

# The Influence of Social Media, E-Service, And Brand Image to Satisfaction Customer Use Travelio In Order Accommodation

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## ABSTRACT

Study This aim for investigate the impact of social media, e-services, and image brand to satisfaction customer moment use service booking accommodation Travelio. The population involved in study This is visitor Travelio. The sampling method used is *accidental sampling* with a total of 149 respondents. Deep data analysis study This using the Structural Equation Model with use method analysis quantitative namely Partial Least Square (PLS) 3.0. Research results show that there is influence positive social media to satisfaction customer in order accommodation through Travelio. Besides that, e-service also has influence positive to satisfaction customer in order accommodation through Travelio. Next, image brand also matters positive to satisfaction customer in order accommodation through Travelio. More further, satisfaction customer in order accommodation through Travelio influenced in a manner together by social media, e-service, and image brand.

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## 1. INTRODUCTION

Incessant line competition more start up business strictly marked with its mushrooming companies kind. one company that has level competition business tall is running company his efforts in field *platforms* rental property *online* in Indonesia ie Travelio. Travelio is A A application that was founded in 2015 with features to take advantage of opportunity from rampant request the public on rentals apartment. With exists application that , society moment This will more easy get solution For obtain place stay in accordance desire (Sitio, 2015) .

Company Travelio founded in 2015 with funded by several major investors which include Universe Internusa (SSIA), Pavilion Capital and Gobi Partners. Service Travelio now available in some city big in Indonesia. For example , Jabodetabek , Karawang, Bandung and Surabaya. More of 10,000 owners have also trust Travelio For promote as well as manage whole existing device . Because p That every company that provides rental platform services online property a must can serving quality service best to every consumer To use become confidence level satisfaction , and user order No will switch to provider service kind (Mariansyah & Syarif, 2020) .

social media is decisive factor in the course of the marketing process. There is the development of the times proceed accompanied with technology the more advanced , promotions and clans used by *online platforms* No Again with method ancient ones are still offline however has lead For operate promotion and advertising online that can be installed on various social media , and because exists arriving travelers stay the night to the hotel no only inhabitant local but also travelers who come from from various countries. Moment This promotion and advertising pursued by the rental platform online apartment is promotion *online booking* (Radianti & Nawawi, 2022) . *Online* is order new used for transaction processing goods and services on the Internet or the process of buying , selling , and exchanging goods , services , and resources Power information via the Internet (Novita & Santoso, 2021) .

Quality service online services provided by various platforms are also very influential decision consumer in do reversal or use services . Service electronics too understood as action , work , effort or performance provided through technology information (Fabiana Meijon Fadul, 2019) . No only quality service online , however decision Usage is also influenced by various factors such as: deep emotional matter This Can happen Because consequence from image good brand .

*Branding* or Brand Image is an important factor in increasing the popularity of online property rental platforms as it is known that more and more people are using travelio because it offers convenience in payment transactions where services provided by online platforms can be made cashless and payments can be made. Where do you live until now there have been many studies on the effect of service quality and brand image on customer satisfaction. Previous research states that service quality and brand image have an impact on customer satisfaction (Adabi, 2020) .

satisfaction customer have very central role in development system information . For know level satisfaction customer then an analysis process is needed to use performance system the . According to Ramadhani & Kusuma (Ramadhani & Wahyu A. Kusuma, 2018) Satisfaction is something consideration from something product or services that provide something fun levels about fulfillment desire level users lower or top . Satisfaction with something product or services / services is need experience and use something product services / services each individual (Pawirosumarto, 2016) . Objective from study This is For see whether social media , *e-services* and *brand image* influential positive to decision use travelio moment *booking* or order accommodation .

## 2. RESEARCH METHOD

### Methodology Study

Method study use approach quantitative , with withdrawal conclusion through statistical tests , as well technique sampling is applied that is *accidental sampling* For determine the sample with learn Who just that is Who only use application Travelio , together researcher can made sample . Respondents from study This is customer or user application Travelio . Study This done with spread containing questionnaire statement about variable study with use Likert scale.

According to Sudaryono (2017) stated that population related with whole groups of people, events , or thing to be center attention study For researched . As for the population in study This are application customers Travelio . The sample used in study This is probability sampling ie technique giving samples equal opportunities for every elements ( members ) of the population to be selected become member sample Sugiono 2015:82. because in study This use the Smart PLS ( *Partial Least Square* ) method which does not own limitations amount sample in use and for fulfil appropriate data processing on smart PLS researchers must own amount sample more big from the number of sub-indicators with ratio 1: 2 or more . So , researcher determine amount sample as many as 150 respondents or double from many the number of sub- indicators , ie as many as 48 sub- indicators and rounded up to 150 samples .

### Framework Conceptual

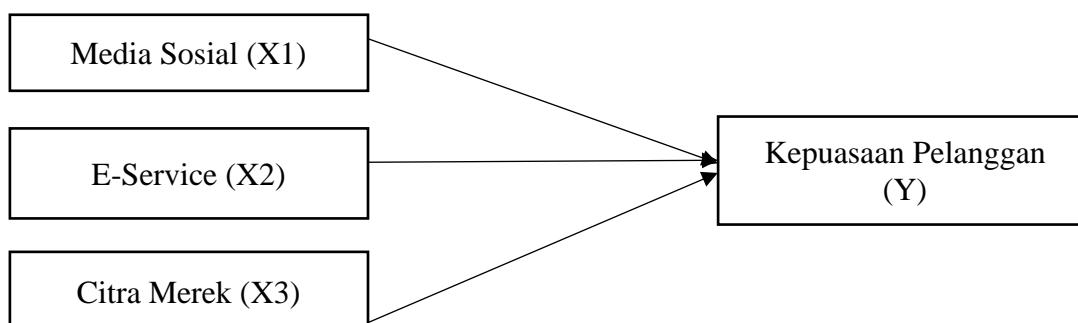


Figure 1. Framework Conceptual

## 3. RESULTS AND DISCUSSIONS \_

### Description Respondents

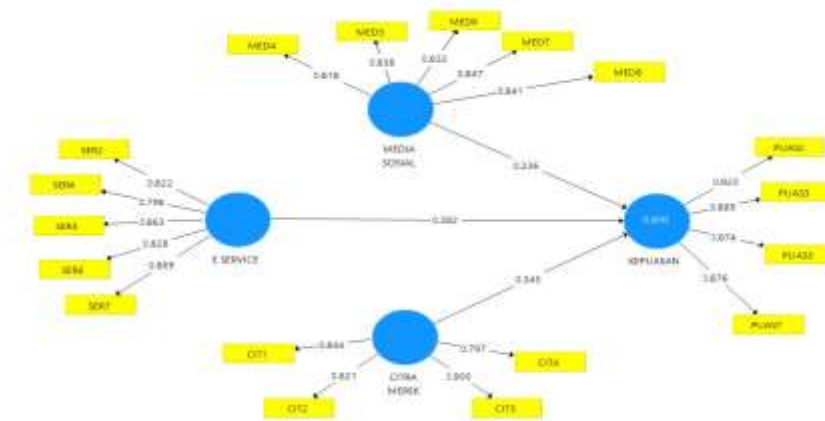
Table 1. Characteristics Respondents

Demographic Variables	Frequency	Percentage (%)
Gender		
Man	73	49%
Woman	76	51%
Age		
Less 20 Years	9	6%
20-30 Years	114	77%
31-40 Years	23	15%
Over 40 Years	3	2%
Work		
Student	18	12%
Employee	104	70%
Housewife	3	2%
Self-employed	18	12%
Businessman	2	1%
Student	4	3%
Number of Visits		
1 time	85	57%
2 Times/More	64	43%
TOTAL	149	100%

Source : Primary data processed , 2023

Profile respondent in Table 1 shows 49% value comes from type sex male and 51% of Woman It means clan Woman more dominate . 6% aged less than 20 years, 77% aged 20-30 years, 15% aged 31-40 years and 2% aged more than 40 years. 12% of students, 70% of employees, 2% of housewives, 12% of entrepreneurs, 1% of entrepreneurs and 3% of students. The number of visits at Travelio is 1 time, 57% and 2 times, even more, 43%.

**Structural Models**



**Figure 2.** Structural model

Deep models study This consists on One endogenous variable ie Satisfaction , while Social Media , E Service and Brand Image as variable exogenous . For to test convergent validity using outer loading or load factor. Something indicator can stated fulfil terms of convergent validity in category Good if its outer loading value is > 0.05. From the data in Figure 1 shows that No There is indicator variable that has outer loading value below 0.05, so all stated worthy or valid for worn in research and get used more continue.

**Table 2:** Loading Factor

Variables	Indicator	Loading Factor (LF)	AVE
Brand Image	CIT1	0.844	0.708
	CIT2	0.821	
	CIT3	0.900	
	CIT4	0.797	
E-Services	MED4	0.822	0.699
	MED5	0.796	
	MED6	0.863	
	MED7	0.828	
Social Media	MED8	0.869	0.698
	SER2	0.818	
	SER4	0.838	
	SER5	0.832	
Satisfaction	SER6	0.847	0.794
	SER7	0.841	
	SATISFIED2	0.923	
	SATISFIED3	0.889	
	SATISFIED5	0.874	
	SATISFIED7	0.876	

Result of table above is known all indicator Already reach mark *loading factor* > 0.70 and declared valid, so can concluded that whole indicator on the model already fulfil mark *loading factor*

**Table 3.** Discriminant Validity – Formell Larcker

	Brand Image	E Service	Social Media	Satisfaction
Brand Image	0.841			
E Service	0.777	0.836		
Social Media	0.749	0.846	0.835	
Satisfaction	0.818	0.850		0.891

In Table 3 can explained that highest value with the variable Brand Image 0.841, variable E-SERVICE 0.836, variable , variable SOCIAL MEDIA 0.835 SATISFACTION 0.891 Table 3 shows that each statement indicator own mark *loading factor* highest in the tested latent constructs than other latent constructs .

**Table 4.** Multicollinearity Results – Inner VIF Value

Variables	Satisfaction Customer
Brand Image	2,729
E-Services	4,210
Social Media	3,796
Satisfaction Customer	

Multicollinearity between constructs was tested based on VIF values. From Table 9 Brand Image on Customer Satisfaction (VIF=2.729) E-Service on Customer Satisfaction (VIF=4.210) Social Media on Customer Satisfaction (VIF=3.796)

**Table 5.** R-Square Data (R2)

Variables	R Square	R Square Adjusted
Satisfaction	0.800	0.795

The test results are displayed table 11 R Square satisfaction of 0. 800 , temporarily Adjusted R square value of 0.795 . R value <sup>2</sup> showing that the research model is robust. So that can concluded that study supported by conditions empirical . With so , because the research model is valid and reliable then testing hypothesis can continued . On this R square Adjusted Already consider the number of sample data and the number of variables used

**Table 6.** Accuracy Test predictions

Total	Sso	SS	Q <sup>2</sup> (=1-Sse/ Sso )
Brand Image	596,000	294,315	0.506
E Service	745,000	340,149	0.543
Satisfaction	596,000	216,024	0.638
Social Media	745,000	343,536	0.539

Method accuracy prediction can seen with acquisition Q-square value . If the value of Q2> 0 shows that the model has predictive relevance, meanwhile If value Q2<0 indicates that the model is lacking has predictive relevance

**Table 7.** Hypothesis Test

	sample Original (O)	Average Sample (M)	Standard Deviation ( stdev )	T- Statistics (Io/ Stedev )	P-Values	Information
Brand Image -> Satisfaction	0.345	0.342	0.066	5,234	0.000	Accepted
E Service -> Satisfaction	0.382	0.381	0.085	4,484	0.000	Accepted
Social Media -> Satisfaction	0.236	0.241	0.094	2,507	0.012	Accepted

Hypothesis test First that is connection BRAND IMAGE has influence positive and significant to variable SATISFACTION 0.345 where mark *t-statistic* 5.234> 196 and *P-value* 0.000 < 0.05. So hypothesis first (H1) is accepted . hypothesis second that is connection E SERVICE has influence positive and significant to SATISFACTION variable 0.382 where mark *t-statistic* 4.484 > 196 and *P-value* 0.000 <0.05. So hypothesis first (H1) is accepted . hypothesis second that is SOCIAL MEDIA

relationships own influence positive and significant to variable SATISFACTION 0,236 Where mark  $t$ -statistic 2.507 > 196 and P-value 0.012 < 0.05. So hypothesis first (H1) is accepted

## DISCUSSION

Social Media Influence to satisfaction Customers : Social media own role important in influence satisfaction customer in order accommodation use Travelio . Through social media , customers can get information about Travelio , review from user others , and promotions or offer special . Influence positive social media can increase trust customer to Travelio and help they in make decision order accommodation . Conversely , influence negative social media like review bad or complaint customer can lower satisfaction customer . According to Willianti & Oktavianti, (2019) social media own influence to satisfaction customers , and Lestari et al., (2021) who stated that medium social own role or influence in a manner No direct to satisfaction customer Good Because the comfort and convenience that is presented that causes customer will return use product services provided at the time certain . this caused by the role of social media Alone in make it easy customer For fulfil need they with way more effective and efficient as well as can reached Where only and when just . So that customer No need emit power extra For order their accommodation want past application travelio.

Influence *E-services* to satisfaction Customer : *E-service* or service The electronics offered by Travelio also play a role in influence satisfaction customer . Good *e-service* will give convenience and comfort in the process of ordering , payment , and communication with Travelio . features like system user-friendly online ordering service responsive customer , and speed in respond question or complaint customer will increase satisfaction customer . Conversely , if the *e-service* is not enough , customer Possible feel frustrated and disappointed , potentially lower satisfaction customer . According to Sri Nawangasari & Putri, (2020) that Provided *e-services* to customer in a manner Good will attracts a sense of satisfaction alone for customers and impact on future customers return use product our services have and is reinforced by Juhria et al., (2021) who argue that *E-services* have positive influence in increase the feeling of satisfaction customer because the more high *E-service* quality provided so the more also high level Satisfaction Customer . Satisfaction Customer appear caused Because exists *E-Service Quality* carried out by parties Travelio to consumer so customer feel helped with exists *E-Service Quality* like service order accommodation in a manner distance much easier party customer . It means *E-Service Quality* that is carried out Can ask Satisfaction Customer.

Brand Image Influence to satisfaction Customers : Brand image Travelio is also influential to satisfaction customer . Positive brand image covers reputation Travelio in give quality accommodation , professionalism , and reliability . If customer own good perception to image brand Travelio , them more tend feel satisfied with experience order accommodation . A strong brand image also works influence decision customer For use return Travelio in the future or recommend it to others. According to findings Sudirman et al., (2020) show same thing that is image brand own impact to satisfaction customers and reinforced by research conducted by Sapitri , (2020) who obtained results that Brand Image own influence to Satisfaction Customer Travelio . it means , if the Brand Image higher then Satisfaction Customer the more increase . Caused brand for companies and consumers are very important because of the brand ( brand ) of the company can offer the product with the easy way to customer . With exists image good brand so customer will feel satisfied use Application Travelio in order accommodation in accordance with hope from customer Travelio Important For record that the factors above each other related and possible each other affect . For example , social media can influence image brand Travelio and satisfaction customer to offered *e-services* . because That's it , Travelio need notice all aspect this and try For increase quality service them in every element . Through more research depth and survey direct to customer Travelio , got done analysis statistics For measure level the influence of each variable ( social media , *e-service* , and image brand ) against satisfaction customer .

#### 4. CONCLUSION

Research Results Show Social Media , E Service , and Brand Image own influence on Satisfaction S e cara Positive and Significant . Caused by Application Travelio owns quality service For make it easy for customers use application travelio . As for Social Media also has influence on Satisfaction Customer matter This Can just because the customer is interested against advertisements displayed on social media that are presented display management innovation and competition more technology satisfying from party Travelio to customers as well candidate them . With more understanding Good about factors This is Travelio can identify areas where they can do repair and upgrade experience customer they in a manner whole .

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