# INTISARI

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *E-service quality* terhadap *Satisfaction* dan *Behavioral Intentions* pada AGODA.COM berdasarkan persepsi pelanggan di Surabaya. *E-Service Quality* dapat diukur melalui *Process Quality, Outcome Quality, Recovery.* Penelitian ini menggunakan jenis penelitian kausal, dan sumber data yang digunakan adalah data .primer melalui penyebaran kuesioner.

Metode pengolahan data yang digunakan adalah mean, deviasi standar, r hitung, *structural equation model* (SEM), yang dilakukan dengan bantuan SPSS 16 *for Windows* dan program *software* AMOS 16. Hasil penelitian ini menunjukkan bahwa kualitas AGODA.COM dinilai baik oleh responden. Dengan demikian hasil penelitian dapat mendukung peneliti dalam mengetahui bagaimana hubungan antara *E-service quality* terhadap *Satisfaction* dan *Behavioral Intentions*.

Kata Kunci : *E-service quality, Service Quality, Satisfaction, Behavioral Intentions,* dan AGODA.COM.

# ABSTRACT

*This study aims to determine how the E-Service Quality impacts the Satisfaction and Behavioral Intetions of AGODA.COM based on the consumer's perceptions at Surabaya. E-Service Quality can be measured by Process Quality, Outcome Quality, Recovery. This research uses causal research and source of data used is the primary data by questionnaires.*

*Data processing method used are the mean, standard deviation, bar chart, structural equation model (SEM), ,which was performed with SPSS 16 for Windows and AMOS 16. These results indicate that the quality of the AGODA.COM assessed either by the respondent. Thus the results of the study support the researcher to determine how the E-Service Quality impacts the Satisfaction and Behavioral Intetions.*

*Keywords : E-service quality, Service Quality, Satisfaction, Behavioral Intentions,*dan AGODA.COM.