



## ANALYSIS OF E-SERVICE QUALITY AND SATISFACTION (E-SATISFACTION) ON PURCHASE DECISIONS AND LOYALTY (E-LOYALTY) TRAVELOKA CONSUMERS IN MAKASSAR CITY

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### ABSTRACT

Selling airline tickets is one of the methods used by ticket agent service providers to make it easier for prospective aircraft passengers to get plane tickets. In the past, people who wanted to buy airline tickets had to buy them through travel agents or go directly to the airport and this was deemed inefficient in today's technology. Traveloka.com is an internet company that provides online airline ticket booking services, initiated in March 2012. The purpose of this study is to determine the effect of service quality (e-service quality) and satisfaction (e-satisfaction) on purchasing decisions and loyalty (*e-Loyalty*) Traveloka consumers in Makassar City. The research method used The quantitative method can be interpreted as a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using this research instrument uses quantitative data analysis / statistical software SPSS 26 (*Statistical Package for Social Science*) *Path Analysis* with the aim of testing the hypothesis that has been set. From the results of data processing, it is known that service quality has a significant effect on purchasing decisions, purchase satisfaction has a significant effect on purchasing decisions, service quality has a significant effect on loyalty (*e-Loyalty*), purchase satisfaction has a significant effect on loyalty (*e-Loyalty*), purchase decisions have a significant effect on loyalty (*e-Loyalty*), service quality has no significant effect through purchasing decisions on loyalty (*loyalty*), purchase satisfaction (*e-Satisfaction*) has a significant effect through purchasing decisions on loyalty (*loyalty*).

**Keywords:** service quality (*e-Service Quality*), Satisfaction (*e-Satisfaction*), Purchase Decision, Loyalty (*e-Loyalty*).

### INTRODUCTION

Indonesia is a maritime country, most of whose territory consists of waters with many islands, and is the fourth largest country with a population of 273.9 million in 2020 (Detikcom, 2020). In 2018 active internet users in Indonesia amounted to 171.1 million internet users out of a total population of 264.1 million or 64.8% of the total population in Indonesia. When compared

to the previous year there was an increase of 10.12% or 27.9 million internet users, if you rank the three largest percentages based on internet users based on age, you can find the first results, namely 15-19 years old with 91% secondly, there are 20- 24 years as much as 88.5% and the third is aged 25-29 with 82.7% (APJII, 2018). The millennial generation is the term for people born between 1982 and 2004, while generation X is the designation for the previous generation, born 1961 to 1981. (Shierine Wangsa Wibawa, 2017) so the millennial generation in Indonesia dominates as the largest internet user.

Over the years, many travel agents have sprung up selling tickets online to help users buy tickets in an efficient, effective way and get satisfactory service quality. Purchasing tickets online is the answer to the problems faced by users so far who have to come directly to the terminal, airport, or port by regularly surveying the departure schedule so that the goal of getting the best price and right time, adjusting user needs from selling tickets online also helps providers of transportation modes such as Airlines, PO Buses, KAI, and Pelni to add their fleets to routes where many people become destinations.

The Alvara Research Institute in 2019 issued their survey results of 1,204 millennial respondents born in 1981-1997 with the appearance of the Traveloka application as an application or site that is often used by 79% of respondents followed by tiket.com by 8.9%, Behavior of users who are respondents recommending to others using the *net promoter score*. The survey results were promoted by 15.8% of respondents while tiket.com was only promoted by 5.9% of respondents. (Agung DH *et al.*, 2019)

Traveloka is a company that provides flight and hotel ticket services online with domestic travel in Indonesia. Founded by Ferry Unardi, Derianto Kusuma, and Albert Zhang in 2012. Currently, it is one of the start-ups with unicorn status because it has a valuation of over one billion dollars. The easiest valuation calculation can be exemplified by calculating the initial capital and injecting investor funds. (Dictio Community, 2018)

Magdalena & Jaolis (research state that electronic customer satisfaction (*e-satisfaction*) is customer satisfaction with previous purchasing experiences or behavior with the website, while consumer loyalty is defined as the mindset of customers who are kind to the company. , commit to repurchasing the company's products or services and recommending products or services to others. Researchers realize that customer loyalty is the main route for companies to stay competitive, profitable, and grow in order to survive.

## LITERATURE REVIEW

### Quality of Electronic Service (e-Service Quality)

Quality of service is directly measured by the friendliness of the seller to meet directly with the buyer, unlike the quality of electronic services. The quality of electronic services is measured by the convenience provided by the company through the internet or the company's website. E-service quality has a role that has a significant effect on many aspects of e-commerce, including consumer confidence in e-commerce companies (David, 2018). The satisfaction of a customer is very important for a company. There are many factors that can influence customer satisfaction, one of which is the quality of service (*e-service quality*). According to previous research conducted by Jonathan (2013) shows that service quality (*e-service quality*) has an influence on *customer satisfaction*.

### Satisfaction (*e-Satisfaction*)

Customer satisfaction can be created if the quality of service provided by the company is said to be good (Prasetyo & Purbawati, 2016). Service quality and customer satisfaction are the success factors of a company to achieve competitive advantage (David, 2018)

### Purchasing Decisions

According to Sangadji (2013), the definition of a purchase decision is an act of two or more alternative options. Consumers who want to choose must have alternative options. Meanwhile, Setiadi, J, (2003) defines that the essence of consumer decision-making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. The result of this integration is a choice that is presented cognitively as a desire to behave.

### Loyalty (*eLoyalty*)

According to Griffin in Sangadji (2013) states "*loyalty is defined as non-random purchase expressed over time by some decision-making unit.*" Based on these definitions can be explained that more loyalty refers to a form of behavior of unit decision-making unit to make purchases continuously for goods and services from selected companies, *e-Loyalty* is how the attitude of the users who benefit the company and commitment to *online retailers* that resulting in repeated buying behavior.

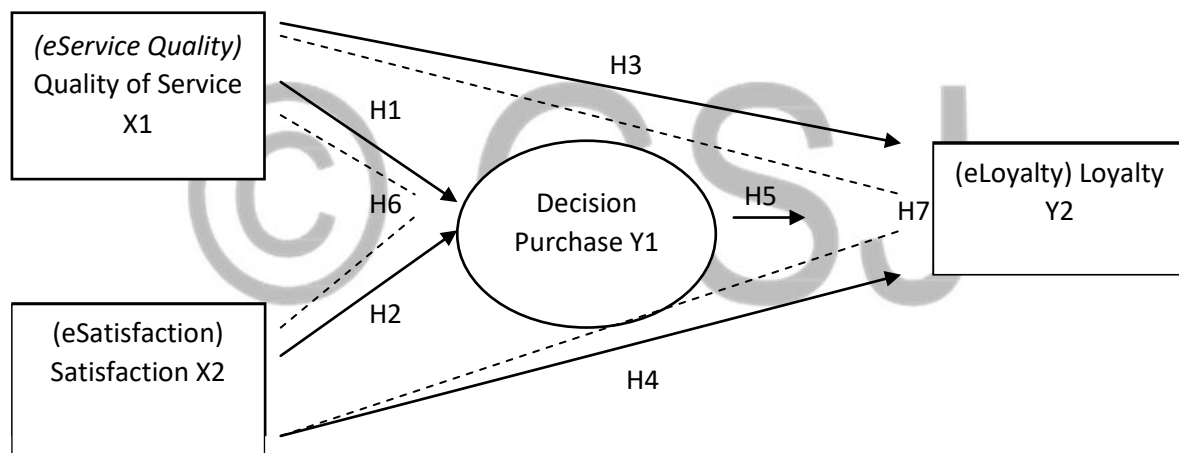


Figure 1. Framework

The hypotheses tested in this study are as follows:

- H<sub>1</sub>.** There is an influence between the Service Quality (e-Service Quality) on the Purchase Decision of Traveloka users
- H<sub>2</sub>.** There is an influence between Loyalty (e-Loyalty) on Purchasing Decisions for Traveloka users
- H<sub>3</sub>.** There is an influence between the Service Quality (e-Service Quality) on the Satisfaction (e-Satisfaction) of Traveloka users
- H<sub>4</sub>.** There is an influence between Loyalty (e-Loyalty) on Satisfaction (e-Satisfaction) of Traveloka users
- H<sub>5</sub>.** There is an influence between the Purchase Decision on Satisfaction (e-Satisfaction) of Traveloka users
- H<sub>6</sub>.** There is an influence between the Service Quality (e-Service Quality) and Loyalty (e-Loyalty) on the Purchase Decision of Traveloka users

**H<sub>7</sub>**. There is an influence between the Service Quality (e-Service Quality) and Loyalty (e-Loyalty) on the Satisfaction (e-Satisfaction) of Traveloka users.

## RESEARCH METHODS

### Location and Time of Research

The variables in this study were service quality (*e-Service Quality*) and satisfaction (*e-Satisfaction*) with loyalty (*e-Loyalty*) through purchasing decisions of Traveloka users in Makassar City, which means that the research location will be carried out in the Makassar City area. The research started from the preparation of a research proposal in September 2020 until the research was carried out in February in the city of Makassar.

### Population and Sample

Hair (2014) recommends a minimum sample size of 100 because the precision of model predictions on data increases with the increase in the number of samples.

### Types and Sources of Data

Types of data used in this study are Quantitative data, namely data in the form of computable numbers obtained from the calculation of the questionnaire to be carried out and related to the problem to be studied.

Sources of data for this study came from:

1. Primary data: namely data obtained from the subject through interviews or giving questionnaires to respondents.
2. Secondary Data: namely data obtained from other parties, not directly obtained from the object of research. This data can be obtained from magazines, books, and others.
3. Data according to time: cross-section data that has an object at a certain time to a certain object

### Research Variables and Operational Definition

1. Independent Variable (X)  
According to Sugiyono, (2015) the independent variable is "This variable is often referred to as the stimulus variable, predictor, *antecedent*. The independent variables are service quality (*e-Service Quality*) X1 and Satisfaction (*e-Satisfaction*) X2
2. Intervening Variable (Y1)  
The intervening variable in this study is the Purchase Decision (Y1).
3. Dependent Variable (Y2)  
The dependent variable in this study is loyalty or loyalty (*e-Loyalty*).

## RESEARCH RESULTS AND DISCUSSION

### Description of Research Subjects

This study provides a description of the subject by describing the characteristics of the entire sample with an explanation of gender, age, last education, occupation, and how long it has been ordering tickets at Traveloka

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**Tabel 4.1 Characteristics of Respondents**

No	Category	Percentage (%)
1	<b>Gender</b> Male Female	66 34
2	<b>Age</b> 15 – 19 Years 20 – 24 Years 25 – 29 Years 30 – 34 Years 35 Years < ...	1 47 24 10 18
3	<b>Last Education</b> Junior High School and equivalent Senior High School and equivalent Diploma Bachelor Postgraduate	1 7 37 38 17
4	<b>Current Jobs</b> Civil Service Staff Employee Entrepreneur Professionals (Doctor, lawyer, Consultant) Students Other Jobs	46 18 9 3 7 17
5	<b>How Long have you been using Traveloka</b> Less than 1 year 1 – 3 years 3 – 5 years More than 5 years	6 18 44 32

## Results of the Analysis of Instrument Validity and Reliability Test

After expert validation is carried out then a limited test of the validity of the questionnaire is carried out, statistical analysis to test the validity of the questionnaire can be done by calculating the correlation *product-moment* (Sugiono: 2011: 183):

$$r_{hitung} = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{[n(\sum X^2) - (\sum X)^2][n(\sum Y^2) - (\sum Y)^2]}}$$

Description:

- R : validity index for item i.
- n : number of respondents.
- X : variable score (respondent's answer).
- Y : total score of the variable for the nth respondent.

### Validity and Reliability Test of Service Quality Instruments (X<sub>1</sub>)

Based on the output "reliability statistic", it is known that Crombath's alpha value is 0,622 greater than 0,60. The second assumption of alpha values is then compared with the table value at the significance level of 5%  $r_{tabel}$  determined based on the number of respondents (27) 0,316. It can be concluded that  $r_{hitung} \geq r_{tabel}$  is  $0,622 \geq 0,316$ . So the service quality Instrument questionnaire/questionnaire is declared reliable and can be trusted as a data collection tool in research

### Validity and Reliability Test of Satisfaction Instruments (E-Satisfaction) (X<sub>2</sub>)

Based on the output "reliability statistic", it is known that Crombath's alpha value is 0,676 greater than 0,60. The second assumption of alpha values is then compared with the table value at the significance level of 5%  $r_{tabel}$  determined based on the number of respondents (27) 0,316. It can be concluded that  $r_{hitung} \geq r_{tabel}$  is  $0,676 \geq 0,316$ . So the service quality Instrument questionnaire/questionnaire is declared reliable and can be trusted as a data collection tool in research

### Validity and Reliability Test of Purchasing Decision Instruments (Y<sub>1</sub>)

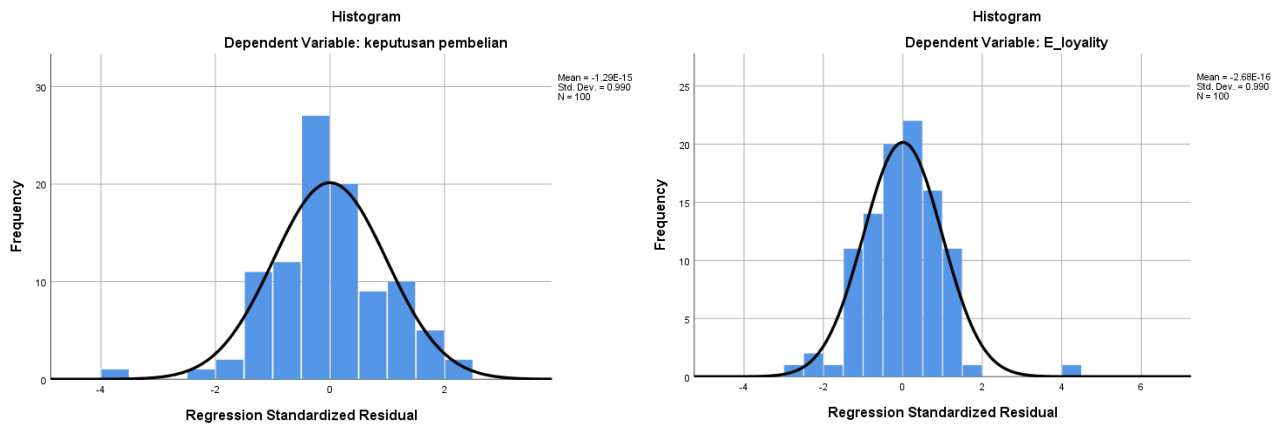
Based on the output "reliability statistic", it is known that Crombath's alpha value is 0,655 greater than 0,60. The second assumption of alpha values is then compared with the table value at the significance level of 5%  $r_{tabel}$  determined based on the number of respondents (27) 0,316. It can be concluded that  $r_{hitung} \geq r_{tabel}$  is  $0,655 \geq 0,316$ . So the service quality Instrument questionnaire/questionnaire is declared reliable and can be trusted as a data collection tool in research

### Validity and Reliability Test of Traveloka Consumer Loyalty (E-Loyalty) Instruments (Y<sub>2</sub>)

Based on the output "reliability statistic", it is known that Crombath's alpha value is 0,686 greater than 0.60. The second assumption of alpha values is then compared with the table value at the significance level of 5%  $r_{tabel}$  determined based on the number of respondents (27) 0,316. It can be concluded that  $r_{hitung} \geq r_{tabel}$  is  $0,686 \geq 0,316$ . So the service quality Instrument questionnaire/questionnaire is declared reliable and can be trusted as a data collection tool in research

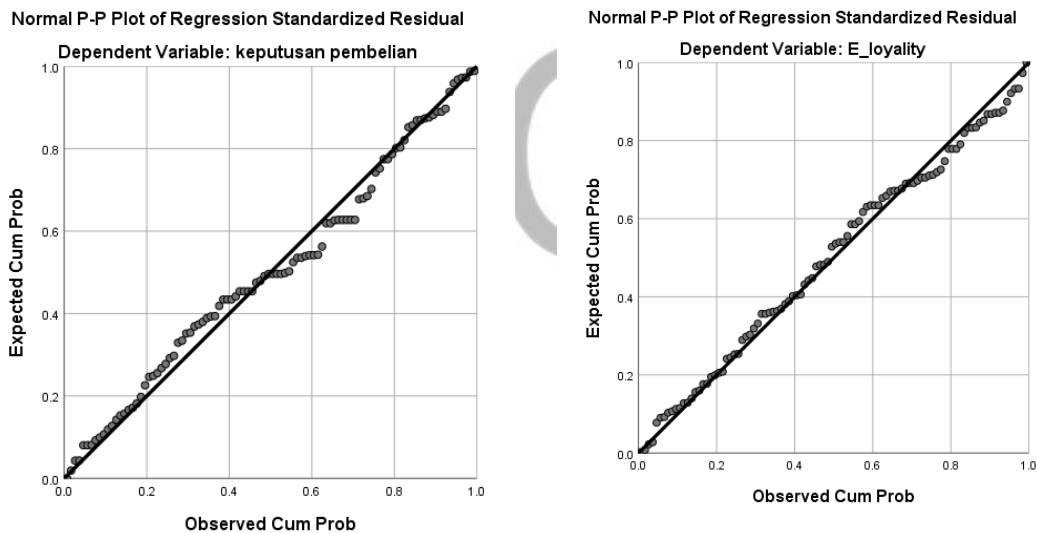
## Classical Assumption Test Results

### Normality test



**Figure 4.1 Histogram Normal Curve**

The histogram diagram forms a normal curve, so the residual is declared normal and the normality assumption is fulfilled.



**Figure 4.2 Normal P-P Plot Diagram**

It is said to fulfill the assumption of normality if the diagram shows plots following a straight line. You can use the two graphs above to find out the normality of the residuals in the multiple linear regression test

### Heteroscedasticity Test

Heteroscedasticity test is a test that assesses whether there is an inequality of variance of the residuals for all observations in the linear regression model.



**Table 4.2 Heteroscedasticity of the three variables**

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,527	1,453		1,738	.085
	<i>E-Service Quality</i>	.294	.060	.389	4,890	.000
	<i>E-Satisfaction</i>	.403	.071	.451	5,671	.000

a. Dependent Variable: purchase decision

From the output above, it appears that the three variables have no symptoms of heteroscedasticity because of Sig.  $0,085 > 0,05$ .

**Multicollinearity Test**

The multicollinearity test is a test that is carried out to determine whether in a regression model there is intercorrelation or collinearity between independent variables. Intercorrelation is a linear relationship or a strong relationship between one independent variable or predictor variable with other predictor variables in a regression model. Intercorrelation can be seen by the correlation coefficient value between the independent variables, VIF and Tolerance values, Eigenvalue and Condition Index values, and standard error beta coefficient or partial regression coefficient.

**Table 4.3 Independent Correlation through Intervening Variables**

		Correlations		
		Buying decision	<i>E-Service Quality</i>	<i>E-Satisfaction</i>
Pearson Correlation	Buying decision	1,000	.596	.629
	<i>E-Service Quality</i>	.596	1,000	.459
	<i>E-Satisfaction</i>	.629	.459	1,000

In table of 4.11 [Correlation](#) shows the results of the intercorrelation analysis between the independent variables as indicated by the [Pearson correlation coefficient](#). In this case, in the output [SPSS](#), you can see the crossovers between independent variables. the independent variable X1 with X2 is equal to  $r = 0.459$ . Because the value of 0.459 is less than 0.8, multicollinearity symptoms are not detected.

**Table 4.4 Independent Correlation of Dependent Variables**

Correlations				
		E_loyalty	e_Service quality	e_Satisfaction
Pearson Correlation	e_Loyalty	1,000	.571	.581
	e_Service Quality	.571	1,000	.459
	e_Satisfaction	.581	.459	1,000

In table 4:11 and table 4:12 the correlation shows the results of the intercorrelation analysis between the independent variables which is marked by the value of the Pearson correlation coefficient. In this case, in the SPSS Output, you can see the crossovers between independent variables. the independent variable X1 with X2 is equal to  $r = 0.459$ . Because the value of 0.459 is less than 0.8, multicollinearity symptoms are not detected. The conclusion is that there is no multicollinearity problem so that the test results are said to be reliable. Then the partial regression coefficient value is said to be reliable and robust or immune to changes that occur in other variables in this study.

**Hypothesis Results Using Path Analysis**

This study finds the results of an analysis of service quality (*E-Service Quality*) and satisfaction (*E-Satisfaction*) on purchasing decisions and loyalty (*E-Loyalty*) of Traveloka consumers in Makassar City. Regression analysis is used to examine the effect of the independent variable on the dependent variable. The statistical analysis model was chosen because this study aims to determine the effect of the independent variables on the dependent variable.

**REGRESSION ANALYSIS 1**

**Table 4.5 Regression Results of Service Quality and Satisfaction through Purchasing Decisions**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.718a	0.515	0.505	1.87563
a. Predictors: (Constant), e Satisfaction, e Service Quality				
Coefficients <sup>a</sup>				

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,527	1,453		1,738	.085
	eService Quality	0.294	0.060	0.389	4,890	.000
	e Satisfaction	0.403	0.071	0.451	5,671	.000

a. Dependent Variable: Purchase Decision

## REGRESSION ANALYSIS 2

**Table 4.6 Regression Results for Service Quality and Satisfaction of Loyalty**

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	0.697 <sup>a</sup>	0.486	0.470	4.29754		

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,908	3,382		2,930	0.004
	e Service Quality	0.481	0.154	0.288	3,132	0.002
	e Satisfaction	0.577	0.188	0.292	3,071	0.003
	Buying decision	.554	0.233	0.250	2,381	0.019

a. Dependent Variable: Loyalty

Based on the output of SPSS 26 regression, in the coefficient table section, it is known that the significance of the three variables, namely  $X_1 = 0,002$ ,  $x_2 = 0,003$  and  $y = 0,019$ . These results conclude that the regression of the variables  $X_1 < X_2$  and  $Y_1$  has a significant effect on  $y_2$ . The magnitude of the value of  $r^2$  or square contained in the summary model is 0.486, this shows that the contribution of  $X_1 < X_2$  and  $Y_1$  to  $Y_2$  is 48.6% while the remaining 69.7% is the contribution of other variables that are not researchers thorough. Meanwhile, the value of  $e_2 = \sqrt{1 - 0,486} = 0.716$ .

## Conclusions and suggestions

Based on the analysis and discussion in chapter four, it can be concluded that:

1. Service quality ( $X_1$ ) has a significant effect on purchasing decisions  $Y_c$  for Traveloka consumers.
2. Purchase satisfaction ( $X_2$ ) has a significant effect on purchasing decisions  $Y_2$  on Traveloka consumers.
3. Service quality ( $X_1$ ) has a significant effect on Yloyalty to traveloka<sub>2</sub> consumers.
4. Purchase satisfaction ( $X_2$ ) has a significant effect on e-loyalty  $Y_2$  for Traveloka consumers.
5. Purchase decision ( $Y_1$ ) has a significant effect on e-loyalty  $Y_2$  for Traveloka consumers.
6. Service Quality (*eService Quality*)  $X_1$  through Purchase Decision  $Y_1$  does not have a significant effect on Loyalty (*eLoyalty*)  $Y_2$
7. Satisfaction (*e-Satisfaction*)  $X_2$  through Purchase Decision  $Y_1$  has a significant effect on Loyalty (*eLoyalty*)  $Y_2$

It is recommended that TRAVELOKA remain to maintain the quality of service, acquire new users without forgetting old users. Provide a variety of attractive choices to users so that they are interested in immediately making repeated purchases on Traveloka. This is a good evaluation to be able to continue to provide and maintain user satisfaction scores. Hopefully, Traveloka can continue to survive in the future.

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