

The Effect Of Website Quality On Repurchase Intention With The Mediation Of Perceived Value

Pengaruh Kualitas Situs Web Terhadap Niat Pembelian Ulang Dengan Peran Perantara Nilai Yang Dirasakan

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ABSTRACT

This study aims to analyze which website quality factors to induce consumer's repurchase intention in the tourism sector utilizing Online Travel Agent as a platform, with the mediation of perceived value. The authors used a quantitative approach with a minimum of 302 samples. The questionnaires were distributed to a broad audience in Indonesia written in Bahasa Indonesia. The authors then analysed the questionnaire data using path analysis. The findings suggest that (1) all of the website quality factors that were tested, based on the data results 5 out of 7 had direct positive relation to influence to perceived value (2) second regression which were to assess perceived value, also has direct positive relation to repurchase intention. This study demonstrates insight on which website quality components give direct implications on consumer's repurchase intention in the mediation of perceived value for Indonesia market. Research result show that customers' intentions in Indonesia come back to use websites travel Agent that affects perceived value were based on 5 variables: security, price, brand image, ease of use, and quality information (popular destinations). Furthermore, the hypothesis test also shows a positive result regarding the influence of perceived value on repurchase intention.

Keywords: *Perceived Value, Repurchase Intention, Ease Of Use, Security Aspect, Service Quality Aspect, Visual Appearance Aspect, Price Aspect, Brand Image Aspect, Quality Of Information On Popular Destinations Aspect.*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor-faktor kualitas website yang dapat memengaruhi niat pembelian ulang konsumen di sektor pariwisata dengan menggunakan Online Travel Agent sebagai platform, dengan mediasi nilai yang dirasakan. Para peneliti menggunakan pendekatan kuantitatif dengan sampel minimal 302 responden. Kuesioner didistribusikan kepada khalayak luas di Indonesia dalam bahasa Indonesia. Data kuesioner kemudian dianalisis menggunakan analisis jalur. Hasil penelitian menunjukkan bahwa (1) semua faktor kualitas situs web yang diuji, berdasarkan hasil data, 5 dari 7 memiliki hubungan positif langsung terhadap nilai yang dirasakan (2) regresi kedua yang bertujuan mengukur nilai yang dirasakan, juga memiliki hubungan positif langsung terhadap niat pembelian ulang. Penelitian ini memberikan wawasan tentang komponen kualitas situs web mana yang memiliki implikasi langsung terhadap niat pembelian ulang konsumen melalui mediasi nilai yang dirasakan untuk pasar Indonesia. Hasil penelitian menunjukkan bahwa niat pelanggan di Indonesia untuk kembali menggunakan situs web agen perjalanan yang memengaruhi nilai yang dirasakan didasarkan pada 5 variabel: keamanan, harga, citra merek, kemudahan penggunaan, dan kualitas informasi (destinasi populer). Selain itu, uji hipotesis juga menunjukkan hasil positif terkait pengaruh nilai yang dirasakan terhadap niat pembelian ulang.

Kata Kunci: Nilai Yang Dirasakan, Niat Membeli Kembali, Kemudahan Penggunaan, Aspek Keamanan, Aspek Kualitas Layanan, Aspek Tampilan Visual, Aspek Harga, Aspek Citra Merek, Aspek Kualitas Informasi Tentang Destinasi Populer.

1. Introduction

The development of the use of internet providers of data search services or information and communication tools, encourages the potential of creating an intention to reuse. Researching the intention to reuse an e-commerce website on Online Travel Agent website proves that users who are accustomed to purchasing online services are less satisfied and have a low intention to reuse the website (Madlberger & Matook, 2017). So studying the antecedents of intention to reuse is an important issue for researchers to develop e-commerce information systems (Sun & Ju, 2005) especially on websites Online Travel Agent.

The tourism industry is a fast-growing sector in Indonesia with estimated growth YoY 2022 - 2023 7.25% (BPS, 2023). In a consumer's perspective where easiness & reliability is considered as a hygiene factor to book their trip, digital breakthroughs offer solutions to these pain points (Buhalis, 2023). The rapid advancement of technology and the increasing penetration of the internet have revolutionized many sectors globally, with the travel industry being one of the most significantly impacted (Buhalis and Law, 2008; O'Connor and Frew, 2002).

In Indonesia, the advancement of online travel platforms has transformed how people plan, book, and experience their travels. Furthermore, the growth of e-commerce in Indonesia has fostered a culture of online transactions, increasing consumer trust in digital platforms (Statista.com, 2021). Secure payment gateways and customer protection policies have encouraged more people to book their travels online, contributing to the steady growth of the online travel market.

Repurchase intention represents consumers who have the possibility, will, plan, or are willing to purchase a product or service. This increase in purchase intention indicates an increase in the likelihood of making a purchase (Schiffman & Kanuk, 2010). Repurchase intention can assess individuals' willingness to repurchase a specific service from the same company, considering current circumstances and conditions. As a result, businesses must devise and implement various strategies to ensure that their customers engage in repurchase behavior (Wilson et al., 2019). Discusses the physical environment, customer satisfaction, service quality, brand preferences, product quality, perceived value, and price as factors that can entice repurchase intention. The quality of the product or service is one factor that consumers consider when reusing a product or service online (Phuong & Trang, 2018). Improving product quality can be shown to maintain a company's existence or even to win the business competition.

Perceived value is a subjective evaluation by customers of the overall worth of a product or service. In the context of online travel platforms, app quality is a crucial determinant of perceived value. High-quality apps enhance the user experience, making it easier and more enjoyable for customers to search for, book, and manage their travel plans. Repurchase intention is a critical metric for the success and sustainability of online travel platforms. It reflects a customer's likelihood of returning to use the service after their initial purchase, which is crucial for building long-term customer relationships and ensuring steady revenue streams.

This research analyzes the effect of online travel agent quality on repurchase intention, with mediation of perceived value which highlights various aspects such as; websites Online Travel Agent ease of use, security aspect, service quality aspect, visual appearance aspect, price aspect, brand image aspect, quality of information on popular destinations aspect.

2. Literature Review

Website Quality

In this study, website quality was assessed using seven factors: security, service quality, visual appearance, brand image, pricing, ease of use, and the quality of information

provided about the destination. Kouser, Niazi, and Bakari (2018) analyzed website quality by focusing on web design, security/privacy, reliability/fulfillment, and customer service. Service quality refers to the overall assessment by customers of the quality of online services provided, particularly in terms of communication between the company and its customers, addressing issues promptly and reliably (Chang, Wang, & Yang, 2009). System quality, on the other hand, pertains to the ease of use of an online retailer's site, encompassing the technical performance. Website security is defined as the level of trust users have in a website's ability to protect sensitive information during transactions and storage (Chang & Chen, 2009; Kaynama & Black, 2000; Madu & Madu, 2002).

The visual appearance aspect of a website encompasses various design elements such as color schemes, graphics, font styles, sizes, multimedia content, and an organized layout (Yoo & Donthu, 2001; Zhang & von Dran, 2000). In addition to these elements, two other aspects of website quality that deserve attention are brand image aspect and pricing aspect. First, brand image represents the value associated with the organization behind the website (Yoo & Donthu, 2001). The brand image of a website consists of two key dimensions: website image and website awareness. Website image refers to the perception that customers have of the website name stored in their memory, while website awareness indicates how recognizable a website is (Chang & Chen, 2008). Second, pricing pertains to the monetary cost that consumers must incur to obtain products or services. The perception of price fairness can significantly impact tourists' decisions regarding whether to return to a specific accommodation (Ali, Yee, Imm, & Akhtar, 2018).

Ease of use significantly affects perceived value. The easier a product or service is to use, the higher the value perceived by the user. This is because ease of use can increase the benefits perceived by the user and reduce the effort required to interact with the system or product, (Kusumo, etc., 2023).

Additional literature has explored the quality of health-related information about a destination and its subsequent impact on perceived value in the online tourism context. For instance, Cheung et al. (2008) investigated how the quality of information affects user perceived usefulness in digital environments, while Kim et al. (2012) demonstrated that higher information quality positively influences the perceived value of online purchases. A key finding of this research aligns with previous studies, confirming that the quality of health information related to a destination positively affects the perceived value of online travel agencies (OTAs) (Polo Pena et al., 2022). Given the potential of OTAs to deliver value to customers, it is crucial to analyze whether providing a higher perceived value leads to an increased intention to book trips and a willingness to travel again after a crisis. Various factors that OTAs can leverage to enhance perceived value include the time saved in researching available options (Sarmiento Guede, 2017), competitive pricing (Rodríguez et al., 2015), user-friendly interfaces (Dwikesumasari and Ervianty, 2017), and overall service quality (Talwar et al., 2020).

Perceived Value

Perceived value refers to a consumer's overall evaluation of the usefulness of a product or service, considering what they receive in return for what they give (Zeithaml, 1988). Zeithaml highlighted the crucial role that price and quality play in determining perceived value. However, it is essential to recognize that perceived value is influenced by more than just price and quality. Additional factors such as brand image, customer experience, and perceived risk are also significant contributors.

In this study, perceived value refers to the security of data at OTAs, the quality of services and visual appearance from OTAs, the prices offered, the ease of use, and also the brand image of OTAs as well as the quality of health-related information provided by OTAs in

Indonesia. In essence, perceived value is a subjective evaluation by the consumer of the overall worth of a product or service relative to what they give up to obtain it.

Previous study found that perceived value mediates the relationship between OTA website quality and customer repurchase intention. Specifically, website attributes like security, service quality, visual appeal, price, brand image, and ease of use influence how customers perceive the value of the OTA. This perceived value, in turn, significantly impacts customers' likelihood of returning to the website.

Perceived value serves as a mediator between OTA website quality dimensions and customer repurchase intention. While ease of use directly influences repeat visits, other factors like security, service quality, visual appeal, price, and brand image indirectly impact repurchase intention by enhancing perceived value. Among these, price exerts the strongest influence on perceived value and subsequent repurchasing behavior.

The perceived value of an OTA is the primary factor that determines which OTA tourists will choose. This perceived value also impacts how tourists interact with and use the chosen OTA. (Chen and Lin, 2019). OTAs should focus on enhancing their perceived value to attract and retain customers. By offering features, services, and benefits that customers perceive as valuable. OTAs can increase their chances of being selected and encourage repeat business.

Repurchase Intention

Repurchase intention refers to a customer's tendency to buy a product or use a service again from the same provider based on their previous experiences. This concept is crucial for understanding customer loyalty and retention. According to studies by Olaru, Purchase, & Peterson (2008), Patterson & Spreng (1997), and Seiders, Voss, Grewal, & Godfrey (2005), a customer's decision to repurchase is heavily influenced by their satisfaction with prior interactions. Positive experiences tend to build customer loyalty and increase the likelihood of repeat business, whereas negative experiences can discourage future purchases. That research also emphasizes that a customer's decision to repurchase is strongly influenced by their previous interactions with a company. Positive experiences can build loyalty and enhance the likelihood of repeat business, while negative experiences may discourage customers from returning.

Understanding the factors that drive repurchase intention is crucial for businesses. By focusing on delivering exceptional customer experiences and building strong relationships, companies can cultivate a loyal customer base. This, in turn, can lead to increased revenue, reduced customer acquisition costs, and positive word-of-mouth. Customers are more likely to buy again when they believe a product or service is worth its cost, leading to increased customer loyalty and revenue.

Hypotesis Development

Hypotheses Propose In line with the objective of this study to examine the relationship between variables and perceived value, as well as the relationship between perceived value and repurchase intention, the authors propose 8 hypotheses as follows:

Perceived security has a positive impact on perceived value. Consumers who feel secure are more likely to perceive a higher value in a product or service, especially in contexts like e-commerce or online interactions. This is because security measures build trust and confidence, leading to a better overall customer experience and a higher perceived value. So, the hypothesis can be formulated as follows:

H₁: Security has a positive effect on perceived value.

Many studies show that service quality has a positive effect on perceived value. High-quality service leads to a higher perceived value, as customers feel they are receiving more benefits for their investment. This positive relationship can contribute to customer satisfaction and loyalty. When customers experience high-quality service, they perceive the service as more valuable. This is because high-quality service often translates to better outcomes, greater convenience, and a more positive overall experience. So, the hypothesis can be formulated as follows:

H₂: Service quality has a positive effect on perceived value.

Ease of use has a positive effect on perceived value. When users find a product or service easy to navigate and interact with, they are more likely to view it as valuable. This relationship highlights the importance of user-friendly design in enhancing customer satisfaction and loyalty. So, the hypothesis can be formulated as follows:

H₃: Ease of use has a positive effect on perceived value.

Visual appearance includes design elements like layout, color scheme, typography, imagery, animations, and overall aesthetic quality. Perceived value refers to how much worth or benefit users believe they are getting from the website, its products, or its services — even before they actually engage deeply. So, the hypothesis can be formulated as follows:

H₄: Visual appearance has a positive effect on perceived value.

Price can positively affect perceived value, especially when consumers lack full information about quality, are purchasing luxury or prestige goods, and when price itself acts as a strong signal of superior quality or exclusivity. Specifically, higher prices can sometimes be associated with higher perceived quality and value, although this relationship can be curvilinear, meaning that excessive prices can negatively impact perceived value. So, the hypothesis can be formulated as follows:

H₅: Price has a positive effect on perceived value.

A strong, positive brand image creates trust, credibility, and emotional connection with consumers. Consumers are likely to believe that a brand with a favorable image offers higher quality, reliability, and satisfaction, even before directly experiencing the product. As a result, they perceive greater value in the brand's products or services compared to those from lesser-known or poorly perceived brands. So, the hypothesis can be formulated as follows:

H₆: Brand image has a positive effect on perceived value.

In Information Systems Theory (like DeLone & McLean's IS Success Model), "Information Quality" is a critical factor that influences user satisfaction and perceived usefulness — both of which contribute to perceived value. Multiple studies and journal articles support the idea that high-quality information has a positive impact on perceived value. This means that when customers receive clear, accurate, and easily understood information, they tend to perceive greater value in a product or service. So, the hypothesis can be formulated as follows:

H₇: Quality information has a positive effect on perceived value.

Many consumer behavior theories (such as Expectation-Confirmation Theory and the Theory of Planned Behavior) suggest that when customers perceive high value from a product or service, they are more satisfied and more likely to purchase again. Perceived value acts as a key predictor of satisfaction, trust, and loyalty, all of which strengthen repurchase intentions. Studies consistently show that when consumers perceive a product or service as offering a

high value for the price paid, they are more likely to intend to purchase it again. So, the hypothesis can be formulated as follows:

H₈: Perceived value has a positive effect on repurchase intention.

3. Research Method

Sample

This study was conducted in 2nd Quarter 2024. Used an online survey to collect the primary data of the websites Online Travel Agent user for arrange & book their itinerary to one or several destinations in Indonesia as the target sample. This study examines the influence of websites Online Travel Agent quality on Indonesian tourists' repurchase intentions. Furthermore, according to Comfrey and Lee (1992), "if the sample size is 200, the result will be fair, and if the sample size is 300, the result will be good". Due to time and financial constraints, the researcher aimed to collect data from at least 250 participants. The total of 302 valid questionnaires were obtained and we used the data for further data analysis.

Sampling Data

The primary data for this study was collected through a survey measuring respondents' perceptions of value and likelihood of repurchase for OTA websites they had used to plan and book trips within Indonesia. The survey was translated from English to Bahasa Indonesia. Questionnaires were administered to both domestic and international tourists in four popular Indonesian locations: Jakarta, Bandung, Bali, Yogyakarta. The questionnaires were also distributed to tourists who used one or more than 1 OTA that used in Indonesia such as Traveloka, Agoda, Tiket.com, Booking.com, Airbnb.

Data Evaluation

Descriptive statistics were employed to analyze respondent demographics, including mean and standard deviation values. Data analysis was conducted using SPSS statistical software, version 25. To assess the strong relationships between variables, correlation analysis was employed. Subsequently, exploratory factor analysis (EFA) was conducted to evaluate the data's reliability and validity.

The Research Tool

The questionnaire consisted of 50 questions. The items were adapted from previous literature related to perceived quality research. All of the measured items used a five-point comparative scale, in which 1 indicates that respondents strongly disagree to the questioner statement and 5 indicates strongly agree to the questioner statement. Schindler (2019, p. 271) suggests that comparative scales are optimal for comparisons when respondents have familiarity with the subject matter. Given that participants in this study had experience using OTAs, a comparative scale was deemed appropriate.

4. Result and Discussion

Table 1 shows the demographic characteristics of the target study. The respondent as target study included 35.7% males and females 64.3%, the respondent were 21 to above 50 years old, 50.3% had monthly incomes from five (5) to twenty (20) million Rupiah.

Table 1. Profile of the Respondents

Variable		Frequency	Percent
Gender	Male	108	35.7%
	Female	194	64.3%
Age	18-20	45	6.0%
	21-30	67	26.2%
	31-40	85	42.4%
	41-50	47	14.2%
	>50	58	11.3%
Monthly Income (Million Rupiah)	2-5	18	14.9%
	5-10	79	22.2%
	10-20	128	28.1%
	20-30	43	15.6%
	> 30	34	19.2%

Instrument Testing

Next, before analyzing the proposed hypothesis, an instrument test was first conducted on the respondents used as the primary data collection tool in this study. The instrument trial includes testing the validity and reliability of the instrument.

Validity Tes

The type of validity used in this study is external validity which is carried out using SPSS software version 25.0 with the factor analysis method. Validity test by looking at the Kaiser-Meyer-Olkin Measures of Sampling (KMO-MSA) and Bartlett's Test of Sphericity (BTS) values in the KMO and Bartlett's Test tables. For variables and indicators, they can be said to be valid if the KMO-MSA value is > 0.5 , the BTS value is < 0.05 , and the anti-image correlation is > 0.5 . The results of the validity test for the questionnaire variables can be seen in the following description:

Table 2. Validity Test

Variable	Item Code	KMO MSA	BTS	Anti Image Correlation	Conclusion
Security	X1.1	0,862	0,000	0,945	Valid
	X1.2			0,873	Valid
	X1.3			0,842	Valid
	X1.4			0,877	Valid
	X1.5			0,908	Valid
	X1.6			0,815	Valid
	X1.7			0,845	Valid
	X1.8			0,827	Valid
Service quality	X2.1	0,872	0,000	0,870	Valid
	X2.2			0,869	Valid
	X2.3			0,862	Valid
	X2.4			0,908	Valid
	X2.5			0,921	Valid
	X2.6			0,836	Valid
	X2.7			0,855	Valid
Ease of use	X3.1	0,859	0,000	0,910	Valid
	X3.2			0,883	Valid
	X3.3			0,878	Valid
	X3.4			0,824	Valid
	X3.5			0,823	Valid
Visual appearance	X4.1	0,887	0,000	0,907	Valid
	X4.2			0,861	Valid
	X4.3			0,850	Valid
	X4.4			0,904	Valid

Variable	Item Code	KMO MSA	BTS	Anti Image Correlation	Conclusion
Price	X4.5	0,871	0,000	0,931	Valid
	X5.1			0,863	Valid
	X5.2			0,875	Valid
	X5.3			0,843	Valid
	X5.4			0,876	Valid
	X5.5			0,918	Valid
Brand image	X6.1	0,868	0,000	0,853	Valid
	X6.2			0,863	Valid
	X6.3			0,853	Valid
	X6.4			0,859	Valid
	X6.5			0,921	Valid
Quality information	X7.1	0,847	0,000	0,834	Valid
	X7.2			0,832	Valid
	X7.3			0,849	Valid
	X7.4			0,875	Valid
Perceived value	Y1.1	0,904	0,000	0,914	Valid
	Y1.2			0,931	Valid
	Y1.3			0,914	Valid
	Y1.4			0,891	Valid
	Y1.5			0,877	Valid
	Y1.6			0,907	Valid
Repurchase intention	Y2.1	0,876	0,000	0,879	Valid
	Y2.2			0,875	Valid
	Y2.3			0,844	Valid
	Y2.4			0,874	Valid
	Y2.5			0,925	Valid

From the results of the validity test, it can be seen that all KMO values and Anti Image Correlation Values > 0.5, thus the questions from the variables Security, Service quality, Ease of use, Visual appearance, Price, Brand image, Quality information, Perceived value and Repurchase intention are declared valid or able to measure these variables, so they can be used as a data collection tool in this study.

Reliability test

The reliability testing technique is by using Cronbach's Alpha. The decision-making criteria are if the Cronbach's Alpha coefficient value > 0.6 means that the questionnaire item is declared reliable or consistent in measuring the variables it measures:

Table 3. Reliability test

Variable	Number of Items	Cronbach's Alpha	Kriteria	Conclusion
Security	8	0,844	0.6	Reliable
Service quality	7	0,848		Reliable
Ease of use	5	0,879		Reliable
Visual appearance	5	0,927		Reliable
Price	5	0,881		Reliable
Brand image	5	0,916		Reliable
Quality information	4	0,920		Reliable

Perceived value	6	0,913	Reliable
Repurchase intention	5	0,902	Reliable

From Table 3. above, it can be seen that the value of Cronbach's Alpha for all variables is greater than 0.6. From the provisions mentioned previously, the items that measure the variables Security, Service quality, Ease of use, Visual appearance, Price, Brand image, Quality information, Perceived value and Repurchase intention are declared reliable or consistent in measuring these variables.

Path Analysis

Based on t-Test Results, Coefficient Correlation and Coefficient Determination (R^2) in analysis substructure paths 1 and 2 , then obtained mark causal empirical presented in the image below This:

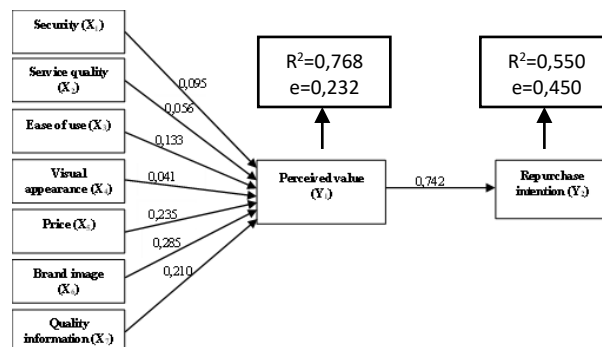


Figure 1. Empirical Causal Between Sub-structure Paths 1 and 2

The following is a summary of the results of the influence calculations on the analysis of sub-structure paths 1 and 2 .

Table 4. Direct Influence and Indirect Influence

Model Path	Hypothesis	Influence of Variables	Influence		Sig.	Conclusion
			Direct	Indirect		
1	H ₁	X ₁ --> Y ₁	0,095		0.012	Significant
	H ₂	X ₂ --> Y ₁	0,056		0.215	Not Significant
	H ₃	X ₃ --> Y ₁	0.133		0.009	Significant
	H ₄	X ₄ --> Y ₁	0.041		0.370	Not Significant
	H ₅	X ₅ --> Y ₁	0.235		0,000	Significant
	H ₆	X ₆ --> Y ₁	0.285		0,000	Significant
	H ₇	X ₇ --> Y ₁	0.210		0,000	Significant
2	H ₈	Y ₁ ..> Y ₂	0.742		0,000	Significant
		X ₁ --> Y ₁ --> Y ₂		0.170		
		X ₂ --> Y ₁ --> Y ₂		0.042		
		X ₃ --> Y ₁ --> Y ₂		0.099		
		X ₄ --> Y ₁ --> Y ₂		0.030		
		X ₅ --> Y ₁ --> Y ₂		0.174		
		X ₆ --> Y ₁ --> Y ₂		0.211		
		X ₇ --> Y ₁ --> Y ₂		0.156		

Source: Processed primary data, 2025

Analysis Results sub structure 1

By looking at Figure 1, it can be seen that from the results of the path analysis in model 1, it can be seen that from the two independent variables, namely Security, Ease of use, Price, Brand image and Quality information has a positive and significant effect on Perceived value. This is show that The higher the Security, Ease of use, Price, Brand image and Quality information, the higher the level of Perceived value.

Analysis Results sub structure 2

By looking at Figure 1, it can be seen that the results of the data analysis show that Perceived value influential positive and significant to Repurchase intention . This is show that the higher the Perceived value, the higher it will be cause significant improvement towards Repurchase intention.

Hypothesis Testing

In the study This there is 8 (eight) hypothesis used for test variables that influence Repurchase intention. Hypothesis the done with using analysis test path. Hypothesis results will explained as following:

1. Hypothesis first (H_1)

H_1 : Security has a positive effect on perceived value.

From the results testing analysis regression, known that Sig value $0.012 < 0.05$. Then H_1 accepted, with thus can concluded that variable Security (X_1) in partial own significant influence to Perceived value (Y_1).

Based on results research that has been conducted by researchers, each increase in Security by 1 unit, it will increase the Perceived value by 0.095 assuming that the other independent variables have a fixed value. In other words, the more tall Security will the more increase Perceived value.

2. Hypothesis second (H_2)

H_2 : Service quality has a positive effect on perceived value.

From the results testing analysis regression, known that Sig value $0.215 > 0.05$. Then H_2 rejected, with thus can concluded that variable Service quality (X_2) in general partial own influence that is not significant to Perceived value (Y_1).

Based on results research that has been conducted by researchers, every increase in Service quality by 1 unit will increase the Perceived value by 0.056 assuming that other independent variables have a fixed value. In other words, the more Good Service quality designed by Online Travel Agent websites will the more increase Perceived value insignificantly.

3. Hypothesis third (H_3)

H_3 : Ease of use has a positive effect on perceived value.

From the results testing analysis regression, known that Sig value $0.018 < 0.05$. Then H_3 accepted, with thus can concluded that variable Ease of use (X_3) in partial own significant influence to Perceived value (Y_1).

Based on results research that has been conducted by researchers, every increase in Ease of use by 1 unit will increase the Perceived value by 0.133 assuming that other independent variables remain constant. In other words, the more tall Ease of use owned by Online Travel Agent websites will the more increase Perceived value significantly.

4. Hypothesis fourth (H_4)

H_4 : Visual appearance has a positive effect on perceived value.

From the results testing analysis regression, known that Sig value $0.370 > 0.05$. Then H_4 rejected, with thus can concluded that variable Visual appearance (X_4) in partial own influence that is not significant to Perceived value (Y_1).

Based on results research that has been conducted by researchers, every increase in Visual appearance by 1 unit will increase the Perceived value by 0.041 assuming that other independent variables have a fixed value. In other words, the more Good Visual appearance designed by Online Travel Agent websites will the more increase Perceived value insignificantly.

5. Hypothesis fifth (H_5)

H_5 : Price has a positive effect on perceived value.

From the results testing analysis regression, known that Sig value $0.000 < 0.05$. Then H_5 accepted, with thus can concluded that variable Price (X_5) in partial own significant influence to Perceived value (Y_1).

Based on results research that has been conducted by researchers, every increase in Price by 1 unit will increase the Perceived value by 0.235 assuming that other independent variables remain constant. In other words, the more good perception The prices offered by Online Travel Agent websites are increasingly increase Perceived value significantly.

6. Hypothesis sixth (H_6)

H_6 : Brand image has a positive effect on perceived value.

From the results testing analysis regression, known that Sig value $0.000 < 0.05$. Then H_6 accepted, with thus can concluded that variable Brand image (X_6) in general partial own significant influence to Perceived value (Y_1).

Based on results research that has been conducted by researchers, every increase in Brand image by 1 unit will increase the Perceived value by 0.285 assuming that other independent variables remain constant. In other words, the more tall The brand image of Online Travel Agent websites is increasing increase Perceived value significantly.

7. Hypothesis seventh (H_7)

H_7 : Quality information has a positive effect on perceived value.

From the results testing analysis regression, known that Sig value $0.000 < 0.05$. Then H_7 accepted, with thus can concluded that variable Quality information (X_7) directly partial own significant influence to Perceived value (Y_1).

Based on results research that has been conducted by researchers, every increase in Quality information by 1 unit will increase the Perceived value by 0.210 assuming that other independent variables have a fixed value. In other words, the more Good The quality of information provided by Online Travel Agent websites is increasingly increase Perceived value significantly.

8. Hypothesis eighth (H_8)

H_8 : Perceived value has a positive effect on repurchase intention.

From the results testing analysis regression, known that Sig value $0.000 < 0.05$. Then H_8 accepted, with thus can concluded that variable Perceived value (Y_1) partial own significant influence to Repurchase intention (Y_2).

Based on results research that has been conducted by researchers, every increase in Perceived value by 1 unit will increase Repurchase intention by 0.742 assuming that other independent variables remain constant. In other words, the more good the perceived value provided by Online Travel Agent websites is increasing significantly increase repurchase intention.

Discussions

Theoretical Perceptivities

This finding was supported by the research of Smith (2000). A website that has easy navigation, fast page loads, quick processes, and a personalized interface will keep its customers coming back to the website (Smith, 2000). Considering the mediating role of perceived value, there were five factors that have indirect positive effect on repurchasing

intention including security, price, brand image, ease of use, and quality information. The mediating effect of perceived value between website quality and repurchase intention was already confirmed in the study of Zehir, Sehitoglu, Narcikara, & Zehir (2014) which examined the associations among those factors in Turkish business context regarding online retailers.

Ease of use was another factor that positively affected customer perceived value. In line with references that it refers to the minimal effort needed to search for information, comprehend content, and navigate a website effectively (Adams, Nelson, & Todd, 1992; Yoo & Donthu, 2001).

Website security is a crucial factor in determining customer perceived value. This finding is consistent with earlier studies (Gommans et al., 2001). Transactional security and privacy are crucial for building trust in online shopping (Tandon, Kiran, & Sha, 2017). As Ratnasingham (1998) emphasized, customer apprehension towards online shopping is often linked to worries about credit card fraud.

This study showed that visual appearance is negatively linked to perceived value. This study contrasts with references Valvi and West (2013) and Wolfinbarger and Gilly (2003). West (2013) explained a more visually appealing website that fosters greater customer loyalty. Wolfinbarger and Gilly (2003) observed that graphical elements, text features, and aesthetic aspects of a website are significant predictors of loyalty and repurchase intention for online retailers.

Service quality aspect was unexpectedly identified as a negative predictor of customer perceived value. This finding contradicts the assertion by Gommans et al. (2001) that prompt and attentive service is crucial for cultivating customer loyalty. Information quality of popular destinations also show a positive result in perceived value. This is also aligned with the journal study from Ana Isabel Polo Pe~na in 2022 where the authors test the importance of quality of health information on health crisis situations. To maintain a relevant question to the respondent, the authors of this journal adjust the quality of information based on popular destination demand.

Practical Perceptivities

The findings of this study provides insights for operators/professional in the online travel sector. First, it suggests that brand image is the highest positive contributor to perceived image. This indicates that consumer's point of view on brands are highly important for practitioners or marketers to focus on. Building a reliable brand image based on consumer's pain points is important to ensure consumers future repurchase intention with the mediation of perceived value.

Second, for Indonesia market price is considered as the second biggest important value to ensure consumers future repurchase intention. Due to the market price sensitivity, it is important to provide a price point which is valuable for consumers. With the ease for consumers to compare pricing on other online travel platforms the competition will be aggressive. One of the things which practitioners can do to add more value on each inventory being sold is to add flexibility features on the product for example 100% refund or reschedule.

Third insight based on the data collected is that information on popular destinations rank third as consumer's importance for future repurchase. This indicates consumers still need to be inspired and informed for their future traveling plans as there may be consumers who still haven't decided on their travel destination yet. A good online travel agent website will also give inspirational content on popular destination consumers able to go to fulfil their traveling needs. This also indicated there might be 'fear of missing out' factors from the consumer side which intensify their interest to travel to popular destinations. Another important factor worth highlighting is security. To ensure consumer's future repurchase intention they have to trust the brand enough to share their data on the website. This includes general information

regarding demography and to the extent of adding their payment card on the website. Lastly, guaranteed easiness for consumers to navigate the website to purchase is also important. Having a simple and easy to understand user interface (UI) is important for practitioners to develop.

5. Conclusion

Recovery of the hospitality business after the pandemic period has led to an increased intensity of digital platform usage in purchasing hospitality-related items. The pandemic fundamentally altered consumer behavior in hospitality, accelerating digital platform usage for purchasing hospitality-related items. As recovery continues, this trend is expected to remain strong, making digital innovation a core competitive factor in the hospitality industry's future growth and resilience. The aim of this study is to examine which factors affect repurchase intentions with perceived value as a mediator in Indonesia. Hypotheses test results show that customers' intentions in Indonesia come back to use websites travel Agent that affect perceived value were based on 5 variables: security, price, brand image, ease of use, and quality information (popular destinations). Furthermore, the hypotheses test also shows a positive result regarding the influence of perceived value on repurchase intention.

Limitations and Future Research

This research had several limitations. Participants might find it difficult to accurately and completely recall past experiences that occurred long ago. For the next study can be improved with the respondent who use OTA within the last 6 months before completing the questionnaire. Marketers, entrepreneurs, or product managers can utilize this research to better understand which website quality needs to prioritize to increase repurchase intention in the mediation of perceived value. Refer to the data, the top five highest factors for Indonesia market are brand image, price, information quality on popular destinations, security, and ease. By combining all of these contributing factors can build good perceive value on consumers point of view and to secure repurchase intention.

The developed model can be adapted for use in other countries for market expansion. By acknowledging there might be different priority needs for consumers on website quality factors, conducting similar research can be a good start to have a better clarity on which aspect to focus on.

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