

ABSTRACT

The rapid and significant development of technology, one of the most striking innovations being the internet. In this context, businesses like Nusatrip and others have established online travel agencies through the use of the internet. Nusatrip.com is the only online travel agency in Indonesia that is accredited by the International Air Transport Association (IATA) and a member of the Association of the Indonesian Tours and Travel Agencies (ASITA), both of which are based in Jakarta. However, Nusatrip's site engagement, including daily page views per visitor and duration, has decreased over the past year. Nusatrip has been under pressure from fierce competition to maintain the quality of its website in the hope of satisfying its customers. Non-probability incidental sampling of 385 respondents was used as the sampling method in this quantitative descriptive research study. The results of the study show that the variables Usability, Information Quality, and Service Interaction are all considered to be satisfactory, with an average score of 81.3%. However, only the usability variable has an effect on user satisfaction that is positive but not significant. With a significance level of $0.00 < 0.05$, and $F\text{-Hitung} (27,501) > F\text{-Tabel} (2,63)$ the F -test results show that Usability, Information Quality, and Service Interaction all influence User Satisfaction simultaneously

Keywords: Website Quality, User Satisfaction, Internet