













## 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>)

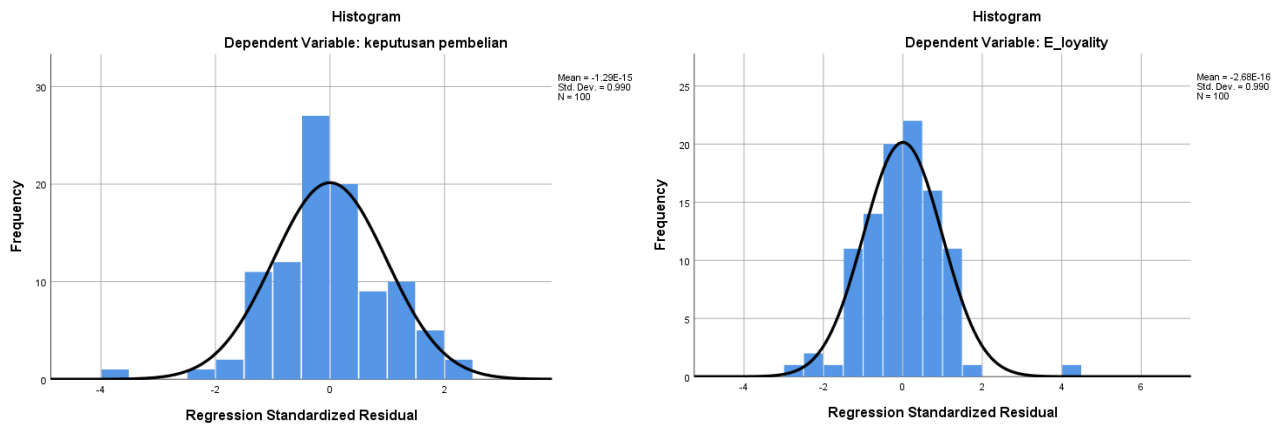
Based on the output "reliability statistic", it is known that Crombath's alpha value is 0,655 greater than 0,60. The second assumption of alpha values is then compared with the table value at the significance level of 5%  $r_{tabel}$  determined based on the number of respondents (27) 0,316. It can be 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

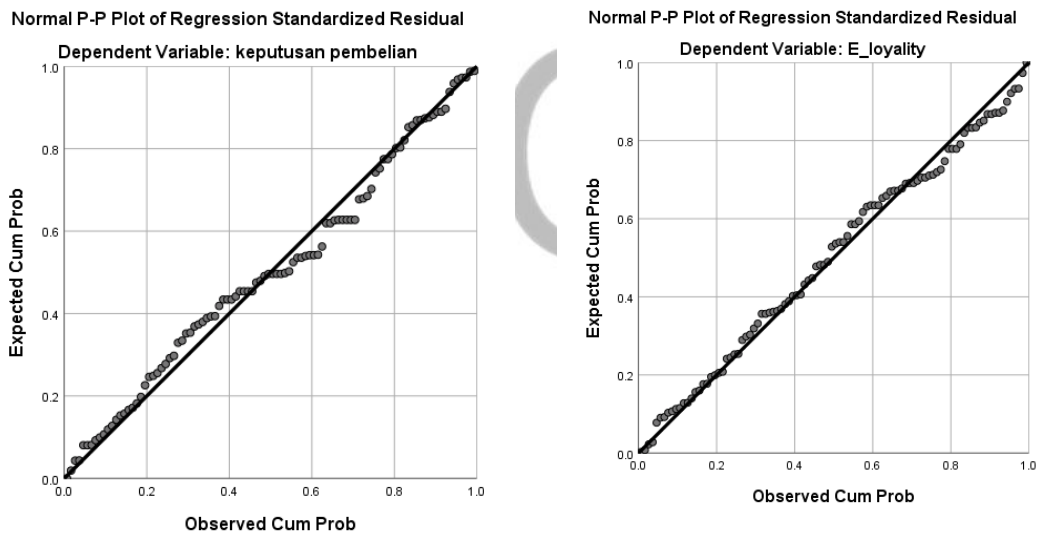
## Classical Assumption Test Results

### 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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