

ABSTRAK

Nama : Roiyani
Program Studi : Manajemen
Judul : Pengaruh *Convenience, Transaction, Information Credibility, dan Price* Terhadap Online Hotel *Repurchase Intention*.

Penelitian ini bertujuan untuk mengetahui Pengaruh *Convenience, Transaction, Information Credibility, dan Price* Terhadap Online Hotel *Repurchase Intention*. Data untuk penelitian ini dikumpulkan melalui metode survei menggunakan kuesioner sebagai instrumen pengumpulan data. Populasi dalam penelitian ini adalah 145 tamu hotel lidograha. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linier berganda dengan menggunakan perangkat lunak SPSS (Statistical Package for the Social Sciences). Hasil penelitian menunjukkan bahwa *Convenience* berpengaruh signifikan terhadap Online Hotel *Repurchase Intention*. Ini menunjukkan bahwa semakin mudah proses pembelian dan pengalaman pengguna dalam melakukan reservasi atau pembelian kembali, semakin tinggi kemungkinan pelanggan untuk melakukan pembelian kembali. *Transaction* berpengaruh signifikan terhadap Online Hotel *Repurchase Intention*. Ini menekankan pentingnya pengalaman transaksi yang lancar dan aman dalam mempengaruhi keputusan pelanggan untuk melakukan pembelian kembali. *Information Credibility* berpengaruh signifikan terhadap Online Hotel *Repurchase Intention*. Hal ini menunjukkan bahwa pelanggan cenderung melakukan pembelian kembali jika mereka merasa yakin dengan keakuratan dan keandalan informasi yang diberikan. *Price* berpengaruh signifikan terhadap Online Hotel *Repurchase Intention*. Pelanggan cenderung lebih condong untuk melakukan pembelian kembali jika mereka merasa bahwa harga yang ditawarkan sesuai dengan nilai yang mereka terima. Secara simultan *Convenience, Transaction, Information Credibility, dan Price* berpengaruh signifikan terhadap Online Hotel *Repurchase Intention*.

Keyword: *Convenience, Transaction, Information Credibility, Price, Online Hotel Repurchase Intention*

ABSTARCT

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Title : Pengaruh Convenience, Transaction, Information Credibility, dan Price Terhadap Online Hotel Repurchase Intention.

This study aims to determine the Influence of Convenience, Transaction, Information Credibility, and Price on Online Hotel Repurchase Intention. Data for this research were collected through a survey method using a questionnaire as the data collection instrument. The population in this study was 145 Lidograha hotel guests. This research used a quantitative approach with multiple linear regression analysis using the SPSS (Statistical Package for the Social Sciences) software. The results showed that Convenience has a significant influence on Online Hotel Repurchase Intention. This indicates that the easier the purchasing process and the user experience in making reservations or repurchasing, the higher the likelihood of customers to make repurchases. Transaction has a significant influence on Online Hotel Repurchase Intention. This emphasizes the importance of a smooth and secure transaction experience in influencing customer decisions to repurchase. Information Credibility has a significant influence on Online Hotel Repurchase Intention. This indicates that customers are more likely to repurchase if they feel confident in the accuracy and reliability of the information provided. Price has a significant influence on Online Hotel Repurchase Intention. Customers are more inclined to repurchase if they feel that the offered price is commensurate with the value they receive. Simultaneously, Convenience, Transaction, Information Credibility, and Price have a significant influence on Online Hotel Repurchase Intention

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