THE ROLE OF E-SERVICE QUALITY, CUSTOMER SATISFACTION, AND EXPERIENCE IN REPURCHASE INTENTION ON TRAVELOKA USERS IN BANDUNG

*[1]Ryan Kurniawan, [2]Mariana Rachmawati, [3]Uce Karna Suganda

*[1,2,3]Universitas Widyatama Bandung

Email:*[1]ryan.kurniawan@widyatama.ac.id.[2]mariana.rachmawati@widyatama.ac.id, [3]uce.karna@widyatama.ac.id

Abstract

This research is intended to find out how the role of consumer satisfaction mediates the effect of service quality and customer experience on repurchase intention. To identify the relationship between e-service quality and repurchase intention through customer satisfaction as a mediation, the relationship between customer experience and repurchase intention through customer satisfaction as a mediation, the relationship between customer satisfaction and repurchase intention, the relationship between customer experience and customer satisfaction, and the relationship between e-services. service quality to customer satisfaction for Traveloka customers. The data collection method used a questionnaire research instrument in the survey method. The object of this research is 110 respondents who are Traveloka customers who are domiciled in Bandung and aged 17 years and over. The research method applied is a quantitative method using the SPSS data analysis program. The research results show that e-service quality and customer experience have a positive and significant effect on customer satisfaction. E-service quality, customer experience, and customer satisfaction have a positive and significant effect on repurchase intention.

Keywords: E-service Quality, Customer Experience, Repurchase Intention, Customer Satisfaction, Traveloka

Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana peran kepuasan konsumen memediasi pengaruh kualitas layanan dan pengalaman pelanggan terhadap niat beli ulang. Untuk mengetahui hubungan antara e-service quality terhadap repurchase intention melalui customer satisfaction sebagai mediasi, hubungan antara customer experience terhadap repurchase intention melalui customer satisfaction sebagai mediasi, hubungan antara customer satisfaction terhadap repurchase intention, hubungan antara customer experience terhadap customer satisfaction, dan hubungan antara e-service quality terhadap customer satisfaction pada pelanggan Traveloka. Metode pengumpulan data menggunakan instrumen penelitian kuesioner dalam metode survei. Objek penelitian ini adalah 110 responden yang merupakan pelanggan Traveloka yang berdomisili di Bandung dan berusia 17 tahun ke atas. Metode penelitian yang digunakan adalah metode kuantitatif dengan menggunakan program analisis data SPSS. Hasil penelitian menunjukkan bahwa e-service quality dan customer experience berpengaruh positif dan signifikan terhadap customer satisfaction. E-service quality, customer experience, dan customer satisfaction berpengaruh positif dan signifikan terhadap repurchase intention.

Kata kunci*: Kualitas Layanan Elektronik, Pengalaman Pelanggan, Niat Beli Ulang, Kepuasan Pelanggan, Traveloka*

Introduction

The significant growth of the internet is an opportunity for business people to grow their business digitally. However, 2022 is a year of recovery for the whole world, including Indonesia, after the Covid-19 pandemic. During this pandemic, it greatly affected all activities in the world which had stopped business in several industrial sectors. COVID-19 has had a huge impact not only on the health of the world's people but also has an impact on the economy which is considered to be very detrimental to many business sectors. Based on the results of a survey conducted by the Central Statistics Agency (BPS) in 2020, it was noted that 82.85% of companies were affected by Covid-19. (source: https://databoks.katadata.co.id). According to the data from survey results shown in Figure below, it shows the sector that experienced the most decline in income from Covid-19 was the accommodation and food/drink sector, which was 92.47%. Then followed in the next order, namely the transportation and warehousing sector by 90.4%, construction by 87.94%, processing industry by 85.98%, and trade by 84.6%.
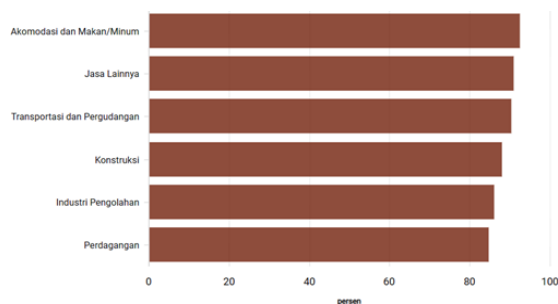

Figure. Data on the Business Sector Most Affected During the Covid-19 Pandemic

From the data in Figure above, it can be seen clearly that business actors who provide accommodation, transportation and culinary services are affected by enormous losses from the Covid-19 pandemic because these three business sectors are the scope of the tourism industry. During the Covid-19 pandemic, almost all tourist attractions in Indonesia were closed to comply with government regulations so that Covid-19 would not spread further. Various efforts to limit community activities were carried out by the government to suppress the spread of the COVID-19 virus including the imposition of certain conditions such as Large-Scale Social Restrictions (PSBB), Enforcement of Community Activities Restrictions (PPKM), and various other terms. This condition greatly impacted the travel agent business, both online travel agents and offline travel agents. Both of them experienced losses and had obstacles in running their business operations due to the absence of Indonesian people during traveling the COVID-19 pandemic. Reporting from the website of the Ministry of Tourism and Creative Economy the government continues to seek various ways to restore and revive the Indonesian tourism industry. One of the government's solutions and efforts is implementing the health protocol and CHSE (Clean, Healthy, Safety, and Environment) certification which is part of the Indonesia Care/I Do Care program. The protocol and certification apply the principles of cleanliness, health, safety, and environmental sustainability in every aspect of its

activities. Implementation of the health protocol and certification is an effort to encourage the safety and comfort of tourists while on vacation by minimizing the potential for virus transmission during holidays.

One of the online travel agents that has received the most impact from the Covid-19 pandemic is the Traveloka company. Ferry Unardi, who is the co-founder and CEO of Traveloka, said that the COVID-19 pandemic caused Traveloka to experience the worst business decline in the company's history (www.tirto.id). Traveloka is an online site engaged in ticket reservations, be it plane tickets, trains, buses, hotels, car rentals, airport transfers or tourist attractions. Even though Traveloka is not a pioneer in this online travel agent, Traveloka has managed to become number one in Indonesia. Based on the results of a survey on "Online Hotel and Ticket Booking sites in Indonesia" conducted by W&S Digital Market Research 2014, Traveloka became the market leader for Online Travel Agent with first rank in the Popular Brand Index (PBI) (Traveloka, 2022). In addition, the topbrand-award.com page released data regarding the growth and popularity of online flight ticket booking and travel and hotel reservation services which are presented in the table below.

SITE *ONLINE BOOKING* TICKETS AIRCRAFT AND TRAVEL

NO.	Brand	2018	2019	2020	2021	2022
1	Traveloka.com	45.7%	30%	30.5%	38.3%	**36.5%**
2	Tickets.com	2.8%	6%	7.5%	11.1%	**13.6%**
3	Trivago.co.id	6.5%	4.9%	5.6%	6.6%	**7.4%**
4	**AGODA.COM**	**2.3%**	**2.7%**	**4.4%**	**7.2%**	**7.8%**

Table. Top Brand Index Data Online flight booking and hotel reservation sites for 5 years
Source: topbrand-award.com (2022)

Based on the data in the table above, it shows that for the online hotel reservation and online booking flights and travel categories for the last 5 (five) Years period 2018- 2022, it shows that Traveloka can survive as the market leader in Indonesia. For the online flight and travel ticket booking category, 2018 got 45.7% Decrease in 2019 by 30%, and then to 30.5% in 2020, increasing to 38.3% in 2021 and again decreasing by 36.5 % in 2022. US for the online hotel reservation category, Traveloka has a Top Brand Index (TBI) that remains superior compared to other competitors in the last five years period. Referral to the Table above, the trendline graph of Traveloka's development for 5 years is illustrated for the category of online flight ticket booking and travel. The trendline graph is shown in Figure explains further, that during the last five years, Traveloka has tended to experience a decrease in the percentage of TBI. A declining percentage of the Top Brand Index (TBI) can give

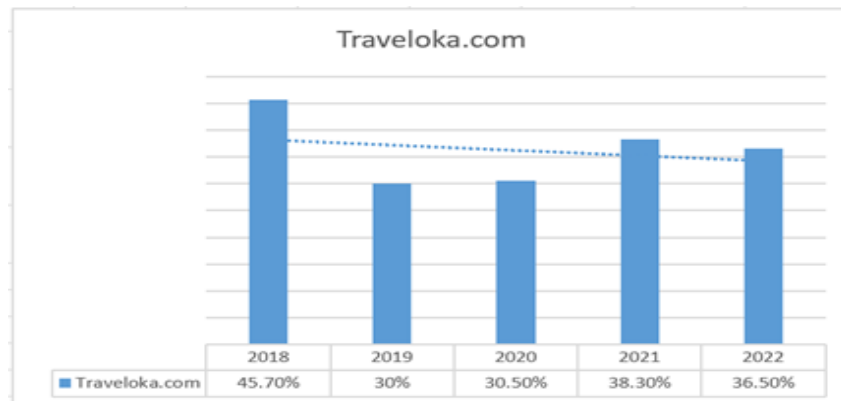an indication that Traveloka is experiencing a decline in sales.

Figure. Traveloka Trendline Graph Source: processed by the author (2023)

The decrease in the number of consumers when purchasing tickets on Traveloka can be said that the interest in repurchasing among Traveloka consumers is low, this is evidenced by the decrease in the percentage of Traveloka's Top Brand Index. The Top Brand Index (TBI) itself applies three criteria to measure brand performance, namely mind share, market share, and commitment share. A decrease in the percentage of TBI indicates a decrease in the three criteria, especially in market share. Market share itself is determined as brand strength in the market and is closely correlated with buying behavior, so it can be concluded that repurchasing interest at Traveloka is low or declining. Even though Traveloka has succeeded In becoming top of mind, Traveloka has experienced a decline in sales. One of the reasons for the decline in Traveloka's sales is the increase in customer complaints. Handling customer complaints is a company step to improve itself from mistakes so that the company can show its credibility.

In this regard, Traveloka cannot be separated from the diverse demands of consumers where Traveloka users will evaluate the services offered. Often these assessments cause consumer dissatisfaction which is illustrated by complaints from Traveloka users. Based on data from the English Consumers Foundation (YLKI) has recorded a steady increase in customer complaints for the 2018-2020 period. The peak in 2020 was that there were 3,692 public complaints whereas online ticket purchases increased to 12.70% or 469 complaints. Based on YLKI data, users complained about the length of time for response complaints (44%), refund notes given (17%), suspected fraud (11%), server problems (8%), service provided (2%), and price (1%). Posted on the Google Play page, there are reviews from Traveloka application users in Figure 1.3 below which shows complaints regarding the quality of the service system and the different experiences of each Traveloka user. In this digital era, customer reviews of products can be an important aspect for business people to pay attention to. Because when consumers evaluate product and service quality when conducting service transactions on line, it is a way to determine purchase satisfaction and can be a parameter consideration that can be reviewed by potential customers.

Figure. Traveloka Customer Reviews

Based on data from (similarweb.com, 2023) shown in Figure 1.3 below Traveloka has experienced a decrease in website visits and engagement in the last 3 months (December 2022 – February 2023).
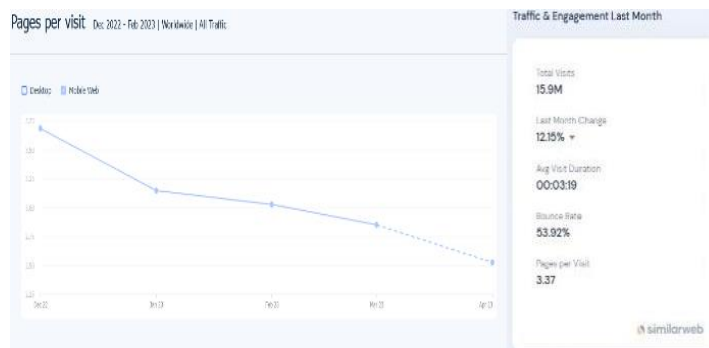

Figure. Traffic and Engagement Traveloka

The decline in website traffic and Traveloka engagement in the midst of the rise of online hotel room booking sites can be due to a decrease in the intention to reuse Traveloka customers due to customer dissatisfaction with Traveloka services which is the impact of the bad experience they have had with Traveloka and their expectations for Traveloka have declined. Therefore, Traveloka must continue to take care of its customers to continue using their services provide repeatedly by increasing the ease of using the application, service quality, and also customer satisfaction (Volta, 2020). To facilitate customer satisfaction, Traveloka needs to provide an experience with a good impression when using its products or services. Customer Experience (CX) is the result of human-product interaction with an emotional approach and human experience (Anggraini et al., 2024). So the consumer experience (customer experience) that is felt when using Traveloka is also a consideration for current consumers in choosing Traveloka services.

In addition, one of the strategies that Traveloka can implement is to provide excellent service or what is known as electronic service quality (e-service quality). According to Masnadi et al., (2024), e-service quality is where a company's website can provide effective and efficient shopping, purchasing, and delivery. Quality is said to be good if the service provider provides services that are on par with what is expected by the customer. It was concluded that service quality is centered on

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efforts to fulfill customer needs and desires and the accuracy of their delivery to offset customer expectations (Maharani et al., 2022). Repurchase interest is related to the plans of consumers to reuse the brand within a certain period. Consumer interest in making repeat purchases is an important concern for Traveloka. The most dominant factor influencing repurchase intention is customer satisfaction. This is in line with research that says that customer satisfaction positively influences repurchase intention. Where the more satisfied buyers are, the higher the buyer's desire to make repeat purchases (Putri, 2023). This repeat purchase factor is an aspect that Traveloka needs to pay attention to how to keep customers who have used the service so that they continue to use Traveloka services in the future. Based on the above descriptions and phenomenon, the authors are interested in conducting research with the title " The Role of Customer Satisfaction Mediates E-Service Quality and Customer Experience Toward Repurchase Intention on Traveloka Application Users In Bandung City".

Research Methods

The use of the associative descriptive method in this study is to describe E-Service Quality US as an independent variable (X_1), Customer Experience as an independent variable (X_2), Repurchase Intention as the dependent variable (Y) and Customer Satisfaction US as Intervening variable (Z) (Djaali, 2021). This research for sampling was carried out by purposive sampling, namely taking samples that were carefully selected by taking research objects that were selective and had specific characteristics, according to the problem and research objectives. These special criteria include Traveloka application and website users who are domiciled in Bandung, have made reservations via the application or website and also customers who have previously used Traveloka product services. Regression, Sobel, T test, and F test.

Results and Discussion

In this study, the results of the partial significant test or t-test can be seen in the Coefficients table for equations 1 and 2 below.

Coefficients a

MODEL		UNSTANDARDIZED COEFFICIENTS		STANDARDIZED COEFFICIENTS	T	SIG.
		B	Std. Error	Beta		
1	(Constant)	3.555	2.386		1.490	**.139**
	X1: E-service Quality	.237	.055	.408	4.306	**.000**

X2:CUSTOMER EXPERIENCE	.187	.061	.293	3.091	.003

a. Dependent Variables: Z: Customer Satisfaction

Referring to the table above for the partial significant test results in equation (1) can be described as follows:

a. Based on sig. the partial test results of the t-test on variable X_1 (E-service Quality) have a sig value. of 0.000 <0.05 means that Ho is rejected and Ha is accepted. This shows that variable X_1 (E-service Quality) partially and significantly influences Z variable Customer Satisfaction.

b. Based on sig. the partial test results of the t-test on variable X_2 (Customer Experience) have a sig value. of 0.003 <0.05 means that Ho is rejected and Ha is accepted. This shows that the variable X_2 (Customer Experience) partially influences the Z variable Customer Satisfaction.

c. Based on the table value for the partial test results of the t-test on variable This shows that variable X_1 (E-service Quality) partially and significantly influences Z variable Customer Satisfaction.

d. Based on the table value for the partial test results of the t-test on variable X_2 (Customer Experience) it has a count of 3,091 > table 1,659 meaning that Ho is rejected and Ha is accepted. This shows that the variable (Customer Experience) partially and significantly influences the Z variable Customer Satisfaction.

Coefficients a

MODEL	UNSTANDARDIZED COEFFICIENTS		STANDARDIZED COEFFICIENTS	T	SIG.
	B	Std. Error	Beta		
1 (CONSTANT)	- 2,351	2,723		- .863	**.390**
X1: E-SERVICE QUALITY	.115	.067	.160	1,714	**.089**
X2: CUSTOMER EXPERIENCE	.153	.071	.193	2.139	**.035**
Z: CUSTOMER SATISFACTION	**.581**	**.109**	**.469**	**5.325**	**.000**

a. Dependent Variables: Y: Repurchase Intention

Referring to the table above for the partial significant test results in equation (2) can be described as follows:

a. Based on sig. the partial test results of the t-test on variable X_1 (E-service Quality) have a sig value. of 0.089 > 0.05 means that hey is accepted and Ha is rejected. This shows that

the $_{variable}$ (E-service Quality) partially and has significantly no effect on the variable Y Repurchase Intention.

b.   Based on sig. the partial test results of the t-test on variable X_2 (Customer Experience) have a sig value. of 0.035 <0.05 means that Ho is rejected and Ha is accepted. this shows that the variable X_2 (Customer Experience) partially and significantly influences Y Repurchase Intention.

c.   Based on sig. the partial test results of the t-test on variable Z (Customer Satisfaction) have a sig value. of 0.000 <0.05 means that Ho is rejected and Ha is accepted. This shows that the variable Z (Customer Satisfaction) partially and significantly influences Repurchase Intention (Y).

d.   t table value for the partial test results of the t-test on $_{variable}$ This shows that the variable X_1 (E-service Quality) partially and significantly influences the variable Y Repurchase Intention.

e.   t-table value for the partial test results of the t-test on $_{variable}$ This shows that the variable X_2 (Customer Experience) partially influences the variable Y Repurchase Intention.

f.   Based on the t-table value for the partial test results of the t-test on the variable Z (Customer Satisfaction) it has a t-count of 5.325 > t-table 1.659 meaning that Ho is rejected and Ha is accepted. This shows that variable X_2 (Customer Satisfaction) partially and significantly influences variable Y Repurchase Intention.

Multiple Regression Analysis

The regression equation model used in this study is the multiple regression equation model. Below are presented the test results which show the regression model table as follows

Coefficients a

MODEL	UNSTANDARDIZED COEFFICIENTS		STANDARDIZED COEFFICIENTS	T	SIG.
	B	Std. Error	Beta		
(Constant)	3,555	2.386		1,490	.139
X1: E-service Quality	.237	.055	.408	4.306	.000
X2: CUSTOMER EXPERIENCE	**.187**	**.061**	**.293**	**3,091**	**.003**

a. Dependent Variables: Z: Customer Satisfaction

Based on the test results in the table, namely the output of the regression model equation (1) in

the "Coefficients" table, it can be seen that the significance value of the variable X_1 (e-service quality) is 0.000 and X_2 (customer experience) is 0.003. This means that X_1 and X_2 have a significance value of less than 0.05. Then the variables X_1 and X_2 have a significant effect on variable Z (customer satisfaction).

MODEL	UNSTANDARDIZED COEFFICIENTS		Coefficients STANDARDIZED COEFFICIENTENTS	T	SIG.	COLLINEARITY STATISTICS	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	- 2,351	2,723		- .863	.390		
X1: E-service Quality	.115	.067	.160	1,714	.089	.532	**1,881**
X2: Customer Experience	.153	.071	.193	2.139	.035	.573	**1,746**
Z: CUSTOMER SATISFACTION	**.581**	**.109**	**.469**	**5.325**	**.000**	**.600**	1,665

a. Dependent Variables: Y: Repurchase Intention

Based on the test results on the output of the regression model equation 2 in the "Coefficients" table, it can be seen that the significance value of the X_1 variable (e-service quality) is 0.089, which is greater than 0.05. So variable X_1 has no significant effect on variable Y (repurchase intention). Meanwhile, the significance value for X_2 (customer experience) is 0.035 and Z (customer satisfaction) is 0.000. This means that X_2 and Z have a significance value of less than 0.05. So variables X_2 and Z have a significant effect on variable Y (repurchase intention).

From the regression equation model above, it can be described that the regression output results for path analysis in this study are as follows:

Figure. Output regression
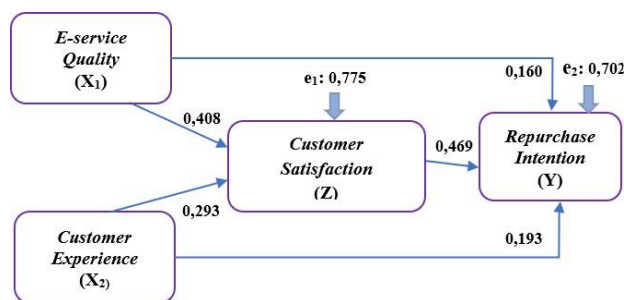
In this study, the mediation test results for intervening variables in equations 1 and 2 can be seen in the table below

DIRECT AND INDIRECT TOTAL EFFECTS

	Coeff	so	t	SIG (TWO)
B (YX)	,3987	,0576	6,9184	**,0000**
B (MX)	,3411	,0451	7,5578	**,0000**
B (YM.X)	,6484	,1064	6,0961	**,0000**
B (YX.M)	,1776	,0617	2,8790	**,0048**

INDIRECT EFFECT & SIGNIFICANCE USING NORMAL DISTRIBUTION

	Value	so	z	SIG (TWO)
EFFECT	,2211	,0469	4,7200	**,0000**

BOOTSTRAP RESULTS FOR INDIRECT EFFECT

	Data	so	LL 95 CI	UL 95 CI
EFFECT	**,2211**	**,0593**	**,1161**	**,3469**

Table. Bootstrapping test (Macro Process)

a. The test results show that the significance of the indirect effect is z=4.7200 and p=0.0000. Because the natural z-value is absolute price > 1.96 and the level of statistical significance z (p-value) < 0.05 means that the indirect effect or indirect effect of the independent variable on the dependent variable through a mediator is significant at the 0.05 significance level. These results indicate the significance of the indirect effect of repurchase intention (Y) on e-service quality (X_1) through customer satisfaction (Z) mediators.

b. The results of testing the significance of the indirect effect by bootstrapping obtained an estimate of the true indirect effect which ranged from 0.1161 – 0.3469 at the 95% confidence intervals. Because zero is note contained in the confidence intervals, it can be concluded that the indirect effect is significant at the 5% significance level. So in line with the results of the Sobel test, the indirect effect of E-service quality (X_1) and repurchase intention (Y) through customer satisfaction (Z) mediators are significant at the 0.05 significance level.

DIRECT AND INDIRECT TOTAL EFFECTS

	Coeff	so	t	SIG (TWO)
B (YX)	,4325	,0639	6,7968	**,0000**
B (MX)	,3472	,0516	6,7305	**,0000**
B (YM.X)	,6534	,1017	6,4238	**,0000**
B (YX.M)	,2057	,0650	3,1658	**,0020**

INDIRECT EFFECT & SIGNIFICANCE USING NORMAL DISTRIBUTION

	Value	so	z	SIG (TWO)

EFFECT	,2268	,0491	4,6203	**,0000**

BOOTSTRAP RESULTS FOR INDIRECT EFFECT

	Data	so	LL 95 CI	UL 95 CI
EFFECT	**,2268**	**,0568**	**,1223**	**,3502**

Table. Bootstrapping test (Macro Process)

a. The test results show that the significance of the indirect effect is z=4.6203 and p=0.0000. Because the natural z-value is absolute price > 1.96 and the level of statistical significance z (p-value) < 0.05 means that the indirect effect or indirect effect of the independent variable on the dependent variable through a mediator is significant at the 0.05 significance level. These results indicate the significance of the indirect effect of repurchase intention (Y) on customer experience (X2) through customer satisfaction (Z) mediators.

b. The results of testing the significance of the indirect effect by bootstrapping obtained an estimate of the true indirect effect which ranged from 0.1223 – 0.3502 at the 95% confidence intervals. Because zero is note contained in the confidence intervals, it can be concluded that the indirect effect is significant at the 5% significance level. So in line with the results of the Sobel test, the indirect effect of customer experience (X$_2$) and repurchase intention (Y) through customer satisfaction (Z) mediators is significant at the 0.05 significance level.

Discussion

This study aims to understand how e-service quality and customer experience affect repurchase intention with customer satisfaction as a mediating variable among Traveloka users in Bandung City. Based on the research results, it was found that e-service quality and customer experience have a positive and significant effect on customer satisfaction. Furthermore, customer satisfaction also has a positive and significant effect on repurchase intention.

The Effect of E-Service Quality on Customer Satisfaction

The results showed that the quality of electronic services plays an important role in shaping customer satisfaction. In the context of Traveloka, e-service quality includes aspects such as ease of use of the application, speed of transactions, accuracy of information, and responsiveness of customer service (Zaelani & Adialita, 2024). Customers who find Traveloka's electronic services easy to use and efficient tend to have a higher level of satisfaction. Another factor that affects customer satisfaction is the reliability of the system used by Traveloka. Applications that often experience disruptions or have inaccurate information can reduce customer satisfaction. Therefore, Traveloka must continue to improve the quality of its technology so that customers can access services optimally and without obstacles.

The Influence of Customer Experience on Customer Satisfaction

Customer experience refers to all customer interactions with services provided by Traveloka. Research shows that customer experience has a positive relationship with customer satisfaction. The better the customer experience in using the Traveloka application, the higher the level of satisfaction felt. A positive customer experience involves various aspects such as the ease of the ticket booking process, transaction security, and convenience in using the features available on the Traveloka application (Ficky Tyoga, 2023). In addition, pleasant experiences such as promotions, discounts, and loyalty programs can also increase customer satisfaction. Conversely, negative experiences such as difficulties in obtaining refunds, unresponsive customer service, or errors in bookings can reduce customer satisfaction. Therefore, Traveloka needs to ensure that every customer experience is positive and does not create a bad impression that can reduce customer loyalty.

The Effect of Customer Satisfaction on Repurchase Intention

The results also show that customer satisfaction has a significant influence on repurchase intention. Customers who are satisfied with Traveloka's services tend to want to use the services again in the future. Customer satisfaction can create brand trust and increase customer loyalty to the products or services offered. Satisfied customers are also more likely to recommend Traveloka to others, which can ultimately increase Traveloka's customer base (Abid Azizi, 2024). Therefore, Traveloka needs to continue to ensure that every aspect of the service provided can meet or even exceed customer expectations so that they are encouraged to make repeat purchases.

The Influence of E-Service Quality on Repurchase Intention Through Customer Satisfaction

Although e-service quality has a positive influence on repurchase intention, the results of the study show that this influence is stronger when mediated by customer satisfaction. In other words, good e-service quality does not directly increase customers' repurchase intention, but first increases customer satisfaction which ultimately contributes to repurchase intention (Tondang, 2023). This finding implies that Traveloka does not only provide quality electronic services, but must also ensure that these services can provide a satisfying experience for customers. For example, a fast and accurate ticket search feature can increase customer satisfaction, which then leads to an increased likelihood of customers making repeat purchases.

The Influence of Customer Experience on Repurchase Intention Through Customer Satisfaction

In addition to e-service quality, customer experience has also been proven to have an indirect effect on repurchase intention through customer satisfaction. Customers who have a positive experience when using Traveloka's services tend to feel more satisfied, which ultimately increases their intention to reuse the service in the future (Nurfakih, 2024). Good customer experiences can

include ease of navigation within the application, ease of payment, and responsive and helpful customer service. Therefore, Traveloka needs to ensure that every customer interaction with their platform provides a pleasant and hassle-free experience.

Managerial Implications

Based on the findings of this study, there are several recommendations that Traveloka can implement to increase customer satisfaction and encourage repurchase intention:

a. Improve the Quality of Electronic Services Traveloka needs to ensure that their digital platform is stable, fast, and easy to use. Investment in digital technology and innovation can help improve the quality of electronic services provided to customers.

b. Improve Customer Service Responsiveness of customer service is a key factor in improving customer satisfaction. Traveloka can improve the quality of customer service by providing a variety of communication channels that are more efficient and faster in handling customer complaints or questions.

c. Provide a Better User Experience Traveloka can continue to improve the user experience by providing additional features such as personalized travel recommendations, easy refunds, and attractive promotions that can increase customer loyalty.

d. Optimize Loyalty Programs Loyalty programs such as cashback, special discounts, or reward points can increase customer satisfaction and encourage them to continue using Traveloka's services.

e. Using Customer Feedback for Continuous Improvement Traveloka needs to actively collect and analyze customer feedback to understand which aspects need to be improved or enhanced to increase customer satisfaction and loyalty.

Conclusion

Based on the explanation in the previous chapter, it can be concluded that Traveloka's e-service quality is impressive, the supporting factor for Traveloka's e-service quality is the Efficiency dimension, which means that the services provided have encouraged consumer involvement to experience good, fast, and concise service. The customer experience variable of Traveloka users is in a good category with supporting factors on the Customization dimension, which is related to the experience of adjusting customer needs and desires as the attractiveness of the products offered. Meanwhile, Traveloka's repurchase intention and customer satisfaction variables also have a good category. Based on the dimensions of transactional interest and conformity of expectations, it shows the interest and satisfaction that Traveloka customers get in this study. Traveloka has e-service quality which has a positive and significant effect on customer satisfaction of Traveloka application users. This means that if the service quality (e-service quality) from Traveloka is getting better for customers, it will increase Traveloka's customer satisfaction. Conversely, if the service quality (e-

service quality) from Traveloka to customers is poor, Traveloka's customer satisfaction will decrease. Customer Experience at Traveloka has a positive and significant effect on customer satisfaction variables for Traveloka application users. It means if the customer experience from Traveloka is getting better for customers, it will increase Traveloka's customer satisfaction. Based on the results of the indirect effect test, it shows that the variables of e-service quality and customer experience have an indirect effect on repurchase intention through customer satisfaction.

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