

## ABSTRAK

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**“ANALISIS PENGARUH DIMENSI *INFORMATION QUALITY, SOURCE CREDIBILITY, REVIEW VALENCE, NAVIGATION SYSTEM, COMPATIBILITY, EASE OF USE, HOTEL QUALITY, TENANT QUALITY* DAN *SERVICE QUALITY* TERHADAP *PERCEIVED VALUE* UNTUK MEMBENTUK *REPURCHASE INTENTION* PELANGGAN AGODA DI SURABAYA”**

(xxi + 178 halaman: 21 gambar; 53 tabel; 4 lampiran)

Badan usaha agen perjalanan *online* atau biasa disebut *Online Travel Agent* (OTA) merupakan usaha yang berperan sebagai perantara dalam menjual atau mengurus jasa untuk pelanggannya dapat melakukan perjalanan. OTA di Indonesia berkembang dengan pesat dikarenakan kemudahan yang dapat diakses oleh banyak konsumen. Indonesia memiliki banyak layanan OTA dan salah satunya adalah Agoda. Agoda merupakan *platform* jasa pemesanan perjalanan yang dapat diakses secara online dan berkembang pesat di dunia. Perusahaan ini didirikan di tahun 2005 dan perkembangannya sangat pesat khususnya di wilayah Asia.

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh faktor *Information Quality, Source Credibility, Review Valence, Navigation System, Compatibility, Ease Of Use, Hotel Quality, Tenant Quality Dan Service Quality* Terhadap *Perceived Value* Untuk Membentuk *Repurchase Intention* Pelanggan Agoda Di Surabaya Jenis penelitian yang digunakan merupakan riset kausalitas dengan desain penelitian kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 283 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, dan pernah menggunakan layanan Agoda dalam dua tahun terakhir.

Hasil penelitian menunjukkan bahwa *Information Quality* berpengaruh tidak signifikan terhadap *Perceived Value* dengan nilai C.R. sebesar 0.407; *Source Credibility* dengan nilai C.R. sebesar 2.061; *Review Valence* dengan nilai C.R. sebesar 2.181; *Navigation System* dengan nilai C.R. sebesar 2.041; *Compatibility* dengan nilai C.R. sebesar 2.025; *Ease of Use* dengan nilai C.R. sebesar 2.166; *Hotel Quality* dengan nilai C.R. sebesar 2.029; *Tenant Quality* dengan nilai C.R. sebesar 2.023; *Service Quality* dengan nilai C.R. sebesar 2.029 dan *Perceived Value* dengan nilai C.R. sebesar 7.733.

Referensi: 109 (1988 – 2020)

Kata Kunci: *Information Quality, Source Credibility, Review Valence, Navigation System, Compatibility, Ease Of Use, Hotel Quality, Tenant Quality, Service Quality Perceived Value* dan *Repurchase Intention*

## ABSTRACT

Zebdi Farel Giolean Purba (02619200024)

**“ANALYSIS OF THE INFLUENCE OF INFORMATION QUALITY, SOURCE CREDIBILITY, REVIEW VALENCE, NAVIGATION SYSTEM, COMPATIBILITY, EASE OF USE, HOTEL QUALITY, TENANT QUALITY AND SERVICE QUALITY FACTORS ON PERCEIVED VALUE TO FORM REPURCHASE INTENTION OF AGODA CUSTOMERS IN SURABAYA”**

(xxii + 178 pages: 21 pictures; 53 tables; 4 attachments)

An online travel agency business entity or commonly called an Online Travel Agent (OTA) is a business that acts as an intermediary in selling or managing services for customers to travel. OTA in Indonesia is growing rapidly due to the ease with which it can be accessed by many consumers. Indonesia has many OTA services and one of them is Agoda. Agoda is a travel booking service platform that can be accessed online and is growing rapidly in the world. The company was founded in 2005 and is growing very rapidly, especially in the Asian region.

The purpose of this study was to determine and analyze the influence of Information Quality, Source Credibility, Review Valence, Navigation System, Compatibility, Ease of Use, Hotel Quality, Tenant Quality and Service Quality factors on Perceived Value to Form Repurchase Intention of Agoda Customers in Surabaya. The type of research used is causality research with quantitative research design and data processing using AMOS. Data was collected by distributing questionnaires to 283 respondents with the characteristics of male and female respondents aged 18-60 years and have used Agoda services in the last two years.

The results showed that Information Quality had no significant effect on Perceived Value with a C.R. value of 0.407; Source Credibility with a C.R. value of 2,061; Valence review with C.R. value of 2,181; Navigation System with C.R. value of 2,041; Compatibility with C.R. value of 2,025; Ease of Use with a C.R. value of 2,166; Hotel Quality with C.R. value of 2,029; Tenant Quality with C.R. value of 2,023; Service Quality with a C.R. value of 2,029 and Perceived Value with a C.R. value of 7,733.

**References: 109 (1988 – 2020)**

Key Words: Information Quality, Source Credibility, Review Valence, Navigation System, Compatibility, Ease Of Use, Hotel Quality, Tenant Quality, Service Quality Perceived Value and Repurchase Intention