The Influence Of E-Service Quality Dimensions On E-Customer Satisfaction And Its Impact On E-Customer Loyalty Tiket.Com

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Abstract.

The problem that is often experienced by companies in the field of online transportation services such as travel agencies is the quality of service provided. Most consumers are dissatisfied with the services provided. These problems make researchers interested in further examining the level of consumer satisfaction with the services provided and analyzing consumer loyalty in using the travel agency application in the form of tiket.com. The implementation of this research implements a descriptive quantitative method with the data collection technique, namely a questionnaire. Then the sample selection method applies non-probability sampling of the purposive sampling type and 260 respondents are obtained. While the data analysis implements hypothesis testing in the form of SEM-PLS. Based on the test results and analysis conducted, it was found that 1) e-customer satisfaction is positively influenced insignificantly by site organization; 2) e-customer satisfaction is not positively influenced by efficiency; 3) e-customer satisfaction is positively influenced insignificantly by responsiveness; 4) e-customer satisfaction is positively influenced by user friendliness; 5) e-customer satisfaction is positively influenced insignificantly by personal needs; 6) e-customer satisfaction is positively influenced by fulfillment; and 7) e-customer satisfaction is positively influenced by security..

Keywords: *Online Travel Agent (OTA), Tiket.com, E-Service Quality, E-Customer Satisfaction,and E-Customer Loyalty.*

I. INTRODUCTION

In the digital era, the need for internet technology is one of the things that has a significant impact on life for communication and information sharing. With the development of technology, it helps open horizons and provide convenience in activities. The increasing development of technology that is accelerating makes technology have an impact on several sectors, such as the education sector in conducting learning methods, to the business sector and others.Based on information reported by Katadata, at the beginning of 2022, there were 204.7 million internet users in Indonesia, which is higher than in 2018 or it can be said that the current year has increased by 54.25%. This condition represents that during the last five years, the number of internet users has increased significantly.

The increase in the number of internet users supported by technological advances has encouraged changes in the lifestyle of consumers who prefer to buy their needs online, including the selection of travel agencies. This is because the internet network has a big influence in the field of transportation services (Kourtesopoulou et al., 2019). Tiket.com currently provides several services for booking tickets such as flights, buses, hotels, trains and concerts. Until now tiket.com already has services in all provinces of Indonesia. Based on a survey conducted by Goodstats 2023, Tiket.com is the second most popular hotel and travel startup in 2022 with 97%. However, with this achievement there is still dissatisfaction given by users of the Tiket.com application which indicates a problem in the services provided by Tiket.com to customers. Which can be seen through the Tiket.com application rating on Google Playstore. Based on the rating assessment on Google Playstore, the application gets a score of 4.1 out of 5. Where the results of this rating when compared to 4 other online travel agent applications Tiket.com has the lowest rating.

Nama Brand	2018	2019	2020	2021	2022
Agoda.com	2.30	2.70	4.40	7.20	7.80
Pegipegi.com	3.10	1.80	2.20	5.00	5.10
Tiket.com	2.80	6.00	7.50	11.10	13.60
Traveloka.com	45.70	30.00	30.50	38.30	38.50

Showing 1 to 4 of 4 entries

Sumber: Top Brand Award (www.topbrand-award.com)

Fig. 1. Top Brand Index Value of Online Ticket Booking Sites in Indonesia
Source: Top Brand Award, 2023

In figure 1, the Top Brand Index data in 2023 for the Tiket.com application in the last 5 years has increased every year. In 2018 the Top Brand Index value of Tiket.com was recorded at 2.80, then in 2019 it increased by 6.00, then in 2020 it increased by 7.70, in 2021 it increased by 11.10, and finally in 2022 it increased by 13.60. The Tiket.com application holds the second position in the Top Brand Index under its competitor, Traveloka.

With this phenomenon, it can be concluded that although the Tiket.com application is the most popular and widely downloaded application in Indonesia, there are still many complaints from customers regarding the quality of the electronic service of the Tiket.com application. These customer complaints will certainly affect customer satisfaction with Tiket.com. However, even though the quality of service and customer satisfaction is still not optimal, Tiket.com's customer loyalty has been quite good in the last 5 years. Judging from the Top Brand Index data, Tiket.com's customer loyalty value has continued to increase in the last 5 years. In the research of Raza et al (2020), the Tiket.com system must be designed with a fast process time for customer requests and problems to maintain customer loyalty.

II. LITERAUTER REVIEW

a. E-Service Quality

Quality is a set of attributes that characterize a product or service based on consumer expectations. Service quality (servqual) is a model for assessing services based on their perceived performance (Sari et al., 2018). The definition of e-service quality is an indicator to measure the extent to which consumers are satisfied using internet services to buy products online (Pranitasari & Sidqi, 2021).

b. E-Customer Satisfaction

The satisfaction evaluation that customers give to the company for the use of its products, where the product has been purchased or ordered online is called e-satisfaction (Puranda et al., 2022).

c. E-Customer Loyalty

Indicators that show the success of online sales are consumers who repurchase the product or the product has loyal customers. Based on the opinion of Hamdallah (2020) the definition of e-loyalty is the behavior of consumers who purchase products again and bring benefits to the company. The principle of e-loyalty is to maintain consumer behavior so that they remain loyal to using their products.

III. METHODS

Types of research

This type of research is designed to test a hypothesis, the purpose of which is to prove the hypothesis that has been formulated and can support the theory This research uses a quantitative approach, with the dependent variable being E-customer Satisfacton (Y1) and also on E-Customer Loyalty (Y2). Meanwhile, the independent variable, Electronic service quality (X1). The type of research used in this study is descriptive by asking for causal relationships (cause-and-effect).

Population and Sample

The population in this study are Indonesians who have made transactions at least twice in the Tiket.com application. This study uses purposive sampling method, which is to select certain sample members according to the criteria determined by the researcher because only these samples represent or can provide information to answer research problems.

Data collection technique

The method implemented by researchers to collect research data is a Google form-based questionnaire distributed online with several respondents, which amounts to 260 people. Then the data that has been collected will be analyzed by implementing hypothesis testing in the form of PLS (Partial Least Square) or soft modeling, which is a powerful approach technique used to analyze data. Then to facilitate the analysis of the data, the researcher implemented SmartPLS software assistance.

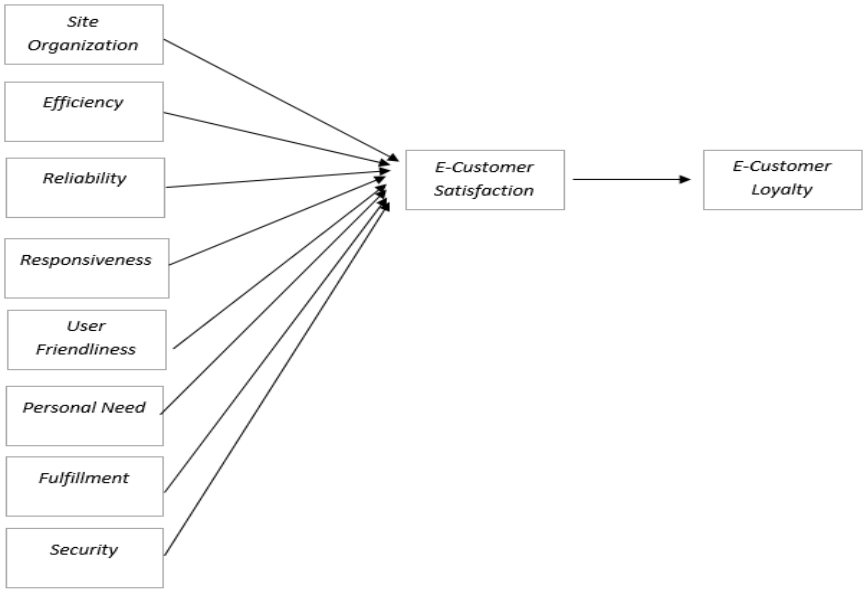
Research Hypothesis

According to the description previously explained, the form of the problem formulation raised in the research is:

H1: E-customer satisfaction is positively influenced by site organization.
H2: E-customer satisfaction is positively influenced by efficiency.
H3: E-customer satisfaction is positively influenced by reliability**.**
H4: E-customer satisfaction is positively influenced by responsiveness**.**
H5: E-customer satisfaction is positively influenced by user friendliness.
H6: E-customer satisfaction is positively influenced by personal.
H7: E-customer satisfaction is positively influenced by fulfillment.
H8: E-customer satisfaction is positively influenced by security.
H9: E-customer loyalty is positively influenced by e-customer satisfaction.

Research Conceptual Framework

Fig 2. Thinking Framework



Source: Data Processing Results

IV. RESULT AND DISCUSSION

In table 1, the characteristics of respondents who answered the questionnaire were dominated by female respondents, totaling 156 people or 60% compared to 104 male respondents or 40% with the highest age of respondents 17-25 years. Respondents were dominated by employment as employees, namely 121 people or 47% with an average income of 2,000,000 to 5,000,000 by 35%.

Table 1. Respondent Demographics

Demographics	Total	Percentage
Gender		
Men	104	40%
Female	156	60%
Age		
17-25 Years	147	57%
26-35 Years	29	11%

36-45 Years	41	16%
>45 Years	43	16%
Jobs		
Employee	121	47%
Student	87	33%
Entrepreneurship	17	7%
More	35	13%
Revenue		
Rp500,000 - Rp1,000,000	46	18%
Rp1,000,000 - Rp2,000,000	43	17%
IDR 2,000,000 - IDR 5,000,0000	92	35%
Rp5,000,000 - Rp10,000,000	52	20%
>Rp10,000,000	27	10%

Source: Data processing results

There are two stages of measurement model evaluation to analyze the correlation of indicators with constructs. After that, discriminant analysis and convergent validity of measurements are carried out.All measurement indicators in each variable pass the applicable rules, namely the above of each measurement indicator of each variable has a result> 0.7, so all measurement indicators are valid which can be seen in table 2.

Table 2. Loading Factor Test Results

Variable Items	Loading Factor	R Critical	Criteria (Loading Factor>0.7)
SO1	0.915	0,7	Valid
SO2	0.899	0,7	Valid
EF1	0.844	0,7	Valid
EF2	0.858	0,7	Valid
EF3	0.881	0,7	Valid
RE1	0.702	0,7	Valid
RE2	0.769	0,7	Valid
RE3	0.835	0,7	Valid
RE4	0.821	0,7	Valid
RES1	0.847	0,7	Valid
RES2	0.829	0,7	Valid
RES3	0.824	0,7	Valid
UF1	0.752	0,7	Valid
UF2	0.765	0,7	Valid
UF3	0.786	0,7	Valid
UF4	0.765	0,7	Valid
UF5	0.834	0,7	Valid
PN1	0.872	0,7	Valid
PN2	0.881	0,7	Valid
PN3	0.862	0,7	Valid
F1	0.816	0,7	Valid
F2	0.851	0,7	Valid
F3	0.866	0,7	Valid
F4	0.815	0,7	Valid
S1	0.854	0,7	Valid
S2	0.845	0,7	Valid
S3	0.841	0,7	Valid
S4	0.788	0,7	Valid
ECS1	0.863	0,7	Valid
ECS2	0.831	0,7	Valid
ECS3	0.873	0,7	Valid
ECL1	0.884	0,7	Valid
ECL2	0.882	0,7	Valid
ECL3	0.880	0,7	Valid

Source: Data processing results and SmartPLS program

Based on the data shown in Table 3, it is found that there are valid construct variables because the AVE value for latent variables exceeds 0.5.

Discriminant Validity

Table 4. Cross Loading Test Results

	ECL	ECS	EF	F	PN	RE	RES	S	SO	UF
ECL1	0.884	0.654	0.427	0.564	0.611	0.547	0.595	0.579	0.426	0.646
ECL2	0.882	0.656	0.487	0.606	0.660	0.645	0.578	0.645	0.475	0.668
ECL3	0.880	0.703	0.518	0.584	0.688	0.601	0.587	0.642	0.555	0.671
ECS1	0.648	0.863	0.440	0.630	0.627	0.624	0.596	0.587	0.499	0.682
ECS2	0.587	0.831	0.409	0.524	0.515	0.483	0.509	0.457	0.367	0.536
ECS3	0.712	0.873	0.450	0.629	0.650	0.616	0.592	0.642	0.446	0.684
EF1	0.492	0.449	0.844	0.549	0.492	0.537	0.519	0.407	0.623	0.531
EF2	0.416	0.393	0.858	0.469	0.438	0.450	0.445	0.348	0.572	0.446
EF3	0.487	0.462	0.881	0.518	0.520	0.532	0.509	0.416	0.651	0.530
F1	0.560	0.502	0.510	0.816	0.604	0.586	0.580	0.496	0.429	0.583
F2	0.539	0.639	0.498	0.851	0.653	0.593	0.636	0.545	0.445	0.625
F3	0.580	0.624	0.491	0.866	0.644	0.651	0.677	0.588	0.463	0.620
F4	0.546	0.558	0.503	0.815	0.639	0.659	0.613	0.604	0.427	0.618
PN1	0.665	0.629	0.465	0.680	0.872	0.694	0.651	0.707	0.465	0.707
PN2	0.660	0.635	0.509	0.639	0.881	0.628	0.620	0.650	0.480	0.670
PN3	0.611	0.571	0.502	0.667	0.862	0.628	0.639	0.564	0.449	0.696
RE1	0.490	0.418	0.384	0.540	0.545	0.702	0.581	0.515	0.382	0.505
RE2	0.513	0.524	0.386	0.479	0.558	0.769	0.498	0.523	0.369	0.503
RE3	0.566	0.585	0.520	0.625	0.641	0.835	0.617	0.533	0.484	0.675
RE4	0.553	0.573	0.542	0.675	0.593	0.821	0.640	0.542	0.467	0.673
RES1	0.581	0.581	0.556	0.613	0.594	0.639	0.847	0.537	0.477	0.652
RES2	0.522	0.537	0.410	0.621	0.607	0.606	0.829	0.555	0.389	0.625
RES3	0.559	0.541	0.459	0.644	0.627	0.615	0.824	0.589	0.394	0.606
S1	0.671	0.619	0.435	0.605	0.678	0.607	0.589	0.854	0.419	0.678
S2	0.532	0.500	0.309	0.543	0.592	0.513	0.536	0.845	0.398	0.584
S3	0.563	0.526	0.378	0.543	0.588	0.525	0.560	0.841	0.416	0.600
S4	0.570	0.551	0.381	0.526	0.585	0.580	0.544	0.788	0.446	0.589
SO1	0.493	0.486	0.610	0.454	0.481	0.477	0.423	0.477	0.915	0.515
SO2	0.510	0.447	0.694	0.505	0.488	0.517	0.498	0.437	0.899	0.532
UF1	0.538	0.543	0.432	0.517	0.556	0.544	0.557	0.511	0.435	0.752
UF2	0.528	0.588	0.457	0.584	0.596	0.595	0.576	0.565	0.437	0.765
UF3	0.577	0.581	0.496	0.631	0.633	0.599	0.612	0.574	0.474	0.786
UF4	0.558	0.542	0.436	0.542	0.666	0.619	0.584	0.648	0.426	0.765
UF5	0.714	0.652	0.467	0.577	0.643	0.607	0.613	0.595	0.477	0.834

Source: *Data processing results and SmartPLS program*

According to the presentation of data on the results of the discriminant validity cross-loading test, which is represented in Table 4, it is found that the correlation of constructs with indicators is in a higher category than other constructs.

Table 5. Fronell Larcker Criterion Results

	ECL	ECS	EF	F	PN	RE	RES	S	SO	UF
ECL	0.882									
ECS	0.762	0.856								
EF	0.542	0.507	0.861							
F	0.663	0.698	0.596	0.837						
PN	0.741	0.703	0.564	0.759	0.872					
RE	0.678	0.677	0.591	0.742	0.746	0.783				
RES	0.665	0.664	0.572	0.751	0.730	0.744	0.834			
S	0.706	0.664	0.455	0.668	0.737	0.672	0.671	0.833		
SO	0.552	0.515	0.717	0.527	0.534	0.546	0.505	0.505	0.907	
UF	0.750	0.746	0.586	0.731	0.792	0.759	0.754	0.740	0.576	0.781

Source: Data processing results and SmartPLS program

Table 5 in this study shows that all variables have higher AVE square scores when compared to the correlation of each construct with other constructs in the model, so that all variables in this study are in accordance with the provisions of *discriminant validity*.

Reliability Test

Table 6. Relability Test Results

Variables	Cronbach's alpha	Composite reliability (rho_a)
ECL	0.857	0.858
ECS	0.818	0.826
EF	0.826	0.831
F	0.858	0.865
PN	0.842	0.844
RE	0.790	0.803
RES	0.781	0.782
S	0.852	0.857
SO	0.786	0.789
UF	0.840	0.844

Source: Data processing results and SmartPLS program

In Table 6 in this study, all latent constructs have Cronbach's alpha and composite reliability values of more than 0.7, indicating that the latent constructs have good reliability.

Table 7. R-Square Data Result

Endogenous variable	R-square	Description
ECL (E-Customer Loyalty)	0.581	**Moderate**
ECS (E-Customer Satisfaction)	0.629	**Moderate**

Source: Data processing results and SmartPLS program

In table 7 the R-Square test results have an R-Square value of 0.62 which means that E-Customer Satisfaction is 62% for 38% explained by factors other than those used in this study. Furthermore, the E-Customer Loyalty variable has an R-Squares value of 0.58, which means that it can be explained by E-Customer Satisfatcion by 58%. While the other 42% is influenced by other factors from this study.

Hypothesis Test Results

Table 8. Hypothesis Testing Results

Path Diagram	Effect Size	T Value	P Value	Description
(SO)->ECS	0.070	1.138	0.255	H1 Rejected
(EF)->ECS	-0.033	0.547	0.585	H2 Rejected
(RE)->ECS	0.080	1.124	0.261	H3 Rejected
(RES)->ECS	0.047	0.601	0.548	H4 Rejected
(UF)->ECS	0.317	3.434	0.001	H5 Accepted
(PN)->ECS	0.104	1.191	0.234	H6 Rejected
(F)->ECS	0.201	2.695	0.007	H7 Accepted
(S)->ECS	0.113	1.727	0.084	H8 Accepted
(ECS)->ECL	0.762	23.665	0.000	H9 Accepted

Source: Data processing results and SmartPLS program

In table 8 in this study, the significance level used is 5%, the t value that exceeds 1.65 represents a correlation between endogenous and exogenous variables with positive significance.

H1 The Effect of Site Organization on E-Customer Satisfaction

Table 7 shows a t-value that does not exceed 1.65, which is 1.138, meaning that e-customer satisfaction is positively and insignificantly influenced by site organization. The findings of this investigation do not support previous research (Raza et al., 2020).

H2 Effect of Efficiency on E-Customer Satisfaction

Table 7 shows a t value that does not exceed 1.65, namely 0.547, which means that e-customer satisfaction is negatively and insignificantly influenced by efficiency. The findings of this investigation do not support previous research (Raza et al., 2020).

H3 The Effect of Reliability on E-Customer Satisfaction

Table 7 shows a t value that does not exceed 1.65, namely 1.124, meaning that e-customer satisfaction is positively and insignificantly influenced by reliability. The findings of this investigation do not support previous research (Islam et al., 2021).

H4 The Effect of Responsiveness on E-Customer Satisfaction

Table 7 shows a t value that does not exceed 1.65, namely 0.601, meaning that e-customer satisfaction is positively and insignificantly influenced by responsiveness. The findings of this investigation do not support previous research (Raza et al., 2020).

H5 The Effect of User Friendliness on E-Customer Satisfaction

Table 7 shows a t value above 1.65, namely 3.434, meaning that e-customer satisfaction is positively and significantly influenced by friendliness. The findings of this investigation do not support previous research (Raza et al., 2020).

H6 The Effect of Personal Need on E-Customer Satisfaction

Table 7 shows a t value below 1.65, namely 1.191, meaning that e-customer satisfaction is positively and insignificantly influenced by personal. The findings of this investigation do not support previous research (Raza et al., 2020).

H7 The Effect of Fulfillment on E-Customer Satisfaction

Table 7 proves the seventh hypothesis test that e-customer satisfaction receives a positive and insignificant influence from fulfillment because the t value exceeds 1.65, namely 2.695. This statement is not in line with previous research (Khan et al., 2019).

H8 The Effect of Security on E-Customer Satisfaction

Table 7 shows the t value above 1.65, namely 1.727, meaning that e-customer satisfaction is positively and insignificantly influenced by security. This statement is not in line with previous research (Khan et al., 2019).

H9 The Effect of E-Customer Satisfaction on E-Customer Loyalty

Table 7 shows the t value above 1.65, which is 23.665, meaning that e-customer loyalty is positively and insignificantly influenced by e-customer satisfaction. The findings of this investigation do not support previous research (Raza et al., 2020).

Based on the research that has been conducted, the dimensions of e-service quality such as site organization, efficiency, reliability, responsiveness, and personal needs on e-customer satisfaction have a positive but insignificant effect Where the appearance of the Tiket.com application provided has not been able to meet user expectations, besides that the Tiket.com application also has the ability to provide services that are still not good so that customers feel less satisfied when using the Tiket.com application, and there are still many customer complaints about the Tiket.com application due to lack of responsiveness in responding to customer complaints which have an impact on customer satisfaction with the tiket.com application.

Meanwhile, several other e-service quality dimensions show positive and significant results such as user friendliness, fullfillment, and security, indicating that the Tiket.com application when used by the application system is free from interference, smooth without obstacles and provides instructions for its users and provides fast service and always provides a sense of security for its users by always maintaining customer personal information in transactions so that customers feel comfortable in using the Tiket.com application.E-customer loyalty is positively and insignificantly influenced by e-customer satisfaction. Based on this, it can be concluded that Tiket.com application users are satisfied with the services provided by Tiket.com so that customers always choose Tiket.com in making transactions and recommend Tiket.com to others to use the Tiket.com application.This study has several limitations, therefore there are several things that can be taken into consideration for future researchers such as conducting research on different objects with the same model for comparison of how customer satisfaction among Online Travel Agent users and providing new insights into consumer behavior and when distributing questionnaires it is hoped that it will use various social media to get a wider range of respondents.

V. CONCLUSION

Several forms of conclusions can be drawn regarding the results of analysis and hypothesis testing related to the correlation between e-customer loyalty to e-customer satisfaction, which are:

1. Based on the results of descriptive analysis of the questionnaires filled out by respondents, it can be concluded that the Efficiency variable shows a high score so that it can be categorized as very good,

followed by E-Customer Satisfaction categorized as very good, Fulfillment categorized as very good, Site Organization categorized as very good, but on the Responsiveness variable categorized as good, Personal Need categorized as good, E-Customer Loyalty categorized as good, User Friendliness categorized as good, Reliability categorized as good and the smallest is on the Security variable categorized as good.

2. E-customer satisfaction is positively and insignificantly influenced by site organization. Based on the results of this analysis, it can be concluded that the appearance of the Tiket.com application provided still does not meet user expectations so that it has an impact on customer satisfaction with the appearance provided by Tiket.com to its customers.
3. E-customer satisfaction is negatively and insignificantly influenced by efficiency. Based on the results of this analysis, it can be concluded that efficiency does not affect customer satisfaction in using the Tiket.com application.
4. E-customer satisfaction is positively and insignificantly influenced by reliability. Based on this, it can be concluded that the Tiket.com application's ability to provide services is still not good so that customers are less satisfied in using the Tiket.com application.
5. E-customer satisfaction is positively and insignificantly influenced by responsiveness. Based on this, there are still many customer complaints about the Tiket.com application because it is less responsive in responding to customer complaints.
6. E-customer satisfaction is positively and significantly influenced by friendliness. Based on this, it can be concluded that with an application system that is friendly to its users, such as when the application is used free of interference, smoothly without obstacles when used and provides instructions for using the application, it will have an impact on customer satisfaction so that customers will recommend the application to others.
7. E-customer satisfaction is positively and insignificantly influenced by personal. based on this, the ability to provide personalized service needs of the Tiket.com application is not maximized to customers so that customers are not satisfied using the Tiket.com application.
8. E-customer satisfaction receives a positive and insignificant influence from fulfillment. Based on this, it can be concluded that by providing fast and appropriate services offered and accessible whenever needed by customers, it will increase customer satisfaction.
9. E-customer satisfaction is positively and insignificantly influenced by security. Based on this, it can be concluded that Tiket.com provides a sense of security for its users by always maintaining and protecting customers' personal information in transactions so that customers still feel comfortable in transacting using the Tiket.com application.
10. E-customer loyalty is positively and insignificantly influenced by e-customer satisfaction. Based on this, it can be concluded that Tiket.com application users are satisfied with the services provided by Tiket.com so that customers always choose Tiket.com in making transactions and recommend Tiket.com to others to use the Tiket.com application.

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