

# The Effect of E-Service Quality and Price on Customer Satisfaction and Loyalty of Traveloka in Pekanbaru

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## Abstract

*Marketing activities of online services are often seen on the achievement of strategies for achieving customer loyalty through customer satisfaction. Taking heed of e-service quality and price constitutes an appropriate marketing strategies to foster the users of online services' satisfaction. Providing service and good benefits with a relatively cheap price to meet the expectations and needs of the customers will affect the level of satisfaction of online services users. The consumer satisfaction maintained by online service providers will create loyal customers. The purpose of this study to test how much the e-service quality and prices influences directly to customer satisfaction and loyalty. In addition, this study examine the relationship of satisfaction and customer loyalty. This research was conducted in Pekanbaru to 200 sample respondents from the users of online flight tickets searching service, Traveloka, from September to October, 2016. Data collection techniques used is a questionnaire with Likert scale using non-probability sampling method. Data were analyzed using SEM analysis techniques, which are used as the instrument in testing hypothesis by using AMOS 21 program. The results of this study indicated that the overall dimensions of e-service quality have positive and significant impact on customer satisfaction and loyalty. Price is another factor that gives positive and significant impact directly on the customer satisfaction as well as loyalty. Consumer satisfaction can be a moderator variable between e-service quality and price to customer loyalty.*

**Keywords:** E-Service Quality, Price, Customer Satisfaction, Customer Loyalty

## Introduction

The increasing of internet users in Indonesia has rapidly growing, as released by the Association of Indonesian Internet Service Provider (APJII) that the internet users reach the number of 88.1 million users. The users increase as many as 16.2 million from 71.9 million people in 2013. It certainly is a big marketing target to do an online bussiness. This condition indirectly creates a form of a market or trading area which commonly called as a marketplace. Similar to the conventional market, in

Marketplace many companies also interact each other to do trading without space and

time boundary. This trading needs a system to do business which is called E-Commerce. According to Eka, Agus (2015) E-Commerce is a system that can help computer users, both businesses and consumers, in buying and selling of goods and services and doing quick and easy transactions on the internet. One business that uses the concept of e-commers with business to consumer models is an Online Travel Agency (OTA). OTA is a provider of searching and booking airline tickets services in which all activities of the transaction is done online. After making the booking and payment, the customer will be sent a booking code and e-ticket to be shown to the officers at the airport.

One of the OTA businesses in Indonesia is Traveloka Company, which was founded in 2012 by Ferry Unardi, Derianto Kusuma, and Albert. Early concepts of Traveloka serve as a search engine to compare airfares from various other sites. In mid-2013 Traveloka then turned into air ticket reservation site where users can book directly on an application that has been provided by the Traveloka. Traveloka business continues to grow until in July 2014 Traveloka also provide online hotel room reservation.

From the data released by W & S Market Research Indonesia on April 2015, Traveloka has successfully become the best trademark in Indonesia in searching and booking air tickets online. Popular Brand Index, Brand Awareness, and Top of Mind of Traveloka far above the competitors such as tiket.com and WEGO.

**Tabel 1.** PBI, Brand Awareness, TOM against OTA service providers

Brand	PBI	Brand Awareness (%)	TOM (%)
Traveloka	48.7	87.8	44.1
Tiket.com	16.9	60.6	20
WEGO	2.8	28.4	1.6
PegiPegi	1.8	30.9	0.6

Source: W & S Market Research Indonesia (April 2015)

In Table 1, it can be seen that Traveloka does not only managed to become top PBI and Brand Awareness, Traveloka also has become top of mind for the web users in searching for flight tickets online in Indonesia. The results showed that 44.1% of 320 respondents had made Traveloka being away from its competitors as a major brand in terms of searching and

booking online ticket. To achieve this, an OTA service company must pay attention to the quality of service of the website in order to attract consumers. Similar companies will not let competition take place with ease. The companies that pay attention to the quality of the online service and the customer satisfaction will be the leading company. The research that has been done using the e-service quality dimensions to check the customer satisfaction, the research (Gwo-Guang Lee and Hsiu-Fen Lin, 2005, Saeed Behjati, and Dr. Mohammad Nahich Siti Norezam Othaman 2012, and Yun Ji Moon 2013) showed that the quality of online services bring an overall positive effects on customer satisfaction.

Zeithmal and Bitner (2003) suggested that customer satisfaction is a concept that is much broader than just assessing the quality of services, but is also influenced by other factors, namely: product quality, price, situational factors, and personal factors of the consumers themselves. Seeing from the opinion, price has also become an important variable to look at customer satisfaction. OTA service users would prefer a company that has a superior online service quality at a cheap price. Prices of some providers in online flight bookings services are not much different. Traveloka and tiket.com which became the top names in Indonesia does not provide the cheapest price of its competitors. In contrast to research conducted by Ehsan, Mudasar, and Kashif which examined the effect of price on consumer satisfaction telecommunications services in Pakistan, also research Kaura (2012), which examines the bank's services, said that the price has a positive effect on customer satisfaction.

Customer satisfaction is one of the marketing objectives that are closely linked to customer loyalty (Zeithmal and Bitner, 2000 in Matzler 2005). If consumers are satisfied with a product or

service, they will continue to purchase and use (J Paul Peter and Jerry C. Olson. *Consumer Behavior* 1996). Customer satisfaction will determine how customers become loyal. Therefore, it increases the profitability of the company. According to Parasuraman (2001) the concept of expected and perceived services by the consumer is determined by the quality of service. In this research, the service quality dimensions used are e-service quality, consisting of: efficiency, reliability, fulfillment, privacy, responsiveness, compensation and contact (Zeithaml 2002).

Marketing activities are often seen on the achievement of customer loyalty through marketing strategies (Siregar, 2004). Customer loyalty is the most important part in repetition of customer's purchasing (Caruana, 2002). The more competition, the more alternative price and quality vary face the customers. Thus, customers will always look for the highest values regarded of some products (Kotler 2005). From the data released by W & S Market Research Indonesia in April 2015, there were 46.9% of customers were not loyal to the OTA service providers. The company's decision to do a systematic improvement of the services is decisive in following up on consumer complaints of a failure that ultimately the consumer is able to bind loyalty (Elu 2005). Thus, this study examines the company focuses OTA service providers, namely Traveloka. This study will examine Traveloka service users who depart from the airport Sultan Syarif Kasim II Pekanbaru. The research objective was to determine the relationship between e-service quality and prices with the customer satisfaction and loyalty to the company of Traveloka in Pekanbaru.

Different from previous studies, this research refers to research of Gwo-Guang Lee Hsiu-Fen Lin (2005) entitled "Customer perceptions of e-service quality in online shopping". In his research,

dimensions of e-service quality as a whole has a strong positive effect on customer satisfaction is also the overall quality of online services and customer satisfaction significantly affecting the intention to repurchase on the online store. This study did not focus on the intention of repurchase, but looking at customer loyalty in Traveloka services. The difference price that comes with every online travel services provider agency of this study will also look at how much the price affects customer satisfaction and loyalty of online ticket searching services. Based on the description of the background, the study, entitled "Effects of E-Service Quality and Price Satisfaction and Customer Loyalty Traveloka in Pekanbaru".

### **Formulation of the problem**

Based on the background of the problems that have been described, the problem in this research are defined as follows:

1. How does the e-service quality effect the customer satisfaction of Online Travel Agency for flight tickets service "Traveloka"?
2. How does the price effect customer satisfaction Online Travel Agency for flight ticket service "Traveloka"?
3. How does the e-service quality affect the customer loyalty Online Travel Agency for flight tickets services "Traveloka"?
4. How does the e-service quality affect customer loyalty on Online Travel Agency for flight tickets services Traveloka?
5. What is the effect of price on customer loyalty on Online Travel Agency for flight tickets services Traveloka?

## Research hypothesis

Based on the problem formulation, theoretical overview and framework above, then there are three research hypotheses, namely:

H1: E-Service Quality with positive effect on customer satisfaction.

H2: Prices with positive effect on customer satisfaction.

H3: Customer satisfaction positively affects customer loyalty.

H4: E-Service Quality positive effect on customer loyalty.

H5: Prices positively effect on customer loyalty.

## Research Methods

### *Research sites*

The research will be conducted on Traveloka users who want to depart from the Sultan Syarif Kasim II airport in Pekanbaru. The consideration is based on various factors: the ease of obtaining samples for filling out questionnaires, funding of research is not too big, as well as saving time and energy used.

### *Population*

Population is the generalization region consisting of the objects / subjects that have certain qualities and characteristics defined by the researchers to learn and then drawn conclusions (Sugiyono 2011). The population in this study is the user's searching services on Traveloka's online air tickets in Pekanbaru.

### *Samples*

Guidelines in determining the size of sample used is five to ten times the amount of research indicators (Ferdinand, 2002). This research uses 20 indicators, then the samples were determined by multiplying the ten times of the existing indicators, ( $10 \times 20 = 200$  respondents). The sample in this research is still in the range of proper sample sizes that should be used that is 100-200 respondents. The data sampling used a nonprobability sampling, a sampling technique that does not give equal chance/opportunity for each element (member) of the population to be elected as members of the sample. (Sugiyono, 2011: 66).

### *Data Analysis Techniques*

Analysis of the factors used in this study is an exploratory factor analysis, where the analysis is useful to identify some of the dimensions that constitute the operationalization of theories and indicators regarding e-service quality. Factor analysis is useful to know whether the dimensions influence e-service quality is efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contacts. In analyzing the data, This study is using SEM (Structural Equation Modelling) by an application AMOS 21. SEM with AMOS 21 application program is used because the model is built on strong theory. SEM is useful to confirm the model

## Result of The Research

### *Description, Measurement and Mapping Level of Achievement*

Analyzing the description of the respondents' perception carried out to obtain a descriptive overview of the

respondents’ perceptions; particularly about variables used in the research. This survey is using a Likert scale with the highest scores in each statement is 5 and the lowest score is 1. To see the respondents’ respond to the indicators and the calculation of scores for the variables, it can be seen in the table and the following explanation

**Tabel 2.** Variable descriptions

No.	Statement	Scale
<b>E-Service Quality</b>		
1	Traveloka’s website or application is very accessible.	3.91
2	It is easy to get information on air tickets on the Traveloka’s website or application.	3.96
3	The Functional of the website or application Traveloka always run well.	3.86
4	Selection of tickets presented is very complete.	3.99
5	Traveloka always send air tickets on time in accordance with waiting time of ticket delivery.	3.97
6	My transaction data on Traveloka is highly confidential.	3.88
7	Banking data security used in Traveloka is well secured.	3.82
8	Traveloka quickly providing information regarding air tickets.	4.02
9	Process of complaint or refund is done easily and quickly.	3.9
10	Refund is processed quickly by Traveloka.	3.92
11	On Traveloka the cutting costs of ticket price refund time is in accordance with the agreement when buying air tickets.	3.91
12	It’s very easy to contact Traveloka’s customer service.	3.89
<b>Price</b>		
1	Prices given by Traveloka are in accordance with the services provided.	3.96
2	Prices given by Traveloka are in accordance with the perceived benefits.	3.94
<b>Customers satisfaction</b>		
1	Traveloka can meet all needs in getting the airplane ticket.	3.9
2	The services on the WEB and prices given by teraveloka have made you satisfied.	3.85
3	The services on the WEB and prices given by teraveloka are in accordance with your expectations.	3.87
<b>Loyalty</b>		
1	I have use Traveloka more than once.	3.42
2	I encourage family or relatives to use Traveloka because the service was good and the prices are appropriate.	3.51
3	I will only use the current Traveloka when I want to find plane tickets.	3.67

Source: Processed Data

*Validity Test*

In this study, all items of the questionnaire that will be used to collect data is declared as valid. This is because the value of the loading factor is greater than 0.5. This means that the entire statement item questionnaire can be used in this study.

*Reliability Test*

The reliability of e-service quality is at 0,939, price at 0.814, 0.838, consumer satisfaction, and customer loyalty at 0.917. Hence, it is known that the four variables have a reliability value greater than 0.7.

This means that the measuring instruments used are reliable or trustworthy.

*Normality Test*

In univariate and multivariate analysis, there are critical ratio value of skewness and kurtosis lies in Ztabel critical value for  $\alpha$  5% is  $\pm 1.96$ , stating that the data used in the study had normal univariate.

*Outlier Test*

By using 20 indicators, the data that has greater Mahalanobis Distance than  $\chi^2$  (20; 0.001) = 45.315 is a multivariate outliers. Based on the outlier test results, the greatest value of Mahalanobis Distance is 36.069. Because all the data has Mahalanobis Distance less than 45.315 then it can be said that there is no data outliers.

*Multicollinearity Test*

From the test results obtained by determinant of the sample covariance matrix value =, 000. Although it showed a value of 0, the value is still positive that the model is still considered good.

*Measurement Model*

Standardized value shows that the weight of each indicator as a measurement of each variable. Indicators with a large standardized suggests the indicator as the strongest measuring variables (dominant).

**Table 3.** Results of Measurement Model Test

Variabel	Item	Standardized	P <sub>value</sub>
<i>E-Service Quality</i>	ESQ1	0.706	0
	ESQ2	0.767	0
	ESQ3	0.81	0
	ESQ4	0.812	0
	ESQ5	0.855	0
	ESQ6	0.833	0
	ESQ7	0.706	0
	ESQ8	0.692	0
	ESQ9	0.697	0
	ESQ10	0.77	0
	ESQ11	0.597	0
	ESQ12	0.728	0
Price	H1	0.785	0
	H2	0.87	0
Consumers satisfaction	KK1	0.717	0
	KK2	0.609	0
	KK3	0.706	0
Customers loyalty	LP1	0.935	0
	LP2	0.867	0
	LP3	0.856	0

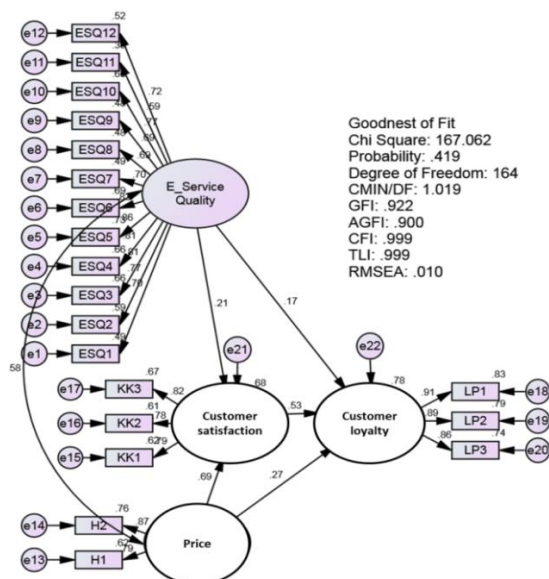
Source: Processed Data

*Testing of Research Model*

*Evaluation of Measurement Model*

Here is a picture of the results of Goodness of Fit (GOF) of AMOS 21 test:

**Picture 2.** GOF Test Results



Source: Results of Researcher’s Processed Data.

It can be seen that there are seven criteria meet the cut of value, the whole of the value of the analysis results had good results. According to Ghazali (2006) model can be reported good or appropriate when one or two GOF criteria have been met. Thus, SEM models in this study fit and appropriate for use.

*Evaluation of Structural Model*

Here is a table of test results of each hypothesis in this study:

**Table 4.** Hypothesis Testing Results

Source: Processed Data

	Relationships between variables	Coefficient	C.R	P	Information
H1:	Customer Satisfaction <- E_Service Quality	0.22	2.627	0.009	Significant
H2:	Customer Satisfaction <- Price	0.626	7.205	0	Significant
H3:	Customer Loyalty <- Customer Satisfaction	0.708	4.561	0	Significant
H4:	Customer Loyalty <- Price	0.323	2.452	0.014	Significant
H5:	Customer Loyalty <- E_Service Quality	0.25	2.825	0.005	Significant

From the results of each test the hypothesis, it can be concluded that the whole hypothesis is acceptable and is described by the results of the study as follows:

1. E-service quality variable has a positive and significant impact on customer satisfaction, this variable has a greater value than the critical ratio that is 1.96 in the amount of 2,627 and a P value is smaller than 0.05 equals to 0.009.

2. Rates variable have a positive and significant impact on customer satisfaction, this variable has a greater value than the critical ratio, that is 1.96 in the amount of 7,205 and a P value is smaller than 0.05 equals to 0.000.
3. Satisfaction variable has a positive and significant impact on customer loyalty, this variable has a greater value than the critical ratio, that is 1.96 in the amount of 4,561 and a P value is smaller than 0.05 equals to 0.000.
4. Satisfaction variable has a positive and significant impact on customer loyalty, this variable has a greater value than the critical ratio, that is 1.96 in the amount of 2,825 and a P value is smaller than 0.05 equals to 0.005.
5. Satisfaction variable has a positive and significant impact on customer loyalty, this variable has a greater value than the critical ratio, that is 1.96 in the amount of 2.452 and a P value is smaller than 0.05 equals to 0.014.

On the direct and indirect testing between variables, the results showed that the coefficients of all the variables in the study are positive and p value < alpha (0.05). There is a positive and significant impact on customer satisfaction and customer loyalty.

Based on the data, it can be concluded that the direct effect of the price on customer satisfaction is 47.89%, it is the variables with the greatest influence. Then the second is customer satisfaction to customer loyalty as much as 28.20%. The third is the price to customer loyalty for 7.18%. The fourth, e-service quality on customer satisfaction for 4.24%. The fifth is the e-service quality on customer loyalty for 3.06%.

While the indirect effect of e-service quality and price to customer loyalty which are both from customer satisfaction, stated that customer satisfaction can be used as a moderator variable. Price becomes a more powerful influence of 13.50% compared with e-service quality by 1.20% in terms of achieving customer satisfaction.

## Discussion

### *Effect of E-Service Quality on Customer Satisfaction*

The results showed that e-service quality has a positive and significant effect on customer satisfaction. The better improvement effort undertaken in the e-service quality, it will indirectly lead to the increasing of customer satisfaction. It is proved by the results of hypothesis testing and the results of relationships between variables testing. The results of this study is also supports the theory of Zeithaml, et. al., in Kuang Wen Wu (2011), which suggested that there is a link between the quality of online service provided with customer satisfaction.

Assessment of online services in this study used efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contacts factors. Those are the dimensions of e-service quality, as a whole they can directly affect customer satisfaction.

However the results of the analysis of respondents' statements in the description on privacy factor, that is about the security of transaction data occupied the lowest value. There are respondents who assess that Traveloka provided bad security systems. This judgment on the security of the service have a considerable effect on the ratings of online services. The Lack of customer ratings on the existing

security service will lead to lower levels of customer satisfaction on Traveloka.

Nevertheless, in the reality Traveloka has ensured the transaction data security by providing private network server and encrypted data. Lack of customer knowledge about this will lead to a lack of customer ratings. One cause of the customers' ignorance about the security service of transaction data is the lack of socialization about this service. Lack of socialization makes the customer does not know clearly and judge that Traveloka does not have a good data security system.

The results of respondents statements on the description analysis, the highest description is about the responsiveness and fulfillment, because of the quick information and complete selection type of flight. It became a good judging from the customer about the service offered by Traveloka. From the results of the analysis, it can be seen that the fulfillment factors have a greater influence than the responsiveness. In fulfillment factor, the on time ticket delivery and the availability of a complete selection of flight leads to good ratings and have great influences on customer satisfaction.

Based on the characteristics of the respondents of Traveloka's customer, There were only few customers with ages 46-70 uses Traveloka. It represented that the customer on this age have difficulty in using the online service of Traveloka directly. Customers in those categories do not understand to use or even just to look for information on Traveloka services system.

On the other hand, overall dimensions of e-service quality are closely influence on satisfaction. The results of this study empirically supported by several previous studies, namely: Grégory Bressolles and François Durrieu (2011), Soheila Ghane, M. Fathian and Gholamian MR (2011) and Gwo- Guang Lee and Hsiu-Fen Lin (2005).

### *Effect of Price on Customer Satisfaction*

The results showed that the price has a positive and significant influence to customer satisfaction. The better service a company can present in a relatively cheap price but with good benefits and services, the more satisfied consumers will feel about the services used. This is proved by the results of hypothesis testing and the results of relationships between variables testing. The results of this study also supports the theory of Zeithmal and Bitner (2003) which stated that customer satisfaction is affected by the service and can also be affected by the price.

The results of respondents statements in description analysis showed that the suitability of the price against the benefits provided by Traveloka is in the lowest position. Judging from the result of analysis about suitability of the price and the benefits, price has the largest value that can affect customer satisfaction. Increasing the benefits would bring enormous influence on creating customer satisfaction.

From these results, Traveloka can provide additional benefits beyond the benefits consumers already obtained related to booking tickets, which the benefits are already becoming standard in every other service providers.

Traveloka need to understand the consumer's sensitivity of this` matter, that it could greatly influence the level of the customer attitude. Whether the costumers will be satisfied or switch to the other services provider. The results of this study empirically supported the results of David Martí'n-Consuegra, Arturo Molina, and A gueda Esteban research (2007).

### *Effects of Consumer Satisfaction to Customer Loyalty*

The results showed that customer satisfaction has a positive and significant



effect on consumer loyalty. When an online service company satisfies consumers, the consumers will continue to use these services and less likely to use the services of other providers. The customer subsequently will be loyal to such online service. The result of this study also supports the theory of Zeithamal and Bitner (2000), which expressed satisfaction closely linked to customer loyalty.

This indicated that customer satisfaction is a very important factor in determining customer loyalty. The increase in the factors that affect customer satisfaction will increase the level of customer satisfaction, which will directly influence the level of customer loyalty to an online service.

Moreover, it can be seen from the analysis of the description, the fulfillment of all the needs of customers in obtaining air tickets has the greatest value that affect loyalty. In the analysis factors it also received the greatest results, it indicated that Traveloka has been aware of this and provide services to meet all customer needs in a good online flight bookings.

Besides, the results of the description analysis in which web services and price give satisfaction to the customer are on the lowest score, on the results of the analysis factor, it also has the lowest value. This illustrated that Traveloka has already known what the customers are concerned about to obtain their satisfaction and loyalty. The results of this study are supported empirically by Saeed Behjati, and Dr. Mohammad Nahich Siti Norezam Othaman (2012).

#### *Effect of E-Service Quality on Customer Loyalty*

The results showed that e-service quality directly brings positive and significant effect on customer loyalty. The direct effect of e-service quality to the

customer's loyalty is greater than the effect of e-service quality on loyalty through customer satisfaction. It can be seen from the results of hypothesis testing and the results of test about the direct influence of e-service quality on customer loyalty. These results indicated that an increase in the factors of the dimensions of e-service quality can directly affect customer loyalty. The result of this study also supports the theory of Poon and Swatman (1997) in Cloete et al (2002) who found no relationship between the benefits of online services to customer loyalty.

It indicated that the overall dimensions of e-service quality can also strengthen the level of customer loyalty. The results of this study are supported empirically by Gjoko Stamenkov and Zamir Dika (2013).

#### *The influence of price on Customer Loyalty*

The results showed that the price has a positive and significant impact on customer loyalty. Directly influence of the price on customer's loyalty is greater than the effect of price on loyalty through customer satisfaction. It can be seen from the results of hypothesis testing and results of direct influence test on customer loyalty rates. The results showed an increase in the suitability of the benefits of services and the price can cause a high customer loyalty. The result of this study also supports the theory by Dharmmesta (1999: 128) stated that the price is one of the factors that affect customer loyalty. The results of this study are supported empirically by David Marti'n-Consuegra, Arturo Molina, and A gueda Esteban (2007).

#### *Managerial implications*

Based on the analysis and discussion, the managerial implications that can be done by Traveloka in terms of improving e-service quality is to improve the

introduction of transaction system security that has been done. Traveloka also need to explain the existing security system by adding a video simulation or the security system test on each Traveloka's ad. It is useful to assured the confidence in the security of transaction data owned by Traveloka. In addition, traveloka needs to pay attention to customers with limited use of the Internet, by improving services or create new services for users who are not too familiar with the online service.

In terms of prices, based on the results and discussion, the price is the most substantial influence on satisfaction and loyalty. Then the managerial implications that can be done by Traveloka is to guarantee the price offered is below other competitors without reducing the benefits os its services. It will improve customer satisfaction and affects customer loyalty. Besides, it provides other additional benefits in price components beyond standard benefits provided by the other competitors.

Based on the analysis and discussion related to customer satisfaction, the managerial implications that can be done by Traveloka is to maintain customer satisfaction that has been obtained become a priority. By ensuring that the service provided is a complete service to meet all customer needs on booking tickets online. A customer who has conducted transactions on Traveloka, should be requested opinion, whether they are satisfied with the service and the prices obtained. If there are consumers who are not satisfied, they should immediately be contacted directly to ask about their complaints and immediately provide the appropriate solution. Customers who experiences bad services will undermine the level of satisfaction. It will change the loyal customers' attitude.

Developing the level of customer loyalty based on the analysis and discussion, the managerial implications

that can be done by Traveloka is by providing special services for customers who have been loyal or already have a deal more than one time. It can be done by giving points of each transaction on a member card. This card can be made as gold member card and silver member card that can be redeemed for a free ticket by accumulating a number of points gained.

## **Conclusions And Recommendations of The Research**

### *Conclusion of the Research*

This study was conducted to examine the factors that affect customer satisfaction and loyalty. The factors in this study are an e-service quality and price. Based on the analysis and discussion in the previous chapter, it can be concluded as follows:

1. E-Service Quality is the factor that customers concerned about. The customer will do an evaluation on the services provided. This customer's assessment can affect customer satisfaction on online travel agent service user.
2. The price is also an important factor to the assessment of the level of services provided, compliance of services benefit and appropriate price perceived is able to provide an enormous influence on customer satisfaction online travel agent service user.
3. Customer satisfaction is achieved from of several factors. This study focuses on two points namely e-service quality and price. Achieving customers satisfaction and expectations on service and price would affect the customer loyalty.
4. E-Service Quality can also provide direct influence on customer loyalty. By fulfilling the e-service quality dimensions, namely: efficiency, reliability, fulfillment, privacy,

responsiveness, compensation, and the ability to make a good contact, the customers become loyal to the online travel agent services.

5. Prices also can provide direct influence on customer loyalty. The factors of the value of the benefits to the amount of money charged suitability to the customer will lead customers become loyal to the online travel agent services.

### *Research suggestions*

Based on the results and conclusions of research that has been done, then the suggestions can be presented are as follows:

1. Traveloka should always retain the services on the system that has been built in order to maintain the level of customer satisfaction and loyalty obtained, by guaranteeing services to the customer always maintains its quality. Moreover, the security of transaction data should be further enhanced therefore the customers know exactly how confidential the transaction data on Traveloka is.
2. Traveloka should also make additional reservation service online with voice or short message service, thus it could help customers who are less familiar with the Internet. Then, Traveloka can expand the scope of existing online services.
3. Traveloka should add the benefits that customers could obtain, beyond the standard benefits provided by the other competitors, by adding a program that involves customer's contribution to the advancement of education or other good things. Transaction prices are already including customer's donations. There will be the options to participate in the program or not before making a booking. Otherwise, adding benefits in the form of discounts

voucher for hotel reservations that have cooperated with Traveloka in the customers' destination areas.

4. Researchers who want to continue this research is a very good thing. Due to the online services is currently a matter that is growing rapidly, in the world, especially Indonesia. It is expected that further research add variable or try swapping the supporting variable, such as: the effect of advertising, trust, and brand image with data analysis techniques similar to this study to test the e-service quality on customer satisfaction and loyalty on online travel agent services. This is useful in order to reinforce the results of the effect of e-service quality on customer satisfaction and customer loyalty on Online Travel Agent services.

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