

**INFLUENCE OF EASE OF USE ON THE REPURCHASE
INTENTION IN MEDIATION OF E-SATISFACTION
(Study At User Online Travel Agent)**

ABSTRACT

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This study aims to analyze the effect of ease of use on repurchase intention mediated by e-satisfaction mediated by repurchase intention on online travel agents. This study uses an explanatory research method which is carried out through field data collection using a questionnaire. Respondents in this study were 130 customers who had previously used and made transactions on the Traveloka/Tiket.com application. data analysis techniques using the PLS-SEM method and hypothesis testing. Based on the results of the study, it shows that ease of use has a positive effect on repurchase intention, ease of use has a positive effect on e-satisfaction, e-satisfaction has a positive effect on repurchase intention, and e-satisfaction positively mediates between ease of use and repurchase intention on online travel. agent.

Keywords: *Ease of Use, E-Satisfaction, Repurchase Intention*