

**PENGARUH KUALITAS SITUS *ONLINE TRAVEL AGENT* TERHADAP
LOYALITAS PELANGGAN (SURVEI PADA PENGGUNA AGODA)**

SKRIPSI

*Diajukan untuk memenuhi salah satu persyaratan meraih gelar sarjana
pariwisata pada program studi manajemen resort dan leisure*



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LEMBAR PERNYATAAN KEASLIAN

Dengan ini saya menyatakan bahwa skripsi dengan judul “Pengaruh Kualitas Situs *Online Travel Agent* terhadap Loyalitas Pelanggan (Survey Pada Pengguna Agoda) ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung risiko atau sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

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**PENGARUH KUALITAS SITUS *ONLINE TRAVEL AGENT* TERHADAP
LOYALITAS PELANGGAN (SURVEI PADA PENGGUNA AGODA)**

ABSTRAK

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Pada penelitian ini memiliki latar belakang eksistensi *online travel agent* yang berkembang cukup pesat di era digital saat ini dan sangat penting untuk mempertahankan loyalitas pelanggan. Hal tersebut menjadikan Agoda harus mengenal dan mengetahui kebutuhan dari pengguna untuk memenuhi ekspektasi pengguna sehingga bisa menciptakan pengguna yang sangat loyal terhadap Agoda. Penelitian ini untuk menilai pengaruh kualitas situs *online travel agent* terhadap loyalitas pelanggan dan bertujuan untuk mencapai temuan mengenai pengaruh kualitas situs *online travel agent* (x) terhadap loyalitas pelanggan (y). Penelitian ini menggunakan metode kuantitatif deskriptif dan verikatif yang dilakukan menggunakan Software IBM SPSS Statistic 28 dengan instrumen penelitian berupa penyebaran kuesioner sebanyak 272 kepada pengguna agoda. Teknik analisis yang digunakan adalah analisis regresi linear sederhana dan koefisien determinasi serta Uji T untuk pengujian hipotesis. Hasil penelitian ini menunjukkan bahwa kualitas situs *online travel agent* berpengaruh terhadap loyalitas pelanggan sebesar 92% sedangkan sisanya sebesar 8% dipengaruhi variabel lain yang tidak dimasukkan di dalam penelitian ini. Maka dari itu, untuk meningkatkan loyalitas pelanggan diharapkan situs agoda dapat memberikan informasi yang lebih lengkap dan cepat tanggap dalam memberikan solusi sesuai dengan kebutuhan pengguna.

Kata Kunci : Kualitas Situs *Online Travel Agent*, Loyalitas Pelanggan, Agoda.

**THE IMPACT OF TRAVEL AGENT ONLINE SITE QUALITY ON
CUSTOMER LOYALTY (SURVEY ON AGODA USERS)**

ABSTRACT

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This research has a background on the excitability of online travel agents, which are growing quite rapidly in today's digital age and are critical to customer loyalty. This requires Agoda to recognize and understand the needs of users and meet their expectations to create users who are highly loyal to Agoda. This study is aimed at evaluating the impact of the quality of the online travel agent site on customer loyalty and making findings about the effects of the quality (x) of the travel agent site on customer loyalty (y). The research uses descriptive and vertical quantitative methods using IBM SPSS Statistic 28 software to distribute 272 questionnaires to Agoda users. The analytical techniques used are simple linear regression analysis, determination coefficients, and a T-test for hypothetical testing. The results of this study showed that the quality of the online travel agent site affected customer loyalty by 92%. In comparison, the remaining 8% were affected by other variables not included in the study. Thus, to enhance customer loyalty, Agoda's website can provide more complete and responsive information in delivering solutions tailored to users' needs.

Keywords : Website Quality, Customer Loyalty, Agoda

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