

ABSTRACT

This study aims to analyze the factors that can influence e-repurchase. Website, E-WOM and E-Trust are factors that can influence it. Respondents who are consumers who book hotels through Pegipegi in Semarang will be investigated through website factors, E-WOM and E-Trust which will affect e-repurchase.

This type of research uses explanatory research, with a population of 100 respondents who booked hotels through Pegipegi in the city of Semarang by purposive sampling. Data was collected through a questionnaire with a Likert scale measurement. Data analysis method using PLS.

The results of this study are the characteristics of the website affecting e-WOM and e-trust with a positive relationship. And e-WOM has a positive influence on e-trust. This study concludes that e-WOM and e-trust have a positive influence on e-repurchase.

Keywords: website, e-WOM, e-trust, e-repurchase.

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