

## ABSTRAK

Pada masa 2019 internet memiliki peran penting dalam kehidupan yang seolah tak bisa digantikan dengan hal lain. Internet saat ini telah tersebar luas di seluruh dunia dan dapat diakses oleh semua orang kapanpun dan dimanapun. Selain berguna untuk berkomunikasi. Internet juga menjadi sebuah terobosan untuk melakukan segala sesuatu secara efektif dan efisien, termasuk dalam kegiatan belanja yang dimana E-Commerce telah mewabah di Indonesia dengan masuknya beranekaragam Online Travel Agent seperti Traveloka, Agoda, Wego, Pegi-peggi, Nusatrip, Tiket2, Booking.com, Trip Advisor, dan juga UTiket.com. Agar dapat bertahan dalam dunia persaingan Online Travel Agent penting bagi Online Travel Agent untuk dapat menciptakan *Re E-Shopping Intention* dari para penggunanya.

Penelitian ini ditunjukkan untuk menganalisa pengaruh variabel *Privacy, Application Content, Customer Service, Experiential* terhadap *E-Shopping Satisfaction*; pengaruh variabel *Privacy, Application Content, Customer Service, Experiential, E-Shopping Satisfaction* terhadap *Re E-Shopping Intention*. Dalam meningkatkan *Re E-Shopping Intention* yang positif maka sampel yang digunakan dalam penelitian ini yaitu pengguna Tiket.com berusia 17-65 tahun baik pria maupun wanita, berdomisili di Surabaya, Memiliki aplikasi Tiket.com, Pernah melakukan pembelian di Tiket.com minimal 2 kali dalam setahun terakhir, pernah berinteraksi dengan Customer Service Tiket.com dalam 6 bulan terakhir, serta mengetahui promo Tiket.com. Penelitian ini menggunakan 120 responden dan SPSS 22.0 untuk mengolah data.

Hasil penelitian menunjukkan bahwa variabel yang memiliki pengaruh terbesar adalah *Application Content* terhadap *E-Shopping Satisfaction* yang memiliki pengaruh sebesar 0.360, kemudian pengaruh terbesar kedua adalah *Customer Service* terhadap *E-Shopping Satisfaction* sebesar 0,291, dan pengaruh terbesar ketiga adalah *Privacy* terhadap *Re E-Shopping Intention* sebesar 0,285, dan pengaruh terbesar keempat adalah *Experiential* terhadap *Re E-Shopping Intention* sebesar 0,283, dan pengaruh terbesar kelima adalah *E-Shopping Satisfaction* terhadap *Re E-Shopping Intention* sebesar 0,238, dan pengaruh terbesar keenam adalah *Experiential* terhadap *E-Shopping Satisfaction* sebesar 0.184, dan pengaruh terbesar ketujuh adalah *Customer Service* terhadap *Re E-Shopping Intention* sebesar 0,176, dan pengaruh terbesar kedelapan adalah *Privacy* terhadap *E-Shopping Satisfaction* sebesar 0,110, dan pengaruh terbesar terakhir adalah *Application Content* terhadap *Re E-Shopping Intention* sebesar 0,001

**Kata Kunci:** *Privacy, Application Content, Customer Service, Experiential, E-Shopping Satisfaction, dan Re E-Shopping Intention.*

## ABSTRACT

*In 2019, the internet has an important role in life that cannot be replaced by anything else. Now, The internet is widespread throughout the world and can be accessed by everyone anytime and anywhere. The internet is also a breakthrough for doing things effectively and efficiently, including in shopping activities where E-Commerce has become an epidemic in Indonesia with the various of Online Travel Agents such as Traveloka, Agoda, Wego, Pegi-peg, Nusatrip, Tiket2, Booking.com, Trip Advisor, and also UTiket.com. In order to survive in the competitive world of Online Travel Agents, it is important for Online Travel Agents to be able to create Re E-Shopping Intention from its users.*

*This research aims to analyze the effect of variables Privacy, Application Content, Customer Service, Experiential on E-Shopping Satisfaction; the effect of variable variabel Privacy, Application Content, Customer Service, Experiential, E-Shopping Satisfaction on Re E-Shopping Intention. In increasing positive Re-Shopping Intention, the samples used in this study are Tiket.com users aged 17-65 years, both men and women, domiciled in Surabaya, Having Tiket.com applications, have been doing purchases at Tiket.com at least 2 times in the past year, have interacted with Tiket.com customer service in the past 6 months, as well as knowing Tiket.com promos. This study used 120 respondents and SPSS 22.0 to process data.*

*The results showed that the variable that has the greatest influence is the Application Content of E-Shopping Satisfaction which has an effect of 0.360, then the second largest influence is Customer Service on E-Shopping Satisfaction with value of 0.291, and the third largest influence is Privacy towards Re-Shopping Intention with value of 0.285, and the fourth largest influence is Experiential on Re-Shopping Intention with value of 0.283, and the fifth largest influence is E-Shopping Satisfaction on Re-Shopping Intention with value of 0.238, and the sixth largest influence is Experiential on E-Shopping Satisfaction with value of 0.184, and the seventh biggest influence is Customer Service on Re-Shopping Intention with value of 0.176, and the eighth biggest influence is the Privacy with value of E-Shopping Satisfaction of 0.110, and the last biggest influence is the Application Content of Re-Shopping Intention with value of 0.001.*

**Keywords: Privacy, Application Content, Customer Service, Experiential, E-Shopping Satisfaction, and Re E-Shopping Intention.**