

ABSTRACT

E-service quality is a critical factor in shaping the user experience of digital applications, particularly in the context of the Baraya Travel application. This service quality significantly influences user satisfaction (e-service satisfaction) and repurchase intention. This study aims to analyze the impact of e-service quality on e-service satisfaction and repurchase intention among users of the Baraya Travel application in Bandung City. The study also examines the mediating role of e-service satisfaction in the relationship between e-service quality and repurchase intention. This research employs a descriptive quantitative approach with respondents drawn from users of the Baraya Travel application in Bandung City. The sampling method used is non-probability sampling with a purposive sampling technique, selecting users who actively engage with the application. Data was collected through an online survey and analyzed using statistical techniques to examine the relationships between the variables and the strength of their effects.

Keywords: *E-Service Quality, E-Service Satisfaction, Repurchase Intention, Baraya Travel.*