

E-ServQual on E-Trust, E-Satisfaction and Online Repurchase Intention.

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- **Abstract:** The purpose of this study is to test and explain the influence of E-Service Quality on E-Trust, E-Satisfaction and Online Repurchase Consumer Intention in Three-Star Hotels in Lampung Province. This research quantitatively investigates the behavior of the Online Repurchase Consumer Intention from data collected from 142 hotel consumers who have stayed and made reservations (re-bookings) online through the hotel booking website at one of the three-star hotels in Lampung Province. Technical analysis of data using Generalized Structured Component Analysis (GSCA) analysis. The research findings show that five proposed hypotheses are accepted which means there is a significant effect of E-Service Quality on E-Satisfaction, E-Word of Mouth and Online Repurchase Intention. This study seeks to develop a more representative model of each variable identified as a variable that has an influence on Online Repurchase Intention. This research is more focused on consumers who make hotel reservations through the hotel website directly rather than through third parties such as online service providers or online travel agent websites.
- **Keywords:** Generalized Structured Component Analysis (GSCA), E-Service Quality