adalah *Structural Equation Model* (SEM) dengan alat analisis Smart-PLS. Oleh karena itu hasil penelitian ini menyatakan bahwa variabel *perceived ease of use* berpengaruh positif dan signifikan terhadap minat beli ulang, *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat beli ulang dan *marketing communication* berpengaruh positif dan signifikan terhadap minat beli ulang pada aplikasi Traveloka.

Kata Kunci: *Perceived Ease of Use*, *Electronic Word of Mouth*, *Marketing Communication*, Minat Beli Ulang



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ABSTRACT

This study was to determine the effect of perceived ease of use, electronic word of mouth and marketing communication on repurchase intention of Traveloka. The object of this research are the Traveloka users in West Jakarta area. This study was conducted on 130 respondents using a quantitative descriptive approach. Determination of sample size using a purposive sampling that is a sampling technique that uses criteria that have been selected by researcher in selecting samples. The approach used in this study is the Structural Equation Model (SEM) with a Smart-PLS analysis tool. The results of this study show that the variable of perceived ease of use have a positive and significant effect on repurchase intention, electronic word of mouth has a positive and significant effect on repurchase intention, and marketing communication have a positive and significant effect on repurchase intention of Traveloka.

Keywords: Perceived Ease of Use, Electronic Word of Mouth, Marketing Communication, Repurchase Intention

