

ABSTRAK

Kusumawardani, Yulia (2026), *Mediasi E-WOM pada Pengaruh E-Service Quality dan E-Trust terhadap Repurchase Intention Studi Kasus pada Travel Media Online Traveloka*. Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata-kata kunci : *e-wom, e-service quality, e-trust, repurchase intention*

Penelitian ini bertujuan untuk menganalisis pengaruh pengaruh *e-service quality* dan *e-trust* terhadap *repurchase intention* dengan e-WOM sebagai variabel mediasi pada pengguna Traveloka. Penelitian menggunakan pendekatan kuantitatif dengan desain kausal dan melibatkan 243 responden yang dipilih melalui *purposive sampling*. Data dikumpulkan melalui kuesioner berbasis skala Likert dan dianalisis menggunakan *Structural Equation Modeling* berbasis *Partial Least Squares* (PLS-SEM).

Hasil penelitian menunjukkan bahwa *e-service quality* berpengaruh positif dan signifikan terhadap *repurchase intention* dan e-WOM. E-trust berpengaruh positif terhadap *repurchase intention*, namun tidak berpengaruh signifikan terhadap e-WOM. E-WOM terbukti berpengaruh signifikan terhadap *repurchase intention* serta memediasi secara parsial hubungan antara *e-service quality* dan *repurchase intention*. Sebaliknya, e-WOM tidak memediasi hubungan antara *e-trust* dan *repurchase intention*.

Temuan ini menegaskan bahwa kualitas layanan elektronik menjadi faktor dominan dalam mendorong pembelian ulang, baik secara langsung maupun melalui penguatan rekomendasi daring, sedangkan kepercayaan lebih berperan sebagai pendorong langsung keputusan pembelian ulang.

ABSTRACT

Kusumawardani, Yulia (2026), *The Mediating Role of Electronic Word of Mouth (E-WOM) in the Relationship Between E-Service Quality, E-Trust, and Repurchase Intention A Study on Traveloka Online Travel Platform*. Thesis, Management Science, Postgraduate Program, Ganesha University of Education.

This thesis has been approved and reviewed by Supervisor I: Prof. Putu Indah Rahmawati, M. Bis., Ph.D and Supervisor II: Dr. Ni Luh Wayan Sayang Telagawathi, S.E., M.Si.

Keywords: *e-wom, e-service quality, e-trust, repurchase intention*

The rapid growth of the online travel industry in Indonesia has intensified competition among Online Travel Agent platforms, highlighting the importance of understanding factors influencing repurchase intention. This study aims to examine the effects of e-service quality and e-trust on repurchase intention, with e-WOM as a mediating variable, among users of Traveloka. A quantitative causal research design was employed, involving 243 respondents selected through purposive sampling. Data were collected using a structured Likert-scale questionnaire and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM).

The findings reveal that e-service quality has a positive and significant effect on both repurchase intention and e-WOM. E-trust significantly influences repurchase intention but does not significantly affect e-WOM. Furthermore, e-WOM positively affects repurchase intention and partially mediates the relationship between e-service quality and repurchase intention. However, e-WOM does not mediate the relationship between e-trust and repurchase intention.

These results indicate that e-service quality serves as the primary driver of repurchase intention, both directly and indirectly through positive electronic word-of-mouth, while e-trust functions mainly as a direct determinant of repeat purchase decisions.