

## ABSTRAK

Traveloka merupakan salah satu perusahaan yang bergerak dibidang jasa pemesanan tiket kereta api, bus, pesawat, hotel dan kegiatan wisata secara *online*. Penelitian ini bertujuan untuk mengetahui pengaruh *Perceived Usefulness* terhadap Minat Beli Ulang, *Perceived Ease of Use* terhadap Minat Beli Ulang dan *Perceived Risk* terhadap Minat Beli Ulang Produk Wisata di aplikasi Traveloka. Responden dalam penelitian ini adalah konsumen aplikasi Traveloka. Populasi dalam penelitian ini adalah pengguna aplikasi Traveloka seluruh Indonesia. Sampel dalam penelitian ini berjumlah 140 orang, dihitung berdasarkan rumus *Hair*. Metode analisis data yang digunakan adalah teknik *PLS (Partial Least Square)* melalui *software* statistik *SmartPLS 3*, dengan intrumen penelitian adalah kuesioner. Penelitian ini membuktikan bahwa *Perceived Usefulness* berpengaruh positif dengan nilai 0.214 dan signifikan terhadap Minat Beli Ulang dengan nilai t statistik 2,621. *Perceived Ease of Use* berpengaruh Positif dengan nilai 0.404 dan signifikan terhadap Minat Beli Ulang dengan nilai t statistik 6,081. *Perceived Risk* berpengaruh Negatif dengan nilai -0.150 dan signifikan terhadap Minat Beli Ulang dengan nilai t statistik 2,712.

**Kata Kunci :** *Perceived Usefulness, Perceived Ease of Use, Perceived Risk, Minat Beli Ulang.*



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## **ABSTRACT**

*Traveloka is a company engaged in online booking ticket services for trains, buses, planes, hotels and tourist activities. This study aims to determine the effect of Perceived Usefulness on Repurchase Intention, Perceived Ease of Use on Repurchase Intention and Perceived Risk on Repurchase Intention of Tourism Products in the Traveloka application. Respondents in this study were consumers of the Traveloka application. The population in this study are Traveloka application users throughout Indonesia. The sample in this study amounted to 140 people, calculated based on the Hair formula. The data analysis method used is the PLStechnique (Partial Least Square) through the software SmartPLS 3 statistical, with the research instrument being a questionnaire. This study proves that Perceived Usefulness has a positive effect with a value of 0.214 and is significant on Repurchase Intention with a t-statistic value of 2.621. Perceived Ease of Use has a positive effect with a value of 0.404 and is significant on Repurchase Intention with a t-statistical value of 6.081. Perceived Risk has a negative effect with a value of -0.150 and is significant on Repurchase Intention with a t-statistic value of 2.712.*

**Keywords:** *Perceived Usefulness, Perceived Ease of Use, Perceived Risk, Repurchase Intention.*

