



The Influence of E-Satisfaction and E-Trust on E-Loyalty in Traveloka Hotel Booking Services

Fitria Ilma Nadia

Universitas Islam Negeri Maulana Malik Ibrahim Malang

Amelindha Vania

Universitas Islam Negeri Maulana Malik Ibrahim Malang

Alamat: Jl. Gajayana No.50, Dinoyo, Malang City, East Java, 65144, Indonesia

Korespondensi penulis: fitriailmanadia@gmail.com

Abstract. *This study investigates the impact of e-satisfaction and e-trust on e-loyalty within the context of Traveloka's hotel booking services. The research population comprises users of Traveloka's online booking platform. A non-probability sampling technique was employed, yielding a sample size of 111 respondents. Data were collected using a Likert scale for measurement and analyzed through quantitative methods to explore the relationships between the independent variables (e-satisfaction and e-trust) and the dependent variable (e-loyalty). Multiple linear regression analysis was utilized to examine these relationships. The findings reveal that both e-satisfaction and e-trust significantly influence e-loyalty, with each variable demonstrating both individual (partial) and combined (simultaneous) effects. These results highlight the critical role of customer satisfaction and trust in fostering loyalty in online hotel booking services.*

Keywords: *e-satisfaction, e-trust, e-loyalty, Traveloka, online booking, multiple linear regression*

INTRODUCTION

Customer trust is a cornerstone for the success of online hotel booking platforms like Traveloka. In an era where digital services dominate the travel industry, establishing and maintaining trust has become more critical than ever. However, achieving this is far from straightforward, as customers demand not only seamless functionality but also a sense of security and transparency throughout their booking journey (Putri et al., 2022).

One of the primary challenges Traveloka faces is ensuring the transparency of information and pricing. Customers often express concerns about hidden fees or discrepancies between the platform's displayed information and the reality they encounter. To address this, Traveloka must ensure that critical details, such as pricing, hotel amenities, and cancellation policies, are presented clearly and accurately (Liang & Turban, 2011).

Equally vital is the protection of personal data and the security of online transactions. Data breaches and online fraud can significantly erode customer trust, making robust security measures an indispensable part of the platform. Traveloka must continually enhance its security systems while educating customers about the safeguards in place to protect their data (McKnight et al., 2002).

Responsive and effective customer service plays a pivotal role in fostering trust. When users encounter issues or have inquiries, they expect quick and satisfactory resolutions. Delays or failures in addressing customer concerns can lead to frustration and weaken trust in the platform (Kim et al., 2016). Another crucial aspect of trust-building lies in managing Traveloka's online reputation, which is heavily influenced by customer reviews and feedback on various platforms. Negative reviews, if left unaddressed, can deter potential customers and damage the brand's credibility. Traveloka must proactively monitor and respond to customer reviews, whether positive or negative, to maintain its reputation. Furthermore, ensuring that the information

provided on the platform aligns with the actual conditions of hotels is essential to avoid customer disappointment and preserve trust.

Unclear or unfair cancellation and refund policies are also potential barriers to customer trust. Traveloka must develop transparent and customer-friendly policies, ensuring that cancellation and refund processes are straightforward and efficient.

Finally, the intense competition within the online hotel booking industry poses an ongoing challenge. Rival platforms with innovative features or more attractive offerings can disrupt customer loyalty. To remain competitive, Traveloka must continuously innovate and deliver superior service quality that not only meets but exceeds customer expectations. By addressing these challenges effectively, Traveloka can not only strengthen customer trust but also reinforce its position as a market leader in the online hotel booking industry in Indonesia and beyond.

LITERATURE REVIEW

E-Satisfaction

E-Satisfaction, or online customer satisfaction, refers to the level of customer satisfaction with their shopping experience or interaction with a company through an online platform. The concept is similar to traditional customer satisfaction, but the focus is on interactions that occur in a digital environment. Kim et al. (2016) define e-satisfaction as customers' cognitive and affective evaluation of their experience with a website, which includes functional aspects (such as ease of use, usability) and hedonic aspects (such as fun, entertainment). According to Liang & Turban (2011), e-satisfaction is the level of customer pleasure or disappointment after comparing the perceived performance of a website (or online store) with their expectations.

E-Trust

E-Trust, or online trust, is a customer's belief that a website or online platform is reliable, credible, and will deliver on its promises. E-trust is a crucial factor in the success of online businesses as it influences customers' decisions to interact, share personal information, and conduct transactions on the platform. Gefen et al. (2003) define e-trust as "the psychological trust of individuals in the context of online transactions, characterized by perceptions of the ability, integrity, and goodwill of the other party (e.g., website, online seller).

McKnight et al. (2002) state that "e-trust is an individual's willingness to be vulnerable to the actions of another party in an online environment, based on the expectation that the other party will perform certain actions that are important to the individual, regardless of the individual's ability to monitor or control the other party." (McKnight et al., 2002).

E-Loyalty

E-Loyalty, or online customer loyalty, refers to a customer's commitment to continue interacting and transacting with a company through an online platform. E-loyalty is the result of high customer satisfaction and trust in the brand, and can be measured through various behaviors such as repeat purchases, recommendations to others. Flavián et al. (2006) state that "e-loyalty is a multidimensional construct that includes both behavioral aspects (e.g., repurchase, purchase frequency) and attitudinal aspects (e.g., commitment, engagement, word-of-mouth recommendation).

Srinivasan et al. (2002) define e-loyalty as "a deep customer commitment to consistently repurchase or re-subscribe to preferred products or services from a particular online provider in the future, even though situational influences and marketing efforts from competitors might cause switching behavior.

METHODS

This study adopts a robust quantitative research methodology to explore the relationships between key variables e-satisfaction, e-trust, and e-loyalty in the context of Traveloka's online hotel booking services. The research population comprises users of the Traveloka platform, reflecting a broad spectrum of customer experiences and perspectives. A non-probability sampling technique was employed, resulting in a sample size of 111 respondents. This method allows for targeted insights, capturing the diversity of user behavior and preferences.

To measure responses, a Likert scale was utilized, offering a structured approach to quantify attitudes and perceptions related to the variables under investigation (Aprila et al., 2023). The data were analyzed through advanced statistical techniques, incorporating Structural Equation Modeling (SEM) using Partial Least Squares (PLS). This dual-layered analysis involves an evaluation of both the outer model (to assess the reliability and validity of the measurement constructs) and the inner model (to examine the structural relationships between variables) (Wira et al., 2023).

Hypothesis testing was conducted using the bootstrapping feature in SmartPLS software, ensuring robust validation of the results (Andriani, 2024). This approach not only confirms the significance of the relationships but also provides nuanced insights into the direct and indirect effects of e-satisfaction and e-trust on e-loyalty.

The combination of SEM-PLS and rigorous hypothesis testing makes this study methodologically sound, enabling it to deliver comprehensive findings that contribute significantly to the understanding of customer behavior in the competitive online hotel booking industry.

RESULTS

The study included 111 valid respondents who had previously used Traveloka's online hotel booking services. Initially, 113 responses were collected, but two were excluded from the final analysis as they had never made a hotel booking on Traveloka. To gain insights into the respondents' backgrounds, identity data were collected, providing a clearer picture of their demographic profiles. The data collection process involved distributing questionnaires, which the respondents completed. Respondents were categorized based on key characteristics such as gender, marital status, education level, age, and employment status. The following table presents a detailed breakdown of the respondents' gender distribution.

Table 1. Characteristics Respondents

Characteristics	Frequency	Percentage (%)
Gender		
Male	47	41,6%
Female	66	58,4%
Status		
Marry	22	19,5%
Unmarried	91	80,5%
Jobs		
Students	11	9,91%
Undergraduate Student	61	54,95%
Master's student	5	4,50%
Doctoral student	0	0,00%
Self-employed	10	9,01%

Characteristics	Frequency	Percentage (%)
Private Employee	15	13,51%
PNS	4	3,60%
Juragan	1	0,90%
Housewife	1	0,90%
Influencer	1	0,90%
Barista	1	0,90%
Entrepreneurship	1	0,90%
Age		
18-25 Years	75	66,4%
26-35 Years	31	27,4%
36-45 Years	6	5,3%
46-55 Years	1	0,9%
>55 Years	0	
How many times have you booked a hotel at Traveloka		
1 Time	32	28,3%
2 Times	37	32,7%
3 Times	28	24,8%
4 Times	16	14,2%
Income per month		
< 1.000.000	39	34,5%
1.000.000 - 2.000.000	26	23%
2.000.000 - 3.000.000	9	8%
3.000.000 - 4.000.000	19	16,8%
>4.000.000	20	17,7%
Using the Traveloka app		
Ever	111	98,2%
Never	2	1,8%

Source: Processed, 2024

The researcher then performed an advanced analysis using Structural Equation Modeling (SEM), a sophisticated multivariate statistical technique that integrates factor analysis, structural modeling, and path analysis. SEM offers a more comprehensive approach than traditional regression or simple path analysis by addressing both measurement and structural models. In this study, the researcher employed Partial Least Squares (PLS), a variant of SEM that is particularly effective for dealing with challenges such as small sample sizes, missing data, and multicollinearity. PLS is designed to predict the impact of variables while also clarifying the theoretical relationships between them.

In SEM, the outer model analysis plays a crucial role in defining the relationship between latent variables and their corresponding indicators. This step tests how each indicator aligns with and reflects the underlying latent construct, offering deeper insights into the data's structure and the relationships between variables.

As outlined by Kurniawan & Puspitaningtyas (2016), the validity test is concerned with ensuring that the questionnaire questions accurately measure what they are intended to measure and are relevant to the research objectives. Meanwhile, the reliability test focuses on assessing the consistency and stability of the measurement results over time, ensuring that the data collected are dependable and reproducible. The following section presents the outer model analysis, which

provides a comprehensive evaluation of how well the measurement indicators represent the underlying latent variables in this study.

Convergent Validity

The convergent validity value is the factor loading value on the latent variable with its indicators.

Table 2. Convergent Validity

Construct	AVE	Cronbach's Alpha
E-Loyalty	0,545	0,721
E-Satisfaction	0,486	0,636
E-Trust	0,609	0,685

Source: Processed Data, 2024

The results of the outer model analysis reveal important insights into the validity and reliability of the measurement constructs in this study. As seen in the table, the Average Variance Extracted (AVE) values for each variable demonstrate varying levels of adequacy. The AVE for E-Loyalty is 0.545, which is above the threshold of 0.5, indicating that it meets the required criteria. However, the AVE for E-Satisfaction is 0.486, falling short of the minimum requirement of 0.5, suggesting that this construct may not fully capture the intended measurement. On the other hand, E-Trust exhibits an AVE of 0.609, which exceeds the threshold, confirming that it is a valid construct.

Regarding reliability, the Cronbach's Alpha values reveal that only E-Loyalty meets the acceptable level of 0.7, with a value of 0.721. This indicates that the E-Loyalty construct is reliable and consistent over time. In contrast, E-Satisfaction (0.636) and E-Trust (0.685) fall below the 0.7 threshold, suggesting that these variables have lower reliability and may need refinement in future research. The Composite Reliability (CR) values for all constructs are above 0.7, indicating high reliability across the measurement models. This suggests that, despite the challenges with individual constructs, the overall reliability of the model remains strong.

The findings highlight the importance of refining the measurement items for E-Satisfaction and E-Trust to ensure both their validity and reliability. These results suggest that while E-Loyalty is a strong and reliable construct, further work is needed to enhance the precision of the E-Satisfaction and E-Trust variables. The implications for Traveloka and similar platforms are clear: improving the clarity and consistency of these constructs could lead to more accurate assessments of factors that drive customer loyalty. Moreover, understanding these nuances can help refine customer experience strategies, ensuring that trust and satisfaction are better measured and strengthened to enhance customer loyalty in the online hotel booking industry.

Discriminant Validity

	E-LOYALTY	E-SATISF...	E-TRUST
E-LOYALTY	0.739		
E-SATISF...	0.752	0.697	
E-TRUST	0.593	0.613	0.780

Figure 1. Discriminant Validity

Source: Processed Data, 2024

The Discriminant Validity test is a key measure to assess whether the constructs in the model are distinct from one another. It evaluates whether the loading value of a construct on its intended factor is greater than its loading value on other constructs, which indicates that the constructs are sufficiently unique and not overly correlated. Based on the data presented, the square root values of the Average Variance Extracted (AVE) for each construct 0.739 for E-Loyalty, 0.697 for E-Satisfaction, and 0.780 for E-Trust are all greater than the correlations between these constructs. This finding confirms that the constructs have adequate discriminant validity, meaning each construct is distinct and does not overlap significantly with others in the model.

The strong discriminant validity demonstrated by the constructs in this study suggests that each variable E-Loyalty, E-Satisfaction, and E-Trust captures a unique aspect of customer behavior and can be treated as separate and reliable dimensions in the model. This is a positive outcome, as it ensures that the constructs are measuring different elements of customer experience, rather than reflecting the same underlying factor. For Traveloka and similar platforms, this insight reinforces the importance of maintaining clear distinctions between factors like trust, satisfaction, and loyalty when designing customer experience strategies. By doing so, businesses can create more targeted interventions to improve each of these areas, ultimately fostering stronger customer relationships and enhancing loyalty.

Composite Reliability

To confirm the reliability and consistency of the measurement model, the final step in evaluating the outer model is to assess its unidimensionality. This test ensures that each construct is measured by a single, unified dimension. The unidimensionality of the model is examined through key indicators, namely Composite Reliability and Cronbach's Alpha, which help verify that the constructs are adequately represented by their respective measurement items.

Table 3. Composite Reliability

	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>
E-Loyalty	0,827	0,721
E-Satisfaction	0,786	0,636
E-Trust	0,823	0,685

Source: Processed Data, 2024

As shown in the table above, all constructs exhibit Composite Reliability values exceeding 0.7, while Cronbach's Alpha values are above 0.6. These results indicate that the model meets the required standards for reliability and unidimensionality, confirming that each construct is consistently measured by its respective indicators. Therefore, there are no issues related to reliability or unidimensionality within the model.

Inner Model

This research is particularly interesting because it explores the key factors e-satisfaction, e-trust, and e-loyalty that drive customer behavior in the highly competitive online hotel booking industry, specifically within the context of Traveloka. The findings reveal valuable insights into how well these constructs interact and influence customer loyalty, which is crucial for businesses seeking to enhance customer retention and satisfaction.

Table 4. Inner Model

	<i>R Square</i>
E-Loyalty	0,593

Source: Procressed Data, 2024

The large R^2 value of 0.593 for the E-Loyalty construct is especially notable, as it indicates that the model explains a significant portion of the variance in customer loyalty. This suggests that e-satisfaction and e-trust play a substantial role in shaping loyal customer behavior on Traveloka. Moreover, the study's use of sophisticated data analysis techniques, such as SEM and PLS, allows for a more nuanced understanding of these relationships, making the findings both reliable and relevant.

Given the increasing reliance on online platforms like Traveloka for hotel bookings, the results offer timely and actionable insights for businesses in the travel and hospitality industry. Understanding how trust and satisfaction contribute to loyalty helps companies like Traveloka improve their customer experience strategies, leading to stronger brand loyalty and a competitive edge in the market. These findings are crucial not only for Traveloka but also for other online service providers aiming to enhance customer engagement and retention in the digital age.

Hypothesis Testing

According to Kenny and Baron, in testing indirect effects, three kinds of variables are known. The three variables are predictor, criterion and mediator.

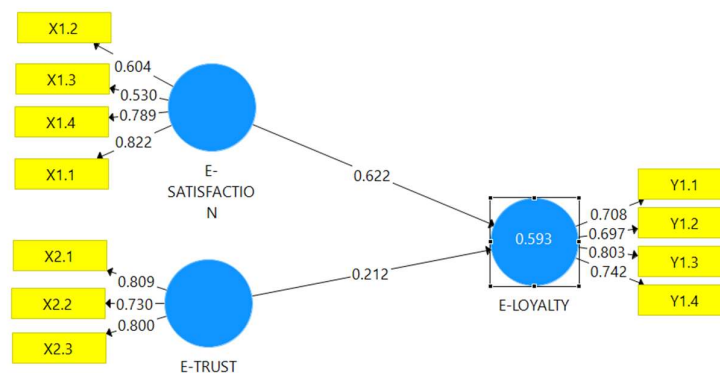


Figure 2. Hypotesis Model
Source: Processed Data, 2024

Path Coefficients

	Original ...	Sample ...	Standard ...	T Statistic...	P Values
E-SATISFACTION -> E-LOYALTY	0.622	0.616	0.090	6.919	0.000
E-TRUST -> E-LOYALTY	0.212	0.221	0.097	2.195	0.029

Figure 3. Running Model

The results of the hypothesis testing clearly indicate a significant influence of both E-Satisfaction and E-Trust on E-Loyalty within Traveloka's hotel booking services. This finding highlights the critical role that customer satisfaction and trust play in fostering long-term loyalty to the platform. In an increasingly competitive online travel market, ensuring that users are not only satisfied but also trust the platform is essential for driving repeat bookings and maintaining a strong customer base.

By understanding how E-Satisfaction (the level of contentment with the service) and E-Trust (the belief in the platform's reliability and security) directly contribute to customer loyalty, Traveloka can refine its strategies to enhance these factors. Strengthening these areas could result

in greater customer retention, increased brand advocacy, and overall business growth. This insight is invaluable not just for Traveloka, but for any online service platform aiming to improve customer loyalty and maintain a competitive edge in their industry.

CONCLUSION

This study demonstrates the significant impact of E-Satisfaction and E-Trust on E-Loyalty within the context of Traveloka's hotel booking services. The results indicate that both customer satisfaction and trust are critical drivers of customer loyalty, highlighting their essential role in enhancing the overall user experience on the platform. The findings show that when users are satisfied with their experiences and trust the platform, they are more likely to develop a strong sense of loyalty, which in turn can drive repeat usage and positive word-of-mouth.

Additionally, the use of advanced data analysis techniques, such as Structural Equation Modeling (SEM) with Partial Least Squares (PLS), provided a comprehensive understanding of these relationships, ensuring the reliability and validity of the results. Despite some challenges with certain measurement constructs, the overall model proved robust in explaining the dynamics between satisfaction, trust, and loyalty.

The implications of this study are far-reaching for online platforms like Traveloka. By focusing on improving E-Satisfaction and E-Trust, Traveloka can enhance customer retention and strengthen its position in the competitive online hotel booking market. Future research could explore ways to refine and further validate the constructs of E-Satisfaction and E-Trust, as well as examine other factors that may influence E-Loyalty in the ever-evolving digital landscape.

Based on the findings of this study, several recommendations can be made to enhance customer loyalty in Traveloka's hotel booking services:

1. **Enhance Customer Satisfaction**

Since E-Satisfaction plays a significant role in driving E-Loyalty, Traveloka should focus on improving the overall user experience on the platform. This could involve streamlining the booking process, offering personalized recommendations, and ensuring that customers' expectations regarding hotel quality and services are consistently met.

2. **Build and Strengthen Trust**

Given the critical role of E-Trust in fostering loyalty, Traveloka should continue to prioritize the security of customer data and transactions. Clear communication about privacy policies, secure payment methods, and transparent customer service practices will help build greater trust. Additionally, Traveloka could strengthen its reputation by addressing customer concerns promptly and publicly acknowledging any issues or complaints.

3. **Refine Communication and Transparency**

Transparency in pricing, hotel amenities, cancellation policies, and the accuracy of information presented on the platform is vital. By ensuring that all relevant information is clearly communicated, Traveloka can reduce customer uncertainty and enhance their trust in the service.

DAFTAR PUSTAKA

- Andriani, W. (2024). Reviewing the Accountability Practices of Village Funds: Case Study from Indonesia. *AKUNSIKA: Jurnal Akuntansi Dan Keuangan*, 5(1), 44–49. <https://doi.org/10.31963/akunsika.v5i2.4590>
- Aprila, D., Andriani, W., & Ananto, R. P. (2023). Financial Management of Nagari Owned Enterprises (BUMNAG) and Its Impact on Community Welfare. *Jurnal Akuntansi Bisnis*, 16(2), 210–225. <https://doi.org/10.30813/jab.v16 i2.4461>
- Flavián, C., Guinalú, M., & Gurrea, R. (2006). The role played by perceived usability, satisfaction and consumer trust on website loyalty. *Information & Management*, 43(1), 1-14.
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS quarterly*, 27(1), 51-90
- Kim, M., Park, M. C., & Jeong, D. H. (2016). The effects of e-service quality and e-satisfaction on e-loyalty in online shopping. *International Journal of Retail & Distribution Management*, 44(1), 72-92.
- Kurniawan, A. W., & Puspitaningtyas, Z. (2016). *Metode Penelitian Kuantitatif*. Yogyakarta: Pandiva Buku.
- Liang, T. P., & Turban, E. (2011). Introduction to the special issue social commerce: A research framework for social commerce. *International Journal of Electronic Commerce*, 16(2), 5-14.
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: An integrative typology. *Information systems research*, 13(3), 334-359.
- Putri, A. W., Andriani, W., & Surya, F. (2022). Pengaruh Perceived Usefulness, Ease of Use, Security dan Risk terhadap Penggunaan E-wallet pada Mahasiswa Politeknik Negeri Padang. *Accounting Information System, Taxes and Auditing Journal (AISTA Journal)*, 1(2), 80–87. <https://doi.org/10.30630/aista.v1i2.18>
- Srinivasan, S. S., Anderson, R. E., & Ponnnavolu, K. (2002). Customer loyalty in e-commerce: An exploration of its antecedents and consequences. *Journal of retailing*, 78(1), 41-50.
- Wira, H., Andriani, W., & Sriyunianti, F. (2023). Faktor-Faktor yang Mempengaruhi Minat Masyarakat Terhadap Pembiayaan Kredit Kepemilikan Rumah (KPR) BTN. *Jurnal Akuntansi, Bisnis Dan Ekonomi Indonesia*, 2(1), 174–183. <https://akuntansi.pnp.ac.id/jabei>