

ABSTRACT

The growth of online travel agents (OTA) in Indonesia continues to grow rapidly, creating competitive OTA e-commerce competition. One way to maintain a company in the midst of competition is by providing a good customer experience so that it can increase customer repurchase interest.

This study aims to determine and analyze the influence of customer experience consisting of sense, feel, think, act and relate to repurchase intention on OTA e-commerce in Indonesia, namely tiket.com.

The research method used is quantitative by distributing to 100 respondents with characteristics of having and currently using the application on tiket.com. The sample taken in this study used a purposive sampling technique. This study uses a linear regression data analysis technique with IBM SPSS Statistic 22 software to assist data processing.

Based on the results of the hypothesis testing conducted, the results showed that the overall customer experience based on the results of respondents' responses got an average percentage of 89.68% in the very satisfied category and repurchase intention based on the results of respondents' responses got an average percentage of 85.80% in the very satisfied category. Customer experience sense, feel, think, act, and relate partially have a positive and significant effect on repurchase intention and customer experience simultaneously has a positive effect on repurchase intention.

Companies are advised to always check the application so that the products sold by the tiket.com application are correct and complete. This is so that customers always feel comfortable and always trust their purchases on the tiket.com application. Companies are advised to simplify the purchasing process in the tiket.com application so that customers always feel confident in making purchases. Companies need to increase customer satisfaction, because in a purchase the most important thing is the level of customer satisfaction, if customers are satisfied it will increase the company's profit.

Keywords: Customer Experience, Repurchase Intention, E-commerce, Online Travel Agent