

ABSTRACT

In the fourth industrial revolution, the lodging industry is beginning to use internet-based marketing, promotion, and ordering, such as websites and social media. Because of this, inn managers must begin innovating, because the main key to winning the competition is to create innovation. Companies must create innovation because it is one of the company's sources of growth. Casa de Azura has made online innovations by having its own website that can assist with digital marketing.

The goals of this study are as follows: (1) determine the positive effect of website innovation on repurchase intention, (2) determine the positive effect of website innovation on customer experience, (3) determine the positive effect of customer experience on repurchase intention, and (4) determine the positive influence of customer experience mediating the relationship between online innovation and repurchase intention. Based on this, research will be done on 100 individuals who represent the Indonesian population, have previously used the services of Casa de Azura Majalengka throughout the year 2022, and conducted purchases via the website of Casa De Azura Majalengka. Data that has already been collected was combined with Purposive Sampling and Nonprobability sampling techniques. The descriptive quantitative research method was used, along with Partial Least Squares-Structural Equation Modeling (PLS-SEM) analysis.

The results of this study show that positive relationships exist between online innovation and repurchase intentions as well as between online innovation and customer experience, customer experience and repurchase intentions, and customer experience and positive relationships between online innovation and repurchase intentions.

Keywords: *Online Innovation, Repurchase Intention, Customer Experience*