

ABSTRACT

Trends in the use of e-commerce have a significant impact on the growth of the digital economy. Indonesia as the largest e-commerce market in ASEAN contributes 40% to the online travel agent business and is projected to excel for the next few years. The positive projection of the travel market creates fierce competition between online travel agents. But in the end, only one brand is the leader. Traveloka is the most popular online travel agent in Indonesia and has the highest traffic metric among its competitors which is currently actively developing product innovations through user-centric principles in the Southeast Asia Region. However, at the same time, Booking.com is expanding its business scope through its Travel Sustainability program to the Global Market.

Therefore, this research aims to explain how Traveloka can maintain its position through the level of brand leadership, customer satisfaction, and intention to repurchase Traveloka online travel agents based on quality, value, innovation, and popularity felt by consumers. This study uses a quantitative method with descriptive and causal analysis. Data collection was carried out using an online survey which was distributed to 394 respondents who had made product purchase transactions through Traveloka, then analyzed using WrapPLS 7.0.

Based on the results of the descriptive analysis, quality, value, innovation, popularity, customer satisfaction, and consumer repurchase intentions are in the good category. The PLS-SEM results show that quality, value, and popularity have a positive and significant effect on customer satisfaction. Value, popularity, and consumer satisfaction have a positive and significant effect on consumer repurchase intentions, while quality and innovation do not. In addition, the age difference moderates the relationship between quality and popularity on consumer satisfaction.

Keywords: *Brand Leadership, Perceived Quality, Perceived Value, Perceived Innovativeness, Customer Satisfaction, Repurchase Intention*