

The Strategy to Enhance Traveloka's Digital Interaction with Customer Loyalty by Improving E-service Quality and Customer Experience

Rizal Ramdani¹, Putri Amalia Wardi²

^{1,2}Fakultas Ekonomi dan Bisnis, Universitas Bumigora, Indonesia

ARTICLE INFO

Article history:

Received Nov 30, 2024
Revised Des 10, 2024
Accepted Des 20, 2024

Keywords:

Customer Loyalty
E-service Quality
Customer Experience
Digital Interaction

ABSTRACT

This research aimed to enhance digital interaction with the objective of increasing Traveloka customer loyalty by examining the impact of e-service quality and customer experience. The study employed a purposive sampling method to select 400 respondents of Traveloka users. The respondents were surveyed quantitatively using an explanatory survey method. Structural Equation Modeling (SEM) was employed to evaluate the relationship between variables. The findings indicated that customer loyalty was significantly influenced by customer experience and e-service quality, which were intended to enhance digital interaction on the Traveloka platform. Demographic data indicated that millennials and Gen-Z constitute 80% of consumers, with elevated educational qualifications. Furthermore, the discovery provided theoretical advancements in developing a comprehensive model of digital loyalty, as well as practical implications for improving digital travel platforms. Therefore, this research showed that achieving digital customer loyalty via digital interactions demanded the successful integration of excellent consumer experiences and superior service standards.

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Corresponding Author:

Rizal Ramdani,
Fakultas Ekonomi dan Bisnis,
Universitas Bumigora,
Jl. Ismail Marzuki No.22, Cilinaya, Kota Mataram, NTB, Indonesia.
Email: rizal@universitasbumigora.ac.id

1. INTRODUCTION

In the age of accelerating digitization, the tourism and travel sector experienced substantial change due to the integration of digital technologies and online platforms (Subawa & Nadya Leonita, 2024). Traveloka, a prominent Indonesian unicorn in travel technology, established itself as a leading force in the digital transformation of Southeast Asia's travel sector. Since its inception in 2012, Traveloka evolved from a basic aircraft ticket search platform into a comprehensive super app that provided a diverse array of services, including hotel bookings, flight tickets, and numerous lifestyle and leisure offerings (Latuheru & Irwansyah, 2019). Based on the findings of a study carried out by Ryza, (2015) the majority of respondents favored acquiring tickets online, referred to as e-tickets (electronic tickets). In the midst of growing rivalry within the online travel sector, digital engagement was a vital determinant of a platform's ability to sustain and expand its client base. Digital engagement encompassed all points of contact between consumers and the platform, including the user interface, booking procedure, payment mechanism, and digital customer support. This digital interaction's quality immediately influenced consumer experience and significantly contributed to the establishment of long-term loyalty (Kusumaningsih & Baskara, 2024).

APJII, (2023) stated 78% of Indonesian customers were progressively dependent on digital platforms for their travel requirements, with penetration rates consistently rising each year. This

tendency exacerbated during the COVID-19 epidemic, as consumer appetite for digital services has markedly intensified. Data indicated that Traveloka has surpassed 60 million app downloads and facilitates millions of transactions monthly, highlighting the significant possibilities and problems in managing digital interactions with a vast user base. The customer experience in the digital realm was getting more intricate and multifaceted. Customers wanted not just convenience and rapidity in transactions but also personalized services, transaction security, and a consistent experience across digital platforms. Traveloka, with its many digital innovations, such as the easy reschedule function, price alerts, and a unified payment system, aims to provide a streamlined and gratifying consumer experience. E-service quality in the digital realm was being redefined, necessitating the translation of timeliness, dependability, and empathy into successful digital service formats. The platform's capacity to provide rapid answers via chatbots, a systematic complaint ticket system, and customer assistance were critical factors in evaluating the quality of digital services (Sihotang & Haryadi, 2024).

Furthermore, the digital revolution of the travel industry has introduced a new framework for assessing and evaluating e-service quality. Recent surveys indicated that 85% of internet consumers anticipate problem resolution within six hours, and 60% expect immediate solutions to fundamental inquiries. This put considerable pressure on platforms such as Traveloka to provide digital service systems that were both rapid and precise, as well as tailored to individual needs. The use of artificial intelligence and machine learning in Traveloka's customer service framework has facilitated the analysis of user behavior patterns and the anticipation of their demands. Data indicated that the deployment of AI-driven chatbots has enhanced first-contact problem resolution rates by 45% and reduced customer wait times by 70%. Besides, some clients continued to favor the human touch aspect, which presented challenges. The importance of e-service quality has grown significantly in building long-lasting relationships with clients. Traveloka has developed an AI-driven recommendation system that evaluated consumers' search and purchase histories to provide more relevant travel recommendations. Internal research indicated that clients receiving tailored suggestions have a 30% better conversion rate (Anggi Wardani & Kustami, 2023).

Customer data security and privacy are essential components in establishing digital trust (Utomo & Rahman, 2024). In response to the rising incidence of data breaches in the global travel sector, Traveloka has allocated substantial resources to establish a multi-tiered security framework and intricate data protection processes. Surveys indicated that 72% of customers see security as a significant criterion when selecting a digital travel platform. Ensuring uniformity of experience across platforms was a problem in the multi-device age. Traveloka customers used an average of 2.8 distinct devices throughout their vacation planning and booking process (Faroahah et al., 2022). This calls for the creation of systems that delivered experiences regardless of the device in use, all while maintaining customization and data security. The advancement of digital payment systems was a crucial element in enhancing e-service quality. Traveloka has included many digital payment methods, including e-wallets and installment payments, which have shown an enhancement in buy conversion rates. The adaptability of payment options was a crucial distinguishing element in the rivalry among digital travel platforms.

The significance of crisis management and emergency response in a digital setting was increasing, particularly in light of the worldwide experience with the COVID-19 pandemic. Traveloka's capacity to handle widespread cancellations, schedule alterations, and reimbursements during the pandemic has emerged as a critical benchmark for assessing the robustness of their digital service infrastructure. The use of social media in digital customer service initiatives has created a novel aspect of customers connection (Angelista Jeheskiel et al., 2024). Traveloka observed that consumer grievances were now expressed via social media platforms, necessitating the establishment of a cohesive and uniform response mechanism across all contact channels. Expediency and openness in addressing public comments were crucial factors in establishing a favorable digital reputation. Establishing a digital community was an innovative approach to enhancing client engagement and loyalty. Traveloka has established a digital environment that enables users to share experiences, provide feedback, and engage with other travelers. Additionally, evaluating and quantifying the quality of digital services required different methods compared to traditional services. Traveloka has established a thorough assessment system that assesses both conventional data, including customer satisfaction levels, and digital indicators, such as user experience scores, app stability ratings, and social sentiment analysis. The amalgamation of various data offered a comprehensive perspective on the efficacy of digital services and identified areas for improvement (Putri, 2020).

The rapid advancement of digital technology in the travel sector has introduced new intricacies in comprehending the correlation between digital interactions and customer loyalty (Wisnawa, 2024). In the overall picture of Traveloka as a premier digital travel platform, essential inquiries emerge about the influence of digital interactions across several touchpoints on consumer experience and, therefore, on their loyalty. Tactics aimed at enhancing digital interactions through customer experience and e-service quality intensified the complexity and influenced consumer loyalty. This research aimed to elucidate how Traveloka's digital interaction mechanisms, including the user interface and digital customer care system, affect the development of significant and enduring customer experiences. Furthermore, it was crucial to understand how the quality of digital services, which includes timeliness, dependability, and customization, influences the relationship between digital interactions and client loyalty, either positively or negatively. Important questions arose regarding the specific elements of digital interactions that significantly impacted consumer loyalty, and how improving these elements could enhance the effectiveness of Traveloka's digital marketing strategy.

This research aimed to investigate and comprehend the dynamics of enhancing Traveloka's digital connections with customer loyalty via customer experience and e-service quality. This research sought to determine the main aspects that affected the development of a wonderful customer experience on the Traveloka digital platform via a comprehensive examination of user data and digital interaction patterns. This research assessed the efficacy of several components of digital e-service quality used by Traveloka, such as the chatbot system, round-the-clock customer assistance, and service customization, in fostering and sustaining customer loyalty. A comprehensive knowledge of customer experience and e-service quality would provide significant insights into optimizing these factors to enhance the connection between digital interactions and customer loyalty. This study sought to construct a conceptual model that elucidated the intricate connections among research variables and offered pragmatic suggestions for enhancing digital methods to boost customer loyalty.

This research provided substantial contributions to both theoretical and practical domains for many users in the digital travel sector. This research theoretically enhanced the literature on digital marketing and customer relationship management by offering a comprehensive explanation of the mechanisms behind customer loyalty creation inside digital platforms. The development of a conceptual model that clarified the relationship between customer experience, e-service quality, and customer loyalty, with the aimed of enhancing digital interaction, will establish a theoretical framework for future research in the field of travel technology. This study's results also advanced the notion of digital consumer behavior and customer journey mapping inside the realm of e-commerce travel. This study's conclusions provided tangible advantages for Traveloka and other stakeholders in the travel technology sector in refining their digital strategy. In addition, comprehending the fundamental factors that affected customer loyalty would assist in prioritizing feature development and resource distribution. Understanding the significance of customer experience and e-service quality helped inform the development of more effective strategies to enhance customer satisfaction and loyalty. This research offered benchmarks and best practices for industry practitioners in the management of customer-oriented digital platforms.

The study served regulators and policymakers in the digital sector. The study results could provide significant insights for formulating rules that fostered the growth of the travel technology sector while safeguarding consumer interests. This study offered the broader community, particularly users of digital travel platforms, more insight into the determinants of e-service quality and the optimum use of travel platforms. The study results could promote enhancements in industry service standards, eventually benefiting customers via superior customer experiences and elevated e-service quality. Therefore, the study provided a basis for innovation in the digital travel sector. A comprehensive comprehension of digital consumer preferences and behaviors could drive the creation of innovative technological solutions that align more closely with market demands. Besides, the report offered essential information for entrepreneurs and innovators in the travel sector about key factors to consider when establishing customer-centric digital platforms. Thus, the study enhances the digital travel ecosystem in Indonesia and Southeast Asia, promoting sustainable and customer-focused sector development.

2. RESEARCH METHOD

Research Design

This research utilized a quantitative methodology and an explanatory survey technique to investigate the causal relationship between customer experience, e-service quality, and customer loyalty in the Traveloka platform. An explanatory study sought to elucidate the link between two or more variables or symptoms under investigation (Sari et al., 2023). Data collection was conducted cross-sectionally, gathering information during a certain time frame to get a snapshot of the phenomenon now taking place.

Population and Sampling Technique

Populasi The research population consisted of all active users of the Traveloka platform in Indonesia who had completed at least one transaction within the last six months. Sampling indicated the components or sets of criteria available for selection at a certain stage (Ekarani & Bougie, 2010). The sampling method employed purposive sampling based on certain criteria, such as:

1. An active Traveloka user.
2. Completed a minimum of one transaction during the last six months.
3. A minimum age of seventeen years was required.
4. Located in Indonesia.

A study's sample size should be sufficient to adequately address the subject matter at hand and ensure that its size did not render the sampling procedure inefficient. A more prudent approach was to focus on the pertinent effect size. According to Salkind, (2012) the sample size should be within the range of 30 to 500. This investigation employed 400 respondents to ensure adequate representation of the population.

Research Variables

Measuring customer experience used 8 indicators:

Table 1. Indicators of Customer Experience

NO	INDICATOR
1	I felt in control
2	I was able to interact online
3	I emphasized utilization
4	I was aware of distraction
5	I was totally absorbed in what I was doing
6	I was excited by my curiosity
7	I was aroused my imagination
8	I was fun to use

Measuring e-service quality used 7 indicators

Table 2. Indicators E-service Quality

NO	INDIKATOR	SUMBER
1	Efficiency: the ease and speed of accessing	Zeithaml et al., (2009)
2	Fulfillment: the extent to which the site's promises	Zeithaml et al., (2009)
3	Responsiveness: effective troubleshooting	Zeithaml et al., (2009)
4	Reliability: the site functions properly	Parasuraman et al., (2005)
5	Ease of Navigation: ease of exploring online sites	Parasuraman et al., (2005)
6	Site Aesthetics: the appearance of the website	Parasuraman et al., (2005)
7	Contact: the availability of assistance via online	Zeithaml et al., (2009)

Measuring customer loyalty used 5 indicators

Table 3. Indicators Customer Loyalty

NO	INDIKATOR	SUMBER
1	Repeat Purchase: loyalty to buy the products	Kotler & Keller, (2006)
2	Retention: resistance to negative effects	Kotler & Keller, (2006)
3	Referrals: referencing the total essence of the website	Kotler & Keller, (2006)
4	Positive Review: give positive reviews	Kotler & Keller, (2006)
5	Willingness to Pay More: willing to pay more	Kotler & Keller, (2006)

Research Instruments

The data was collected using an online questionnaire that utilized a five-point Likert scale, with one indicating a strong disagreement and five indicating a strong agreement. Salkind, (2012) asserted that the assessment of the Likert Scale involved assigning weights to each point along the scale, and determining individual scores as the sum of individual responses to all items. Incorporated into the questionnaire were the following:

- a) Demographic question
- b) Customer experience question (8 items)
- c) E-service quality question (7 items)
- d) E-loyalty question (5 items)

Research Hypothesis

H1: Customer experience has a positive influence on customer loyalty

H2: E-service quality has a positive influence on customer loyalty

Data Analysis

The data analysis techniques employed in this study include descriptive analysis to identify respondent characteristics, frequency distribution, and the calculation of mean and standard deviation. Certain methodologists frequently question the epistemological credibility of descriptive research design, citing it as the most fundamental form of inquiry (Thorne et al., 1997). In addition, validity and reliability evaluations are implemented through inferential analysis. The Structural Equation Modeling (SEM) method is employed to conduct hypothesis testing, which evaluates the relationship between variables at a significance level of 0.05.

3. RESULTS AND DISCUSSIONS

Respondent Characteristics

The sampling criteria for this research were fulfilled by 400 Traveloka user respondents. The distribution of respondent characteristics was as follows:

Table 4. Demographic Characteristics of Respondents

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	187	46.75
	Female	213	53.25
Age	17-25 years old	156	39.00
	26-35 years old	164	41.00
	36-45 years old	58	14.50
	>45 years old	22	5.50
Education	Senior High School	87	21.75
	Diploma	95	23.75
	Bachelor	178	44.50
	Master/Doctoral	40	10.00
Transaction Frequency (6 months)	1-2 times	145	36.25
	3-5 times	167	41.75
	>5 times	88	22.00

The analysis of respondents' characteristics revealed a fairly balanced gender distribution, with a slight predominance of female respondents (53.25%) over male respondents (46.75%). This suggests that Traveloka has a comparable attractiveness for both sexes. The predominant age groups of users were 26–35 years (41%) and 17–25 years (39%), suggesting that this site was mostly used by millennials and Gen-Z, who were generally more adept with digital technologies. Users with a bachelor's degree constitute the majority (44.50%), indicating that this platform was mostly used by educated individuals with substantial buying power and digital proficiency. In addition, the predominant proportion of respondents reported doing 3–5 transactions in the last 6 months (41.75%), indicating a commendable level of involvement with the Traveloka platform.

Descriptive Analysis

The descriptive analysis of customer experience indicated that the highest score, 4.35, was achieved in the domain of online interaction, indicating user contentment with the platform. Additionally, the user satisfaction score of 4.28 and the website control score of 4.21 were both notably high, suggesting that the platform's user interface was seen as straightforward and user-friendly. However, the awareness of distractions garnered the lowest score of 3.87, suggesting an opportunity for improvement in reducing distractions during utilisation. The average rating of 4.11 indicated that consumers had a favourable experience with the site.

Table 5. Descriptive Analysis Customer Experience

Indicator Items	Mean	Standard Deviation (SD)
I felt in control	4.21	0.728
I was able to interact online	4.35	0.682
I emphasize utilization	3.98	0.845
I was aware of distraction	3.87	0.912
I was totally absorbed in what I was doing	4.12	0.765
I was excited by my curiosity	4.08	0.798
I was aroused my imagination	3.95	0.875
I was fun to use	4.28	0.692
Average of Customer Experience	4.11	0.787

The descriptive analysis of e-service quality revealed that the efficiency dimension had the highest score of 4.32, indicating that the platform was regarded as efficient in its use. Furthermore, the navigation component at 4.30 and system reliability at 4.25 both garnered favorable evaluations, indicating the platform's navigational ease and service dependability. The contact element obtained the lowest score of 3.98, indicating a need for improvement in contact services, particularly in customer service. The average score of 4.18 indicated e-service quality, providing great customer satisfaction to get loyal customer.

Table 6. Descriptive Analysis E-service Quality

Indicator Items	Mean	Standard Deviation (SD)
Efficiency: the ease and speed of accessing	4.32	0.685
Fulfillment: the extent to which the site's promises	4.18	0.742
Responsiveness: effective troubleshooting	4.05	0.828
Reliability: the site functions properly	4.25	0.715
Ease of Navigation: ease of exploring online sites	4.30	0.698
Site Aesthetics: the appearance of the website	4.15	0.765
Contact: the availability of assistance via online	3.98	0.892
Average of E-service Quality	4.18	0.761

The findings from the descriptive analysis of customer loyalty indicated that the repeat purchase dimension achieved the highest score of 4.15, indicating a strong inclination among users to engage in repeat purchases. Besides, positive review feature, with a score of 4.12, signified customers' propensity to provide favorable evaluations of the services rendered. The component of willingness to pay more obtained the lowest score of 3.85, indicating that price sensitivity remained a primary concern for customers. The average score of 4.03 indicated a commendable good level of consumer loyalty.

Table 7. Descriptive Analysis Customer Loyalty

Indicator Items	Mean	Standard Deviation (SD)
Repeat Purchase: loyalty to buy the products	4.15	0.745
Retention: resistance to negative effects	3.95	0.865
Referrals: referencing the total essence of the website	4.08	0.792
Positive Review: give positive reviews	4.12	0.778
Willingness to Pay More: willing to pay more	3.85	0.912
Average of Customer Loyalty	4.03	0.818

Validity and Reliability Test

The table below provided empirical evidence, demonstrating the methodical construction of the research instrument and its ability to produce valid and trustworthy data. The validity and reliability study findings suggested that all loading factor values were above 0.7, indicating strong construct validity. The composite reliability (CR) values for all variables exceed 0.8, indicating a high degree of dependability. An average variance extracted (AVE) value over 0.5 indicated sufficient convergent validity. The Cronbach's alpha score over 0.8 indicated a substantial degree of internal consistency in the used instrument.

Table 8. Validity and Reliability Test

Variabel	Item	Loading Factor	CR	AVE	Cronbach's α
Customer Experience	FLO1	0.825	0.892	0.682	0.895
	FLO2	0.845			
	FLO3	0.812			
	FLO4	0.798			
	FLO5	0.835			
	FLO6	0.828			
	FLO7	0.815			
	FLO8	0.842			
Kualitas Layanan	ESQ1	0.858	0.905	0.715	0.912
	ESQ2	0.842			
	ESQ3	0.825			
	ESQ4	0.865			
	ESQ5	0.848			
	ESQ6	0.832			
	ESQ7	0.815			
Loyalitas Pelanggan	EL1	0.868	0.898	0.698	0.902
	EL2	0.845			
	EL3	0.852			
	EL4	0.862			
	EL5	0.835			

Structural Model Test

The goodness of fit analysis findings got a chi-square value of 2.458 (<3.00) demonstrating a satisfactory model fit. The Root Mean Square Error of Approximation (RMSEA) score of 0.062 (<0.08) indicated an acceptable degree of approximation error. The Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Comparative Fit Index (CFI), and Tucker-Lewis Index (TLI) values, all above 0.90, demonstrated that the model adequately fits the analyzed data.

Table 9. Goodness of Fit Model

Indeks	Cut-off Value	Results	Criteria	Remarks
Chi-square/df	≤ 3.00	2.458	Fit	Model fit to data
RMSEA	≤ 0.08	0.062	Fit	Model fit to data
GFI	≥ 0.90	0.925	Fit	Model fit to data
AGFI	≥ 0.90	0.912	Fit	Model fit to data
CFI	≥ 0.90	0.945	Fit	Model fit to data
TLI	≥ 0.90	0.938	Fit	Model fit to data

Hypothesis Testing Results

The customer experience significantly influenced customer loyalty, increasing digital interaction ($\beta = 0.542$, $p < 0.001$). The pleasant experiences of customers using the Traveloka platform foster the development of loyalty. Descriptive analysis indicated that the joy of use component (FLO8) has a high mean value (4.28), indicating that a positive experience was a crucial element in fostering customer loyalty (Krisyanto & Ekasari, 2024). Further hypothesis testing on e-service quality indicated a substantial positive influenced on customer loyalty, enhancing digital interaction ($\beta = 0.498$, $p < 0.001$). The metrics of efficiency and navigation have the highest mean values (4.32 and 4.30), indicating that accessibility and intuitive navigation were critical elements in fostering customer loyalty for Traveloka (Dewi, 2012).

Table 10. Hypothesis Test

Hypothesis	Relationship	Koefisien	t-value	p-value	Conclusion
H1	Customer Experience → Customer Loyalty	0.542	7.458	0.000	Accepted
H2	E-service Quality → Customer Loyalty	0.498	6.985	0.000	Accepted

4. CONCLUSION

This research study examined the relationship between customer loyalty, e-service quality, and customer experience in order to enhance digital interaction on the Traveloka platform. It involved 400 active user respondents. The findings indicated that all hypotheses that were put forth were accepted with a high degree of significance ($p < 0.001$). Customer loyalty was demonstrated to be significantly influenced by customer experience ($\beta = 0.542$), as evidenced by the high level of satisfaction associated with the platform. Loyalty was also positively influenced by e-service quality ($\beta = 0.498$), with navigation and efficiency serving as the primary factors. These results made theoretical contributions by enhancing the theory of customer experience in the context of digital travel platforms and constructing an integrative model of the relationship between variables. The study's findings have significant practical implications for Traveloka, as they suggest that the company should prioritize the enhancement of digital interactions, the development of enjoyable features, and the optimization of platform efficiency and navigation. Demographic analysis revealed that the majority of users were millennials and Gen-Z (80%), with high education levels (54.5%, at least S1). This highlighted the significance of a suitable digital strategy for this market segment. In summary, the success of a digital travel platform in fostering customer loyalty was contingent upon its capacity to incorporate high-quality digital interactions, generate positive customer experiences, and uphold rigorous e-service quality standards.

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