

ABSTRACT

The rapid development of information technology has eased the society to access the latest information. The growth is significant in supporting daily activities whereby information can be easily and swiftly accessed through the internet.

Along with increase of internet users, business would thrive with the marketplace. In addition, companies have the opportunity in creating electronic business models that would provide products needed by the society.

Tiket.com, a company focusing on web with a website named www.tiket.com offers online ticket reservation features. The site offers various services as a digital travel agent platform. However, for the past few months, there has been a decrease in the number of the website's visitors. According to one of a survey institutions, Alexa.com, the bounce rate of Tiket.com is 32,90% or has experience 27% loss.

The value of Bounce Rate is obtained through the length of users browsing on the website. On Daily Page views per Visitor, Tiket.com showed 3.33 or there has been 6.46% decrease in the website's viewers daily. The percentage of Daily Time on Site has also experienced a decrease down to 6%.

This research is conducted to find out Usability, Information Quality and Service Interaction effect on Customer satisfaction and Repeat Purchase in Tiket.com website. The data is obtained through online questionnaire filled by the users of Tiket.com.

The research is a quantitative research with over 100 respondents for sampling. Structural Equation Model (SEM) using SmartPLS software is used as the analysis technique. Based on the analysis, the variables consisting of Usability, Information Quality, and service interaction showed positive and significant effect in Customer Satisfaction and Repeat Purchase.

Keywords: *Website, Usability, Information Quality, Trust, SEM.*