

## The Influence Of Customer Value, Customer Trust And Electronic Service Quality On Customer Satisfaction Of Traveloka

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### Article's History:

Received 2024; Received in revised form 15 Oktober 2024; Accepted 8 November 2024; Published 1 February 2024. All rights reserved to the Lembaga Otonom Lembaga Informasi dan Riset Indonesia (KITA INFO dan RISET).

### Suggested Citation:

Octavia, Y. F., Dewi, L. K. C., Dharmawan, D., Ekasari, S., & Erdi, H. (2024). The Influence Of Customer Value, Customer Trust And Electronic Service Quality On Customer Satisfaction Of Traveloka. JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi). JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi), 10 (1). 283-288. <https://doi.org/10.35870/jemsi.v10i1.1908>

### Abstract:

The purpose of this study is to determine whether customer value, trust, and e-service quality affect customer satisfaction. In this research, the population is active internet users who are familiar with online transactions, the number of which is unknown or can be said to be in the infinite category. This study's sample strategy combines a purposive sampling approach with a non-probability sampling technique. There were 100 samples used in this investigation. Both primary and secondary data are used in this study. Researchers employed web-based electronic questionnaires and online research tools to obtain primary data. Numerous inferences can be made based on the study's findings and the subsequent discussion, including the following: Customer satisfaction is significantly improved by the quality of e-services. Customer satisfaction is significantly positively impacted by customer value. Customer pleasure is positively impacted by trust. Customer happiness is influenced simultaneously by e-service quality, customer value, and trust.

**Keywords:** electronic service quality, customer value, trust, consumer satisfaction.

### Introduction

The current era of globalization has demanded the development of information and communication technology in various aspects of human life. Several aspects of life are experiencing changes as a result of developments in

information and communication technology, such as social, cultural, defense, security, and various other aspects of life. Likewise, economic and business aspects cannot be separated from developments in technology and communication, for example, the increasingly rapid development of buying and selling via e-commerce (Cristo, 2017). Electronic commerce is a branch of business that uses the internet as a platform for the exchange of goods and services. Connecting businesses and customers has never been easier or more economical thanks to e-commerce. In addition, there are more chances to leverage information systems that assist customer service through e-commerce. Over the past ten years, the e-commerce sector in Indonesia has expanded by about 18%, and there are now 25 million e-commerce enterprises in total. The rising rate of internet usage in every region is one of the driving forces behind the growth of e-commerce in Indonesia. Last year, there were 172 million internet users worldwide. 2020 saw a 10% increase in internet users over the 145 million that were online the year before. Compared with the BPS population of 266 million, it can be said that 66% of Indonesia's population has access to the internet (Octavia & Suprayitno, 2016).

The corporate or business sector that makes use of internet facilities may benefit from an increase in internet users. The rise in internet users will motivate businesses to keep expanding, making contributions, and coming up with new ideas in line with Indonesia's economic progress. The internet's explosive growth indicates a trend in increasingly sophisticated technology toward online media. Due to time constraints and perceived ease, consumers frequently use the internet to look up comprehensive information about products or services before making an online purchase. When making online purchases, as many as 25% of Indonesians buy plane tickets last. This shows that online travel agents (OTAs) have great opportunities to continue to develop. Indonesia recorded online travel business growth of 40% in 2017. Until 2019, Indonesia's online travel business growth was recorded at 20% or greater than South Korea, India, Japan, and Australia (Sesario et al., 2023). Current trends show that more and more consumers are turning to the online realm to book accommodations, such as plane tickets and hotels. Globally, as many as 66%, or around two-thirds of total respondents, choose online channels to book accommodation when they want to travel. There are five main reasons why respondents choose online channels when booking accommodation, namely: first, the prices offered are more competitive. Second, they (the travelers) are used to using it. Third, have had previous positive experiences when using online channels. Fourth, the factor of ease and speed in accessing information and ordering accommodation or fifth, ease of comparing other options (Tannady et al., 2023).

OTA (online travel agent) is considered an intermediary that helps hotels and airlines sell their rooms and flight tickets, as well as various supporting facilities. An online travel agent (OTA) is connected to hotels and airlines through a system that can access the number of availability and room prices in hotels and also price comparisons between airlines serving the same route, making it more effective and easier for consumers to reach from anywhere and anytime via internet access without limitations of distance and time. Traveloka is the online travel agency (OTA) that is presently under consideration in Indonesia (Parulian & Tannady, 2023). Traveloka is a company that offers online hotel reservations in addition to travel ticket booking services for trains and aircraft. However, along with the development of the tourism industry in Indonesia, the company also provides reservations for entry tickets to recreation areas as well as purchasing credit and internet packages. The company places a high priority on service quality in order to keep customers happy and loyal. Clear price comparisons between hotels and airlines, ease of scheduling, prices that include taxes and other fees, and refund options are some benefits of high-quality service. The company serves countries including Malaysia, Thailand, the Philippines, Vietnam, and Singapore in addition to its operational base in Jakarta (Handayani et al., 2023). Five-five percent of the site's visitors are from Indonesia. This is due to the fact that the business specializes in domestic travel within Indonesia and offers online services for booking hotels and airline tickets.

## Literature Review

One of the factors supporting the success of a company is how they implement optimal service quality for consumers. The adoption of service quality in the e-commerce industry is also referred to as e-service quality. The degree to which a website can effectively and efficiently support sales, purchases, and delivery of goods and services is known as e-service quality. In the e-commerce industry, one of the most important elements in increasing customer satisfaction is the quality of online services. Consumers typically anticipate receiving excellent customer service

when they purchase goods or use services (Kawiana et al., 2018). If clients believe the level of service they receive matches their expectations, they will be happy with the company's offerings. Businesses that can offer their clients high-quality service will see an increase in client satisfaction. Consumer-oriented companies will provide good-quality e-service in accordance with customer expectations, and by increasing customer satisfaction, the company itself tries to understand what consumers need and want. Some consumers still complain about poor customer service. One consumer revealed that when making a payment, there was an error in the online banking system so that payment confirmation could only be made after the payment confirmation deadline had passed, so the order was canceled by the airline. However, when the consumer wants to confirm with the company about the problem via the call center, the consumer only gets a telephone answer from the machine and no further answer from the company (Kawiana et al., 2021).

Apart from that, the payment process was considered to be still unsatisfactory. A consumer wrote about his complaint on the site that when he wanted to make a payment with a credit card, the process of filling in the data actually went back to the beginning and happened repeatedly, so it took a long time to confirm the payment. As a company operating in the e-commerce sector, the website is the main means of communication between consumers and companies, so the website must be designed to make it easier for consumers to make purchases. An e-commerce company's website must be of the highest caliber and not prone to errors. The server is currently frequently down, which causes delays in providing e-ticket voucher codes from the time of payment. The consumer should immediately receive the e-ticket voucher code after the consumer confirms payment. Apart from that, several consumers still complain about delays in responding to consumer complaints submitted via the chat feature on the website (Kim et al., 2009). Understanding customer perceived value has become crucial for businesses these days since it can boost customer satisfaction, give them a competitive advantage, and eventually increase their market share. About 7,000 businesses are active in the online travel agency market at the moment. The large number of companies that have entered the online travel agent sector makes it easier for consumers to turn to other companies because of the many choices offered and their very competitive prices. This is certainly a challenge for company to continue to be able to present new innovations and maintain consumer loyalty (Meidita, 2018).

Creating value for customers is something that companies can do in the face of competition, especially to differentiate the products and services provided from competitors. This value can come from products, services, systems, or something emotional. Furthermore, a satisfied customer is one who feels they are getting value from the producer or service provider. By reducing uncertainty and the possibility of opportunistic behavior, companies can build trust with consumers. Online buying and selling is a type of transaction that is based on trust between the seller and the buyer. Without trust, the transaction process will be full of suspicion regarding the security and credibility of each party. E-commerce businesses can implement a variety of security measures to encourage clients to believe in the e-service infrastructure the business offers (Setyo, 2017). One of the other problems faced is cybercrime. Cybercrime as a crime in the computer sector can generally be interpreted as the illegal use of computers. In transactions carried out online, personal data is required to complete the transaction process. This is what some individuals use to steal consumer data for personal gain. The large number of cybercrimes currently causes consumers to fear making online purchases and decreases their trust and satisfaction with travel (Wu & Lin, 2016).

In the context of online shopping, e-service quality is a factor that can impact customer satisfaction; in this instance, it is contingent upon the company's ability to meet customer expectations with regard to the quality of its services. Customer satisfaction will rise in tandem with the quality of e-services that customers offer to one another. A website that is better and easier for consumers to carry out transactions will attract consumers to visit again and make repeat purchases on the website, which results in consumer satisfaction. The value received can lead directly to the formation of feelings of overall satisfaction. Overall satisfaction is a customer's feelings in response to an evaluation of one or more customer experiences in using a product. When consumers feel more value or benefits, they will tend to feel satisfaction because what they need can be fulfilled well. Customer satisfaction is positively impacted by perceived value (Parulian & Tannady, 2023). According to its definition, trust is the consumer's view of reliability based on past experiences, or more specifically, on a series of exchanges or interactions where expectations for the functionality and satisfaction of the product are met. Relationships between sellers and buyers are thought to be largely shaped by trust. Trust is an important antecedent to building strong relationships with consumers. Trust is considered important in online transactions because it can be the first factor that appears when

making a purchase or transaction. Prior research has indicated a positive correlation between trust and customer satisfaction (Kim et al., 2009).

## Methodology

A population is a broad category made up of items with specific attributes chosen by the investigator to be examined and conclusions made. The population under study in this study consists of active internet users who are accustomed to making purchases online; their exact number falls into the infinite range. A population that has a data source whose boundaries are impossible to quantify is said to be infinite. Consequently, there is no end to the population size, and only a qualitative explanation is possible. The sample is a portion of the population's size and makeup. This study's sampling strategy combines a purposive sampling approach with a non-probability sampling technique. There were 100 samples used in this investigation. Both primary and secondary data are used in this study. Researchers used web-based electronic questionnaires and online research techniques to collect primary data. The statements in the questionnaire are made using a Likert scale. In this research, the validity test tool used is a test tool based on the construct validity approach. In hypothesis testing that uses a two-tailed test, the provision applies that if the calculated  $t$  value is in the acceptance area,  $H_0$  is accepted and  $H_a$  is rejected.

## Case studies

Based on the processed data, it is evident that the e-service quality variable has a  $t$ -count of 4.4. The  $t$ -count value  $> t$ -table, according to this. Thus, it can be said that customer satisfaction is significantly impacted by the quality of the e-service. The positive sign indicates that customer satisfaction is positively impacted by the e-service quality variable, and that purchasing decisions will rise when e-service quality is thought to be improving. As a result,  $H_a$  is accepted and  $H_0$  is rejected. This is consistent with earlier studies that demonstrate the availability of high-quality e-services will boost client satisfaction. In addition, excellent e-services can motivate customers to form close relationships with the business. As can be observed, the customer value variable's  $t$ -count is 3.1. Thus, it can be said that customer satisfaction is significantly impacted by customer value. Customer satisfaction is positively impacted by the customer value variable when there is a positive sign; as customer value is evaluated as improving, customer satisfaction will rise. As a result,  $H_a$  is accepted and  $H_0$  is rejected. This is consistent with other research that indicates the presence of high-quality customer value will boost customer satisfaction. Apart from that, quality customer service can also encourage consumers to establish strong ties with the company.

As can be observed, the trust variable's  $t$ -count is 6.8. Thus, it can be said that customer satisfaction is greatly impacted by trust. When trust is evaluated as improving, customer satisfaction will rise, indicating that the trust variable has a positive impact on customer satisfaction. As a result,  $H_a$  is accepted and  $H_0$  is rejected. This is consistent with earlier studies that demonstrate how the presence of quality trust will boost client satisfaction. In addition, quality trust can motivate customers to form close relationships with the business. 66.8 was the obtained  $f$ -count. Accordingly, it can be said that while  $H_a$  is accepted and  $H_0$  is rejected, the independent variables e-service quality, customer value, and trust taken together have a noteworthy impact on the dependent variable, which is customer satisfaction. In summary, the research yields a value of 0.8. This value can be used to determine how much e-service quality, customer value, and trust have an impact on application users' customer satisfaction. According to the coefficient of determination, the independent variable has an 80% impact on the dependent variable. Other factors than the ones examined in this study are what affect the remaining 20%.

According to the study's findings, customer satisfaction is significantly positively impacted by the e-service quality variable. This demonstrates that a stronger sales campaign leads to more purchases. But if you look at the outcomes of the discussion of the descriptive analysis, you'll see that the eighth statement in the e-service quality variable is, "I feel my privacy is protected when accessing sites or applications." 16% of participants gave the "undecided" response. This can be the basis for making suggestions, namely providing more protection to customers in the form of publishing articles stating that their privacy is protected under the umbrella of law. Companies must also have legal references when providing consumer legal protection, so that consumers will be safer when using the application. According to the study's findings, customer satisfaction is significantly positively impacted by the

value variable. This demonstrates that higher customer satisfaction is correlated with better value. On the other hand, statement number 8 in the e-service quality variable says, "I get a good impression of myself in front of other people when I use it," if you look at the results of the descriptive analysis discussion. Twelve percent of those surveyed said they were "undecided." Based on this, businesses may be advised to add bandwidth servers with higher capacity when the number of users rises. According to the study's findings, customer satisfaction is significantly positively impacted by the trust variable. This demonstrates that customer satisfaction increases with trust. However, if you look at the results of the descriptive analysis discussion, statement number 8 in the e-service quality variable reads, "The services provided by Traveloka are fast and responsive." There were 16% of respondents who answered "doubtful." This can be a basis for giving advice, namely by providing training on how to serve consumers well so that employee friendliness in serving consumers can continue to increase.

## Conclusion

Numerous inferences can be made based on the study's findings and the subsequent discussion, including the following: Customer satisfaction is significantly improved by the quality of e-services. Customer satisfaction is significantly positively impacted by customer value. Customer satisfaction is positively impacted by trust. Customer satisfaction is influenced simultaneously by e-service quality, customer value, and trust. It is hoped that future research will involve a larger sample size so that the results obtained can be more generalized. Apart from that, further research is also recommended to examine other variables that may also play a role in influencing purchasing decisions, such as customer loyalty, price, and competitor strength variables, so that they can be useful for the development of science, especially in marketing management science.

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