

NOMOR DAFTAR FPIPS : 4864/UN40.A2.8/PT/2024

**PENGARUH *E-SERVICE QUALITY* DAN *E-SATISFACTION* TERHADAP
E-LOYALTY PADA *ONLINE TRAVEL AGENCIES* DI INDONESIA**

**(Survei pada *Followers* Akun Instagram Resmi Traveloka, Tiket.com dan
Pegipegi)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana
Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata



Oleh

**Amalia Afqah
1903020**

**FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

LEMBAR HAK CIPTA
**PENGARUH *E-SERVICE QUALITY* DAN *E-SATISFACTION* TERHADAP
E-LOYALTY PADA *ONLINE TRAVEL AGENCIES* DI INDONESIA**

(Survei pada *Followers* akun Instagram Resmi Traveloka, Tiket.com dan
Pegipegi)

Oleh
Amalia Afiqah
1903020

Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat dalam
memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen
Pemasaran Pariwisata
Fakultas Pendidikan Ilmu Pengetahuan Sosial
Universitas Pendidikan Indonesia

©Amalia Afiqah, 2024
Universitas Pendidikan Indonesia
Januari 2024

Hak cipta dilindungi Undang-Undang.
Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian,
Dengan dicetak ulang, difoto kopi, atau cara lainnya tanpa ijin dari
penulis.

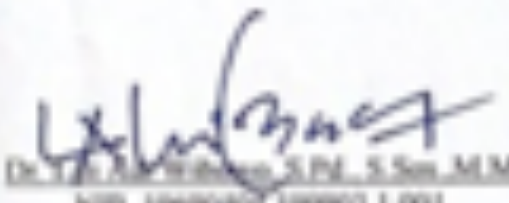
LEMBAR PENGESAHAN

PENGARUH *E-SERVICE QUALITY* DAN *E-SATISFACTION* TERHADAP *E-LOYALTY* PADA *ONLINE TRAVEL AGENCIES* DI INDONESIA

(Survei pada *Followers* akun Instagram Resmi Traveloka, Tiket.com dan Pegipegi)

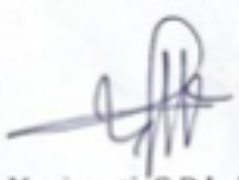
Skripsi ini disetujui dan disahkan oleh:

Dosen Pembimbing I




Dr. Yuli Nurhidayah, S.Pd., S.Sos., M.M.
NIP. 19600404 199603 1 001

Dosen Pembimbing II



Yeni Yuniawati, S.Pd., MM
NIP. 19810608 200604 2 001

Mengetahui,
Ketua Program Studi Manajemen Pemasaran Pariwisata
FPIPS Universitas Pendidikan Indoensia



Taufik Abdullah, S.E., M.M.Par., Ph.D
NIP. 19851024 201404 1 001

Tanggung Jawab Yuridis ada pada Penulis



Amalia Afiqah
NIM. 1903020

PERNYATAAN TENTANG KEASLIAN SKRIPSI DAN BEBAS PLAGIARISME

Berdasarkan pernyataan ini, saya menegaskan bahwa skripsi yang berjudul “Pengaruh *E-Service Quality* dan *E-Satisfaction* terhadap *E-Loyalty* pada *Online Travel Agencies* di Indonesia” beserta seluruh isinya merupakan karya saya pribadi. 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 resiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya ini.

Bandung, 8 Januari 2024



ABSTRAK

Amalia Afiqah 1903020 “Pengaruh *E-Service Quality* dan *E-Satisfaction* terhadap *E-Loyalty* pada *Online Travel Agencies* di Indonesia” di bawah bimbingan Dr. Lili Adi Wibowo, S.Sos., S.Pd., M.M. dan Yeni Yuniawati, S.Pd., MM.

Penelitian ini bertujuan untuk memperoleh gambaran *e-service quality*, *e-satisfaction*, dan *e-loyalty* pada *followers* Instagram resmi *Online Travel Agencies* di Indonesia, serta untuk mengetahui pengaruh *e-service quality* dan *e-satisfaction* terhadap *e-loyalty* pada pelanggan yang tergabung dalam *followers* Instagram resmi *Online Travel Agencies* di Indonesia. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Populasi dalam penelitian ini berukuran 200 responden dengan menggunakan teknik *sample random sampling*. Teknik analisis penelitian ini adalah analisis *Structural Equation Model* (SEM) dengan menggunakan program AMOS for *windows*. Hasil temuan pada penelitian ini menemukan bahwa gambaran *e-service quality*, *e-satisfaction*, dan *e-loyalty* berada pada kategori baik. Temuan penelitian ini menunjukkan bahwa pengaruh tidak langsung *e-service quality* masih memperoleh besaran pengaruh yang lebih rendah terhadap *e-loyalty*, dibandingkan dengan pengaruh langsung. Berdasarkan hasil penelitian, peneliti merekomendasikan agar layanan *Online Travel Agencies* dapat mengoptimalkan kembali *e-satisfaction* dengan memberikan yang terbaik melalui *convenience* dan *financial security*, serta mempertahankan *e-service quality* dengan memberikan yang terbaik melalui *efficiency* dan *personalization* agar dapat meningkatkan *e-loyalty*.

Kata kunci: *E-Service Quality*, *E-Satisfaction*, *E-Loyalty*, *Online Travel Agencies*

ABSTRACT

Amalia Afiqah 1903020 “The Effect of E-Service Quality and E-Satisfaction on E-Loyalty towards Online Travel Agencies in Indonesia” under guidance of Dr. Lili Adi Wibowo, S.Sos., S.Pd., M.M. and Yeni Yuniawati, S.Pd., MM

This study aims to obtain an overview of e-service quality, e-satisfaction, and e-loyalty on the official Instagram followers of Online Travel Agencies in Indonesia, as well as to determine the influence of e-service quality and e-satisfaction on e-loyalty among customers who are members of official Instagram followers of Online Travel Agents in Indonesia. The type of research used is descriptive and verification. The population in this study was 200 respondents using random sampling techniques. The analysis technique for this research is Structural Equation Model (SEM) analysis using the AMOS for Windows program. The findings in this study found that the description of e-service quality, e-satisfaction, and e-loyalty was in the good category. The findings of this research indicate that the indirect influence of e-service quality still has a lower magnitude of influence on e-loyalty, compared to the direct effect. Based on the research results, researchers recommend that Online Travel Agencies services can re-optimize e-satisfaction by providing the best through comfort and financial security, as well as maintaining the quality of e-service by providing the best through efficiency and personalization in order to increase e-loyalty.

Keywords: *E-Service Quality, E-Satisfaction E-Loyalty, Online Travel Agencies*

KATA PENGANTAR

Puji serta syukur senantiasa penulis panjatkan atas kehadiran Tuhan Yang Maha Esa yang telah melimpahkan rahmat dan karunia-Nya, sehingga penulis dapat menyelesaikan skripsi yang berjudul “Pengaruh *E-Service Quality* dan *E-Satisfaction* terhadap *E-Loyalty* pada *Online Travel Agencies* di Indonesia” (Survei pada *Followers* akun Instagram Resmi Traveloka, Tiket.com dan Pegipegi) sebagai salah satu syarat menempuh ujian sidang sarjana Program Studi Manajemen Pemasaran Pariwisata.

Penyusunan skripsi ini dilakukan untuk memperoleh gambaran deskriptif *e-service quality*, *e-satisfaction*, *e-loyalty* pelanggan yang tergabung dalam *followers Instagram* resmi *online travel agencies*, serta untuk memahami pengaruhnya secara simultan maupun parsial. Penulis menyadari kekurangan dalam penulisan skripsi ini, sehingga saran dan kritik dari pembaca diharapkan dapat menjadi evaluasi untuk penelitian yang lebih baik. Penelitian skripsi ini diharapkan dapat bermanfaat bagi pengembangan ilmu manajemen pemasaran pariwisata, khususnya dalam kajian *e-service quality*, *e-satisfaction* dan *e-loyalty*.

Bandung, 8 Januari 2024

**Penulis
Amalia Afiqah**

UCAPAN TERIMA KASIH

Puji serta syukur senantiasa penulis panjatkan atas kehadiran Tuhan Yang Maha Esa telah melimpahkan rahmat dan karunia-Nya, sehingga penulis dapat menyelesaikan penyusunan skripsi ini sebagai salah satu syarat menempuh ujian sidang sarjana Program Studi Manajemen Pemasaran Pariwisata Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia. Penyusunan skripsi ini tidak dapat berjalan dengan baik tanpa dukungan, perhatian, bimbingan, serta bantuan dari beberapa pihak. Atas segala kerendahan hati, dengan penuh rasa hormat penulis mengucapkan terima kasih kepada:

1. Bapak Kuatin dan Ibu Eni Susilowati selaku orang tua tercinta, yang telah memberikan kasih sayang, mendoakan, dan mendukung penulis secara moril maupun materil dalam menyelesaikan studi di Manajemen Pemasaran Pariwisata.
2. Bapak Prof. Dr. H. M. Solehuddin, M.Pd., MA selaku Rektor Universitas Pendidikan Indonesia.
3. Bapak Prof. Dr. Agus Mulyana, M.Hum selaku Dekan Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia.
4. Bapak Taufik Abdullah, S.E., M.M.Par, Ph.D selaku Ketua Program Studi Manajemen Pemasaran Pariwisata Universitas Pendidikan Indonesia.
5. Bapak Dr. Lili Adi Wibowo, S.Sos., S.Pd., M.M selaku Dosen Pembimbing I yang telah memberikan ilmu, bimbingan, saran serta arahan selama penyusunan skripsi ini.
6. Ibu Yeni Yuniawati, S.Pd., M.M selaku Dosen Pembimbing II yang telah memberikan ilmu, bimbingan dan motivasi yang sangat berpengaruh kepada penulis selama penyusunan skripsi.
7. Ibu Prof. Dr. Vanessa Gaffar, S.E., Ak., MBA., Bapak Dr. Gitasiswhara, S.E.Par, MM, Ibu Dr. Rini Andari, S.Pd., S.E.Par., Ibu Dewi Pancawati Novalita, S.Pd. MM., Ibu H.P. Diyah Setyorini, MM., Bapak Bagja Waluya, S.Pd., M.Pd., Bapak Shandra Rama Panji Wulung, S.Par., M.P.Par., dan Bapak Rijal Khaerani, S.Si., M.Stat serta segenap dosen pengajar di Program Studi Manajemen Pemasaran Pariwisata yang telah memberikan pembelajaran,

pengetahuan, dan bimbingan bagi penulis dalam menyelesaikan studi di Program Studi Manajemen Pemasaran Pariwisata.

8. Ibu Santika Andriani selaku *staff* di Program Studi Manajemen Pemasaran Pariwisata yang senantiasa membantu penulis dalam urusan administrasi selama masa perkuliahan.
9. Rifqi Sholih Ardi Nugroho dan Nurrul Maolidah sebagai kakak tercinta, Zayn Ghazali Nugroho sebagai Keponakan tersayang, serta Nia Rizkiyanti sebagai Adik Sepupu tercinta beserta segenap keluarga besar yang telah memberikan kasih sayang, mendoakan, menemani, menghibur, dan dukungan yang tiada henti sehingga penulis bisa menyelesaikan penyusunan skripsi ini.
10. Dara Mazaya, Sabrina Nurrul, Nando Tifano, Azhary Sukmadiningrat, Chita Aura Putri, Ferby Stevanie, Melur Dwi Aprilda, Rizky Febriyana, Sherin Pebriyanti sebagai teman terdekat penulis yang senantiasa memberikan dukungan, arahan serta motivasi selama perkuliahan hingga penyusunan skripsi ini.
11. Teman-teman satu angkatan untuk berdiskusi dan memotivasi selama penyusunan skripsi ini Chita Aura Putri, Raisha Fauziah Nur Rahma, Dea Fitria. Termasuk teman-teman Manajemen Pemasaran Pariwisata 2019 yang menjadi teman seperjuangan dan telah menjadi teman yang menemani, saling memberikan dukungan, dan berjuang bersama selama masa perkuliahan
12. Pihak-pihak yang berpengaruh selama perkuliahan, terutama proses penyusunan skripsi ini yang tidak dapat penulis cantumkan satu persatu.

Semoga Allah SWT senantiasa memberikan balasan serta rahmatNya atas segala kebaikan, dukungan dan do'a yang telah dipanjatkan untuk penulis selama perkuliahan, terutama penyusunan skripsi ini. Aamiin Allahumma Aamiin.

Bandung, 8 Januari 2024

Penulis

Amalia Afiqah

DAFTAR ISI

HALAMAN SAMBUT	i
LEMBAR HAK CIPTA	ii
LEMBAR PENGESAHAN	iii
PERNYATAAN TENTANG KEASLIAN SKRIPSI DAN BEBAS PLAGIARISME	iv
ABSTRAK	v
ABSTRACT	vi
KATA PENGANTAR	vii
UCAPAN TERIMA KASIH	viii
DAFTAR ISI	x
DAFTAR TABEL	xiii
DAFTAR GAMBAR	xv
BAB I PENDAHULUAN	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah	14
1.3 Tujuan Penelitian	14
1.4 Kegunaan Penelitian	14
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS	16
2.1 Kajian Pustaka	16
2.1.1 Pendekatan Teori	16
2.1.2 Konsep <i>E-Loyalty</i>	18
2.1.2.1 Definisi <i>E-Loyalty</i>	18
2.1.2.2 Pengukuran Konsep <i>E-Loyalty</i>	209
2.1.2.3 Model Konsep <i>E-Loyalty</i>	222
2.1.3 Konsep <i>E-Satisfaction</i>	24
2.1.3.1 Definisi <i>E-Satisfaction</i>	24
2.1.3.2 Pengukuran Konsep <i>E-Satisfaction</i>	25
2.1.3.3 Model Konsep <i>E-Satisfaction</i>	28
2.1.4 Konsep <i>E-Service Quality</i>	30
2.1.4.1 Definisi <i>E-Service Quality</i>	30
2.1.4.2 Pengukuran <i>E-Service Quality</i>	30
2.1.4.3 Model Konsep <i>E-Service Quality</i>	333
2.2 Kerangka Pemikiran	33
2.3 Hipotesis	39
BAB III OBJEK DAN METODOLOGI PENELITIAN	41
3.1 Objek Penelitian	41
3.2 Metode Penelitian	41
3.2.1 Jenis Penelitian dan Metode yang digunakan	41
3.2.2 Operasionalisasi Variabel	40
3.2.3 Jenis dan Sumber Data	48
3.2.4 Populasi, Sampel dan Teknik <i>Sampling</i>	50

3.2.4.1	Populasi.....	50
3.2.4.2	Sampel	50
3.2.4.3	Teknik <i>Sampling</i>	52
3.2.5	Teknik Pengumpulan Data	53
3.2.6	Hasil Pengujian Validitas dan Reliabilitas	54
3.2.6.1	Hasil Pengujian Validitas	54
3.2.6.2	Hasil Pengujian Reliabilitas.....	59
3.2.7	Teknik Analisis Data	61
3.2.7.1	Teknik Analisis Data Deskriptif	62
3.2.7.2	Teknik Analisis Data Verifikatif.....	65
3.2.7.3	Pengujian Hipotesis	77
BAB IV HASIL PENELITIAN DAN PEMBAHASAN		78
4.1	Profil Perusahaan, Karakteristik dan Pengalaman <i>Followers</i> Akun	
	Instagram Resmi Traveloka, Tiket.com, dan Pegipegi	79
4.1.1	Profil dan Sejarah Perusahaan <i>Online Travel Agencies</i> di Indonesia... 79	
4.1.1.1	Profil dan Sejarah Traveloka	80
4.1.1.2	Profil dan Sejarah Tiket.com	82
4.1.1.3	Profil dan Sejarah Pegipegi	852
4.1.2	Karakteristik dan Pengalaman dikaitkan dengan <i>E-Loyalty</i> pada <i>Followers</i> Instagram <i>Online Travel Agencies</i> di Indonesia	87
4.1.2.1	Keterkaitan Tingkat <i>E-Loyalty</i> dengan Usia dan Jenis Kelamin	88
4.1.2.2	Keterkaitan Tingkat <i>E-Loyalty</i> dengan Asal Daerah	90
4.1.2.3	Keterkaitan Tingkat <i>E-Loyalty</i> dengan Pendidikan Terakhir.92	
4.1.2.4	Keterkaitan Tingkat <i>E-Loyalty</i> dengan Pekerjaan dan Penghasilan	90
4.1.2.5	Keterkaitan Berdasarkan Berapa Kali Memakai Aplikasi dalam Tiga Tahun Terakhir dan Tujuan Perjalanan.....	95
4.1.2.6	Pengalaman Pelanggan Berdasarkan Alasan Menggunakan Aplikasi <i>Online Travel Agencies</i>	92
4.1.2.7	Pengalaman Pelanggan Berdasarkan Layanan yang diharapkan pada Aplikasi <i>Online Travel Agencies</i>	98
4.2	Hasil Penelitian	99
4.2.1	Hasil Penelitian Deskriptif	99
4.2.1.1	Tanggapan <i>Followers</i> Instagram <i>Online Travel Agencies</i> terhadap <i>E-Loyalty</i>	99
4.2.1.2	Tanggapan <i>Followers</i> Instagram <i>Online Travel Agencies</i> terhadap <i>E-Satisfaction</i>	104
4.2.1.3	Tanggapan <i>Followers</i> Instagram <i>Online Travel Agencies</i> terhadap <i>E-Service Quality</i>	103
4.3	Hasil Pengujian dan Hipotesis	113
4.3.1	Uji Asumsi SEM.....	113
4.3.1.1	Ukuran Sampel	114
4.3.1.2	Uji Normalitas Data.....	114
4.3.1.3	<i>Outliers</i> Data.....	115
4.3.1.4	Multikolinieritas.....	116
4.3.2	Pengujian SEM.....	117
4.3.2.1	Spesifikasi Model (<i>Model Specification</i>).....	117
4.3.2.2	Kecocokan Model Pengukuran (<i>Measurement Model Fit</i>).....	118
4.3.2.3	Konstruk Eksogen <i>E-Service Quality</i>	118

4.3.2.4	Kecocokan Model Pengukuran (<i>Measurement Model Fit</i>).....	127
4.3.2.5	Kecocokan Keseluruhan Model (<i>Measurement Overall Model</i>).....	129
4.3.2.6	Respesifikasi Model (<i>Measurement Respecification</i>).....	130
4.3.3	Pengujian Hipotesis	132
4.3.3.1	Hipotesis Pengaruh <i>E-Service Quality</i> terhadap <i>E-Satisfaction</i>	134
4.3.3.2	Hipotesis <i>E-Service Quality</i> terhadap <i>E-Loyalty</i>	134
4.3.3.3	Hipotesis <i>E-Satisfaction</i> terhadap <i>E-Loyalty</i>	135
4.3.3.4	Hipotesis Pengaruh <i>E-Service Quality</i> terhadap <i>E-Loyalty</i> melalui <i>E-Satisfaction</i>	135
4.3.4	Hasil <i>Standardized Loading Factor</i>	136
4.4	Pembahasan Penelitian.....	137
4.4.1	Pembahasan Hasil Deskriptif	137
4.4.1.1	Pembahasan Gambaran <i>E-Loyalty</i>	137
4.4.1.2	Pembahasan Gambaran <i>E-Satisfaction</i>	138
4.4.1.3	Pembahasan Gambaran <i>E-Service Quality</i>	140
4.4.2	Pembahasan Hasil Pengujian Hipotesis.....	141
4.4.2.1	Pembahasan Pengaruh <i>E-Service Quality</i> terhadap <i>E-Loyalty</i> melalui <i>E-Satisfaction</i> secara Simultan dan Parsial.....	141
4.5	Implikasi Penelitian	146
4.5.1	Temuan Penelitian Bersifat Teoritis	146
4.5.1.1	Gambaran <i>E-Service Quality</i> dan <i>E-Satisfaction</i> terhadap <i>E-Loyalty</i>	146
4.5.1.2	Pengaruh <i>E-Service Quality</i> terhadap <i>E-Loyalty</i> melalui <i>E-Satisfaction</i> secara Simultan dan Parsial.....	148
4.5.2	Temuan Penelitian Bersifat Empirik	151
4.5.2.1	Gambaran <i>E-Service Quality</i> dan <i>E-Satisfaction</i> terhadap <i>E-Loyalty</i>	151
4.5.2.2	Pengaruh <i>E-Service Quality</i> terhadap <i>E-Loyalty</i> melalui <i>E-Satisfaction</i> secara Simultan dan Parsial.....	153
BAB V KESIMPULAN DAN REKOMENDASI.....		155
5.1	Kesimpulan	156
5.2	Rekomendasi.....	157
DAFTAR PUSTAKA.....		162
LAMPIRAN		176

DAFTAR TABEL

Tabel 1.1	<i>Traffic Overview</i>	5
Tabel 2.1	Sitasi Definisi <i>E-Loyalty</i> menurut Para Ahli.....	19
Tabel 2.2	Pengukuran <i>E-Loyalty</i> menurut Beberapa Ahli.....	20
Tabel 2.3	Sitasi Definisi <i>E-Satisfaction</i> menurut Para Ahli.....	25
Tabel 2.4	Pengukuran <i>E-Satisfaction</i> menurut Beberapa Ahli.....	26
Tabel 2.5	Sitasi Definisi <i>E-Service Quality</i> menurut Para Ahli.....	30
Tabel 2.6	Pengukuran <i>E-Service Quality</i> menurut Beberapa Ahli.....	31
Tabel 3.1	Operasional Variabel.....	42
Tabel 3.2	Jenis dan Sumber Data.....	49
Tabel 3.3	Jumlah Populasi.....	50
Tabel 3.4	Hasil Pengujian Validitas Variabel.....	55
Tabel 3.5	Hasil Pengujian Reliabilitas.....	61
Tabel 3.6	Skor Alternatif.....	60
Tabel 3.7	Tabel Tabulasi Silang (<i>Cross Tabulation</i>).....	61
Tabel 3.8	Analisis Deskriptif.....	72
Tabel 3.9	Indikator Pengujian Kesesuaian Model.....	76
Tabel 4. 1	Profil <i>Online Travel Agencies</i> di Indonesia.....	79
Tabel 4. 2	Klasifikasi Tingkat <i>E-Loyalty</i>	88
Tabel 4. 3	Profil Pengguna <i>Online Travel Agencies</i> Berdasarkan Usia dan Jenis Kelamin dikaitkan dengan <i>E-Loyalty</i>	89
Tabel 4. 4	Keterkaitan Tingkat <i>E-Loyalty</i> dengan Asal Daerah.....	91
Tabel 4. 5	Keterkaitan Tingkat <i>E-Loyalty</i> dengan Pendidikan Terakhir.....	92
Tabel 4. 6	Keterkaitan Tingkat <i>E-Loyalty</i> dengan Pekerjaan dan Penghasilan.....	94
Tabel 4. 7	Keterkaitan Tingkat <i>E-Loyalty</i> dengan Frekuensi Penggunaan.....	95
Tabel 4. 8	Tanggapan Followers Instagram <i>Online Travel Agencies</i> terhadap <i>E-Loyalty</i>	99
Tabel 4. 9	Tanggapan Followers Instagram <i>Online Travel Agencies</i> terhadap <i>E-Satisfaction</i>	104
Tabel 4. 10	Tanggapan Followers Instagram <i>Online Travel Agencies</i> terhadap <i>E-Service Quality</i>	108
Tabel 4. 11	Hasil Pengujian Normalitas <i>Multivariate</i>	114
Tabel 4. 12	Hasil Pengujian <i>Outliers</i> Data.....	115
Tabel 4. 13	Hasil Pengujian <i>Sample Correlation Matrix</i>	116

Tabel 4. 14 Validitas dan Reliabilitas Model Pengukuran Konstruk Eksogen <i>E-Service Quality</i>	120
Tabel 4. 15 Hasil Evaluasi <i>Goodness Of Fit Model</i> CFA Konstruk Eksogen <i>E-Service Quality</i>	121
Tabel 4. 16 Validitas dan Reliabilitas Model Pengukuran Konstruk Eksogen <i>E-Satisfaction</i>	123
Tabel 4. 17 Hasil Evaluasi <i>Goodness Of Fit Model</i> CFA Konstruk Eksogen <i>E-Satisfaction</i>	123
Tabel 4. 18 Validitas dan Reliabilitas Model Pengukuran Konstruk Endogen <i>E-Loyalty</i>	126
Tabel 4. 19 Hasil Evaluasi <i>Goodness Of Fit Model</i> CFA Konstruk Endogen <i>E-Loyalty</i>	126
Tabel 4. 20 Hasil Estimasi Parameter Model Pengaruh <i>E-Service Quality</i> dan <i>E-Satisfaction</i> terhadap <i>E-Loyalty</i>	128
Tabel 4. 21 Hasil Pengujian <i>Goodness Of Fit</i> Pada <i>Full Model E-Service Quality</i> dan <i>E-Satisfaction</i> terhadap <i>E-Loyalty</i>	129
Tabel 4. 22 <i>Modification Index Full</i> Pengaruh <i>E-Service Quality</i> dan <i>E-Satisfaction</i> terhadap <i>E-Loyalty</i>	130
Tabel 4. 23 Hasil Evaluasi Estimasi Pengaruh <i>E-Service Quality</i> dan <i>E-Satisfaction</i> Terhadap <i>E-Loyalty</i>	131
Tabel 4. 24 Hasil Evaluasi <i>Goodness Of Fit Full Model 2</i> Pengaruh <i>E-Service Quality</i> dan <i>E-Satisfaction</i> terhadap <i>E-Loyalty</i>	132
Tabel 4. 25 Analisis Uji Hipotesis <i>Full Model</i>	133
Tabel 4. 26 <i>Standardized Indirect Effect</i>	135
Tabel 4. 27 <i>Standardized Indirect Effect – Two Tailed Significance (BC)</i>	135
Tabel 4. 28 <i>Implied Correlations Of All Variables</i>	136

DAFTAR GAMBAR

Gambar 1.1 <i>Internet User Distribution in the World</i>	4
Gambar 1.2 <i>Digital Travel Sales in Indonesia from 2014 to 2020</i>	5
Gambar 1.3 <i>Website Performance Engagment</i>	6
Gambar 1.4 <i>Top Brand Index Fase 2 2021</i>	7
Gambar 2.1 Model <i>E-Loyalty</i>	22
Gambar 2.2 Model <i>E-Loyalty</i>	23
Gambar 2.3 Model <i>E-Satisfaction</i>	29
Gambar 2.4 Model <i>E-Satisfaction</i>	29
Gambar 2.5 Model <i>E-Service Quality</i>	34
Gambar 2.6 Kerangka Pemikiran Pengaruh <i>E-Service Quality</i> terhadap <i>E-Satisfaction</i> dan <i>E-Loyalty</i>	38
Gambar 2.7 Paradigma Penelitian Pengaruh <i>E-Service Quality</i> dan <i>E-Satisfaction</i> terhadap <i>E-Loyalty</i>	39
Gambar 3.1 Garis Kontinum Penelitian <i>E-Service Quality</i> , <i>E-Satisfaction</i> , dan <i>E-Loyalty</i>	65
Gambar 3.2 Model Pengukuran <i>E-Service Quality</i>	68
Gambar 3.3 Model Pengukuran <i>E-Satisfaction</i>	68
Gambar 3.4 Gambar Pengukuran <i>E-Loyalty</i>	69
Gambar 3.5 Model Struktural Pengaruh <i>E-Service Quality</i> dan <i>E-Satisfaction</i> terhadap <i>E-Loyalty</i>	70
Gambar 4. 1 Alasan Pelanggan Menggunakan Aplikasi <i>Online Travel Agencies</i>	97
Gambar 4. 2 Alasan Pelanggan Berdasarkan Layanan yang di Harapkan pada <i>Online</i> <i>Travel Agencies</i>	99
Gambar 4. 3 Garis Kontinum Penilaian Variabel <i>E-Loyalty</i>	104
Gambar 4. 4 Garis Kontinum Penilaian Variabel <i>E-Satisfaction</i>	108
Gambar 4. 5 Garis Kontinum Penilaian Variabel <i>E-Service Quality</i>	113
Gambar 4. 6 Spesifikasi Model Pengaruh <i>E-Service Quality</i> dan <i>E-Satisfaction</i> terhadap <i>E-Loyalty</i>	118
Gambar 4. 7 Model Pengukuran <i>E-Service Quality</i>	119
Gambar 4. 8 Model Pengukuran <i>E-Satisfaction</i>	122
Gambar 4. 9 Model Pengukuran <i>E-Loyalty</i>	125
Gambar 4. 10 Struktur Model Pengaruh <i>E-Service Quality</i> dan <i>E-Satisfaction</i> terhadap <i>E-Loyalty</i>	128

Gambar 4. 11 *Full Model 2* Pengaruh *E-Service Quality* dan *E-Satisfaction*
terhadap *E-Loyalty*..... 131

DAFTAR PUSTAKA

- Abou-Shouk, M. A., & Khalifa, G. S. (2017). The influence of website quality dimensions on e-purchasing behaviour and e-loyalty: a comparative study of Egyptian travel agents and hotels. *Journal of Travel and Tourism Marketing*, 34(5), 608–623. <https://doi.org/10.1080/10548408.2016.1209151>
- Agus Purwanto. (2022). The Role of Digital Leadership, e-loyalty , e-service Quality and e-satisfaction of Indonesian E-commerce Online Shop. *International Journal Of Social And Management Studies* , 3(5), 51–57.
- Ahmad, A., Rahman, O., & Khan, M. N. (2017). Exploring the role of website quality and hedonism in the formation of e-satisfaction and e-loyalty: Evidence from internet users in India. *Journal of Research in Interactive Marketing*, 11(3), 246–267. <https://doi.org/10.1108/JRIM-04-2017-0022>
- Al-dweeri, R. M., Obeidat, Z. M., Al-dwiry, M. A., Alshurideh, M. T., & Alhorani, A. M. (2017). The Impact of E-Service Quality and E-Loyalty on Online Shopping: Moderating Effect of E-Satisfaction and E-Trust. *International Journal of Marketing Studies*, 9(2), 92. <https://doi.org/10.5539/ijms.v9n2p92>
- Al-msallam, S. (2015). Customer Satisfaction and Brand Loyalty in the Hotel Industry. *European Scientific Journal*, ESJ, 11(10), 232–251. <https://doi.org/10.5281/zenodo.3461457>
- Al-Suraihi, W. A., Al-Suraihi, A.-H. A., Ibrahim, I., Al-Tahitah, A., & Abdulrab, M. (2020). The Effect of Customer Relationship Management on Consumer Behavior: A Case of Retail Industry in Malaysia. *International Journal of Management and Human Science (IJMHS)*, 4(3), 32–40.
- Albayrak, T., Karasakal, S., Kocabulut, Ö., & Dursun, A. (2020). Customer Loyalty Towards Travel Agency Websites: The Role of Trust and Hedonic Value. *Journal of Quality Assurance in Hospitality and Tourism*, 21(1), 50–77. <https://doi.org/10.1080/1528008X.2019.1619497>
- Alfajri, A., Maya, A., & Zuliestiana, D. (2016). Analisis Perbandingan Website Quality Situs Online Travel Agencies Traveloka Dan Tiket.Com Menurut Konsumen. *E-Proceeding of Managemen*, 3(2), 4.
- ANALYTICS, M. (2020). *Impact of COVID-19 on Consumer Behaviour*. <https://doi.org/10.24247/ijmperdjun2020979>
- Anderson, R. E., & Srinivasan, S. S. (2003). E-Satisfaction and E-Loyalty: A Contingency Framework. *Psychology and Marketing*, 20(2), 123–138. <https://doi.org/10.1002/mar.10063>
- Anderson, R. E., & Swaminathan, S. (2011). Customer Satisfaction and Loyalty in E-Markets: A PLS Path Modeling Approach. *Journal of Marketing Theory and Practice*, 19(2), 221–234. <https://doi.org/10.2753/MTP1069-6679190207>
- Anggara, A. W., & Dirgantara, I. M. B. (2022). The Role of Website Quality and Interactivity toward the Formation of E-Trust, E-Satisfaction and Dual Constructs of E-Loyalty: Study on Sporting Goods E-Commerce Website

Amalia Afiqah, 2024

PENGARUH E-SERVICE QUALITY DAN E-SATISFACTION TERHADAP E-LOYALTY PADA ONLINE TRAVEL AGENCIES DI INDONESIA

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- PlanetSports.Asia. ... and Critics Institute (BIRCI-Journal ..., 16657–16670. <https://bircu-journal.com/index.php/birci/article/view/5579>
- Anita Tobagus. (2018). PENGARUH E-SERVICE QUALITY TERHADAP E-SATISFACTION PADA PENGGUNA DI SITUS TOKOPEDIA Anita. *Suparyanto Dan Rosad (2015, 6(1), 1–10.*
- Antarwiyati, P., Nurhakim, A. L., & Kusuma, H. (2010). Determinan Electronic Loyalty (e-Loyalty) Pada Website. *Jurnal Akuntansi Dan Auditing Indonesia, 14(1), 1–21.* <http://www.jurnal.uii.ac.id/index.php/JAAI/article/view/2245>
- Areiza-Padilla, J. A., Galindo-Becerra, T., & Del Río, M. C. (2021). Social Networks and E-Loyalty: A New Means of Sports Training during COVID-19 Quarantines. *Journal of Theoretical and Applied Electronic Commerce Research, 16(7), 2808–2823.* <https://doi.org/10.3390/jtaer16070154>
- Arifin, Z. (2014). *Penelitian Pendidikan: Metode dan Paradigma Baru.* PT Remaja Rosdakarya.
- Arora, S. (2019). Customer Behaviour-Online Travel Industry in India. *SocioEconomic Challenges, 3(1), 90–98.* [https://doi.org/10.21272/sec.3\(1\).90-98.2019](https://doi.org/10.21272/sec.3(1).90-98.2019)
- Arubusman, D. A., Jasfar, F., Hady, H., Kristaung, R., & Arafah, W. (2022). Building E-Loyalty Formed by E-Recovery Service Quality Mediated by E-Service Recovery Satisfaction and E-commitment on Online Travel Agent Customers in Indonesia. *Journal of Economics, Finance and Management Studies, 05(12), 3970–3980.* <https://doi.org/10.47191/jefms/v5-i12-58>
- Assael, H. (1992). *Consumer Behavior and Marketing Action (Fourth Ed).* PWS-KENT Publishing Company.
- B, U., R, F., NN, A., & P, B. (2018). Aspirations, Concerns and Psychology of University Students after Graduating Bachelor's Degree. *Journal of Forensic Psychology, 03(01), 1–9.* <https://doi.org/10.4172/2475-319x.1000134>
- BAPPEDA. (2022). *Sekda Jabar: Transformasi Digital Diterapkan di Lingkup Provinsi Jawa Barat.* <https://bappeda.jabarprov.go.id/sekda-jabartransformasi-digital-diterapkan-di-lingkup-provinsi-jawa-barat/#:~:text=Berdasarkan data Asosiasi Penyelenggara Jasa,26%2C4 juta pengguna internet.>
- Ben, H. D. (2016). *Understanding and Improving Website Bounce Rates.* 1–6.
- Bressolles, G., & Durrieu, F. (2011). Service quality , customer value and satisfaction relationship revisited for online wine websites. *6th AWBR International Conference, June.* <https://pdfs.semanticscholar.org/a41f/b85bdec5dd42c10218d948c9a91995deddba.pdf>
- Buhalis, D., Parra López, E., & Martinez-Gonzalez, J. A. (2020a). Influence of young consumers' external and internal variables on their e-loyalty to tourism sites. *Journal of Destination Marketing and Management, 15(January),*

Amalia Afiqah, 2024

PENGARUH E-SERVICE QUALITY DAN E-SATISFACTION TERHADAP E-LOYALTY PADA ONLINE TRAVEL AGENCIES DI INDONESIA

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

100409. <https://doi.org/10.1016/j.jdmm.2020.100409>

- Buhalis, D., Parra López, E., & Martinez-Gonzalez, J. A. (2020b). Influence of young consumers' external and internal variables on their e-loyalty to tourism sites. *Journal of Destination Marketing & Management*, 15, 100409. <https://doi.org/10.1016/j.jdmm.2020.100409>
- Çelik, K. (2021). The effect of e-service quality and after-sales e-service quality on e-satisfaction. *Business & Management Studies: An International Journal*, 9(3), 1137–1155. <https://doi.org/10.15295/bmij.v9i3.1898>
- Çetinsöz, B. C. (2016). The Impact of E-Satisfaction and Confidence Aspects on Web Site Loyalty in Terms of Online Shopping in Tourism: A Study on Domestic Tourists in Turkey. *European Journal of Business and Management*, 8(17), 36–48.
- Chang Shia, B., Chen, M., Ramdanyah, A. D., & Wang, S. (2015). Comparison of Decision Making in Adopting E-Commerce between Indonesia and Chinese Taipei (Case Study in Jakarta and Taipei City). *American Journal of Industrial and Business Management*, 05(12), 748–768. <https://doi.org/10.4236/ajibm.2015.512073>
- Chen, J. V., Chen, Y., & Capistrano, E. P. S. (2013). Process quality and collaboration quality on B2B e-commerce. *Industrial Management and Data Systems*, 113(6), 908–926. <https://doi.org/10.1108/IMDS-10-2012-0368>
- Chou, S., Chen, C.-W., & Lin, J.-Y. (2015). Female online shoppers. *Internet Research*, 25(4), 542–561. <https://doi.org/10.1108/IntR-01-2014-0006>
- Cleff, T. (2014). Exploratory data analysis in business and economics: An introduction using spss, stata, and excel. In *Exploratory Data Analysis in Business and Economics: An Introduction Using Spss, Stata, and Excel*. <https://doi.org/10.1007/978-3-319-01517-0>
- Crist, K. (2019). Women and Active Travel: Revealed and Stated Preferences. *Journal of Transport & Health*, 14, 100763. <https://doi.org/10.1016/j.jth.2019.100763>
- Cyr, D., Bonanni, C., & Ilsever, J. (2004). Design and e-loyalty across cultures in electronic commerce. *ACM International Conference Proceeding Series*, 60, 351–360. <https://doi.org/10.1145/1052220.1052265>
- Cyr, D., Cyr, D., Bonanni, C., Bowes, J., & Ilsever, J. (2005). *Beyond Trust : Web Site Design Preferences Across Cultures . Beyond Trust : Website Design Preferences Across Cultures Final Revisions January 2005. January.*
- Cyr, D., Hassanein, K., Head, M., & Ivanov, A. (2007). The Role of Social Presence in Establishing Llyalty in E-Service Environments. *Interacting with Computers*, 19(1), 43–56. <https://doi.org/10.1016/j.intcom.2006.07.010>
- DailySocial.id. (2017). *Perjalanan Pegipegi Menginjak Usia Lima Tahun.*
- Deepak, D. R. K. A., & S.Jeyakumar, D. (2019). *Marketing Management.* Orangebooks Publication.
- Amalia Afiqah, 2024
PENGARUH E-SERVICE QUALITY DAN E-SATISFACTION TERHADAP E-LOYALTY PADA ONLINE TRAVEL AGENCIES DI INDONESIA
 Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Devaraj, S., Fan, M., & Kohli, R. (2003). E-loyalty: elusive ideal or competitive edge? *Communications of the ACM*, 46(9), 184–191. <https://doi.org/10.1145/903893.903936>
- Dewi, C. R. A., Yasa, N. N. K., Giantari, I. G. A. K., Sukawati, T. G. R., Setiawan, P. Y., & Setini, M. (2020). The Effect of Security, Trust and Ease of Use towards Repurchase Intentions Mediated by E-satisfaction on Online Travel Agent. *Journal of Advanced Research in Dynamical and Control Systems*, 12(8), 340–354. <https://doi.org/10.5373/jardcs/v12i8/20202482>
- Dewi, D. A. N. N. (2018). Uji Validitas dan Reliabilitas. *Jurnal Tarbiyah: Jurnal Ilmiah Kependidikan*, 7(1), 17–23. <https://jurnal.uin-antasari.ac.id/index.php/jtik/article/download/2100/1544>
- Dian, R., & Effy, A. (n.d.). *Pengaruh E-Service Quality Terhadap Repurchase Intention Melalui Customer Satisfaction (Studi Pada Online Shop Gasore Galore). 1999.*
- Ekeke, J. N., & Akoloh-Isaac, J. T. (2022). E-Service Quality and Traveller'S Behavioural Intentions in Online Travel Trade in Port Harcourt, South-South Nigeria. ... *Journal of Business Management*, 05(07), 31–41. <http://gphjournal.org/index.php/bm/article/view/672%0Ahttp://gphjournal.org/index.php/bm/article/download/672/442>
- Engel, J. F., & Blackwell, R. D. (1982). *Consumer Behavior*. Dryden Press.
- Ezzat, M., Wafik, G. M., Julil, S. G. A., & El Hassan, Y. A. (2016). The Effects of E-Service Quality Dimensions on Tourist's e-Satisfaction. *International Journal of Hospitality & Tourism Systems*, 9(1), 12–20.
- Ferdinand, A. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen*. Universitas Diponegoro.
- Floh, A., & Treiblmaier, H. (2015). What Keeps the E-Banking Customer Loyal? A Multigroup Analysis of the Moderating Role of Consumer Characteristics on E-Loyalty in the Financial Service Industry. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2585491>
- Gharibi, N., Rudsari, S. M. M., & Nasouti, M. (2020). Tourists' E-loyalty to a destination website: A case of an Iranian tourism website. *International Journal of Tourism Policy*, 10(1), 88–96. <https://doi.org/10.1504/IJTP.2020.107198>
- Ghozali, I. (2014). *Model Persamaan Struktural. Konsep dan Aplikasi dengan Program AMOS 24. Update Bayesian SEM*. Badan Penerbit Universitas Diponegoro.
- Giao, H. N. K., Vuong, B. N., & Quan, T. N. (2020). The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam. *Uncertain Supply Chain Management*, 8(2), 351–370. <https://doi.org/10.5267/j.uscm.2019.11.004>

- Gommans, M., Krishnan, K., & Scheffold, K. (2001). From Brand Loyalty to E-Loyalty: A Conceptual Framework. *Journal of Economic and Social Research*, 3.
- Hair, J., Black, W., Babin, B., & Anderson, R. (2018). (2018). on Multivariate Data Analysis Joseph F . Hair Jr . William C . Black Eight Edition. In *International Journal of Multivariate Data Analysis* (Vol. 1, Issue 2).
- Hakim, M. F., Suardana, I. W., & Suwena, I. K. (2019). Motivasi Wisatawan Berbagi Pengalaman Wisata Melalui Instagram (Studi Kasus pada Pantai Padang-Padang, Badung). *Jurnal IPTA*, 7(2), 2338–8633.
- Hamid Rizal, Hanudin Amin, Lada Suddin, Stephen Liason Sondoh Jr, & Chen Jung Ku. (2020). Relationship Quality and E-Loyalty towards Online Travel Agency (OTA): Social Exchange Theory Perspective. *Jurnal Pengurusan*, 58, 1–15.
- Hasan, A. (2014). *Marketing dan Kasus-Kasus Pilihan*. CAPS (Center for Academic Publishing Service).
- Heliany, I. (2019). Wonderful Digital Tourism Indonesia Dan Peran Revolusi Industri Dalam Menghadapi Era Ekonomi Digital 5.0. *Destinesia : Jurnal Hospitaliti Dan Pariwisata*, 1(1), 21–35. <https://doi.org/10.31334/jd.v1i1.551>
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention. *European Journal of Marketing*, 37(11/12), 1762–1800. <https://doi.org/10.1108/03090560310495456>
- Hendra, S.R., E., & K.S, B. (2018). *The Effect of E-Service Quality and E-Recovery Service Quality on E-Loyalty through E-Satisfaction, on E-Commerce in Indonesia*. 6(4), 178–195.
- Hermawan, D. (2022). The Effects of Web Quality, Perceived Benefits, Security and Data Privacy on Behavioral Intention and e-WOM of Online Travel Agencies. *International Journal of Data and Network Science*, 6(3), 1005–1012. <https://doi.org/10.5267/j.ijdns.2022.1.011>
- Hidayatullah, S., PPS, L. P., Prasetya, D. A., & ... (2020). Website quality: The effect with perceived flow and purchase intention in travel customers in malang city. *International Journal of ...*, 5(11). <https://ijisrt.com/assets/upload/files/IJISRT20NOV160.pdf>
- Hur, Y., Ko, Y. J., & Valacich, J. (2011). A Structural Model of the Relationships Between Sport Website Quality, E-Satisfaction, and E-Loyalty. *Journal of Sport Management*, 25(5), 458–473. <https://doi.org/10.1123/jsm.25.5.458>
- Husain, A., Varshney, T., Bhatnagar, S., & Kumar Satsangi, A. (2019). E-Satisfaction Towards Cashless Transactions: Re-Tests Model for e-Tourism. *SSRN Electronic Journal*, 6(2), 65–73. <https://doi.org/10.2139/ssrn.3376618>
- Hussein, M. M. M., Dawood, A. E.-B. A. A., Ali, M. A., Elsater, S. A. E. A., & Princess. (2022). *Studying the Effects of Hotels' Website Quality on Customers' E-satisfaction*. 11(11).

Amalia Afiqah, 2024

PENGARUH E-SERVICE QUALITY DAN E-SATISFACTION TERHADAP E-LOYALTY PADA ONLINE TRAVEL AGENCIES DI INDONESIA

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Ibrahim, N., Handayani, P. W., Purwandari, B., Eitiveni, I., & Dzulfikar, F. (2023). The Segmentation of Mobile Application Users in the Hotel Booking Journey. *Interdisciplinary Journal of Information, Knowledge, and Management*, 18, 667–689. <https://doi.org/10.28945/5190>
- Indonesia, C. (2019). *Aplikasi e-Commerce dan Online Travel Pilihan Milenial*.
- Jeon, M. M., & Jeong, M. (2017). Customers' perceived website service quality and its effects on e-loyalty. *International Journal of Contemporary Hospitality Management*, 29(1), 438–457. <https://doi.org/10.1108/IJCHM-02-2015-0054>
- Joe ilsever, D. (2007). Extending Models of Flow and E-Loyalty. *Journal of Information Science and Technology*, 4(2), 3–22.
- Joseph F. Hair, J., Ortinau, D. J., & Harrison, D. E. (2020). *Essentials of Marketing Research* (Fifth Edit). McGraw-Hill Education.
- Josua, F., Alwie, A. F., & Hendriani, S. (2022). The Effect of E-Service Quality and Price on Customer Satisfaction and Loyalty of Traveloka in Pekanbaru. *Almana: Jurnal Manajemen Dan Bisnis*, 6(1), 180–188. <https://doi.org/10.36555/almana.v6i1.1833>
- Juwaini, A., Chidir, G., Novitasari, D., Iskandar, J., Hutagalung, D., Pramono, T., Maulana, A., Safitri, K., Fahlevi, M., Sulisty, A. B., & Purwanto, A. (2022). The role of customer e-trust, customer e-service quality and customer e-satisfaction on customer e-loyalty. *International Journal of Data and Network Science*, 6(2), 477–486. <https://doi.org/10.5267/j.ijdns.2021.12.006>
- Katadata.co.id. (2020). *Riset KIC: Perempuan Lebih Sering Belanja di E-Commerce Ketimbang Pria*.
- Kaya, B., Behraves, E., Abubakar, A., Kaya, O., & Orús, C. (2019). The Moderating Role of Website Familiarity in the Relationships Between e-Service Quality, e-Satisfaction and e-Loyalty. *Journal of Internet Commerce*, 1–26. <https://doi.org/10.1080/15332861.2019.1668658>
- Kee, N., Tsang, F., Lai, M. T. H., Law, R., Kee, N., Tsang, F., & Lai, M. T. H. (2010). *Measuring E-Service Quality for Online Travel Agencies*. September 2012, 37–41. <https://doi.org/10.1080/10548401003744743>
- Khan, I., & Rahman, Z. (2016). E-tail brand experience's influence on e-brand trust and e-brand loyalty: The moderating role of gender. *International Journal of Retail & Distribution Management*, 44, 588–606. <https://doi.org/10.1108/IJRDM-09-2015-0143>
- Kim, H.-R. (2005). Developing an index of online customer satisfaction. *Journal of Financial Services Marketing*, 10, 49–64. <https://doi.org/10.1057/palgrave.fsm.4770173>
- Kim, J., Jin, B., & Swinney, J. L. (2009). The role of etail quality, e-satisfaction and e-trust in online loyalty development process. *Journal of Retailing and Consumer Services*, 16(4), 239–247.

<https://doi.org/10.1016/j.jretconser.2008.11.019>

- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (Seventeenth). Pearson.
- Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2021). Marketing for Hospitality and Tourism. In *Pearson*.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran 13*. Erlangga.
- Kotler, P., & Keller, K. L. (2015). *A Framework for Marketing Management* (6th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th edition). Pearson Education.
- Kumar, V., & Reinartz, W. (2012). *Customer Relationship Management: Concept, Strategy and Tools* (Third Edit). Springer.
- Kusnendi. (2008). *Model-model Persamaan Structura*. Alfabeta.
- Laurent, F. (2016). Pengaruh E-Service Quality Terhadap Loyalitas Pelanggan Go-Jek Melalui Kepuasan Pelanggan. *Agora*, 4(2), 95–100.
- Lee, G. G., & Lin, H. F. (2005). Customer perceptions of e-service quality in online shopping. *International Journal of Retail and Distribution Management*, 33(2), 161–176. <https://doi.org/10.1108/09590550510581485>
- Li, H., & Suomi, R. (2009). A Proposed Scale for Measuring E-service Quality. *International Journal of U- and e-Service, Science and Technology*, 2(1), 1–10.
- Li, Y. (2018). A Study On E-Service Quality Dimensions for Online Travel Agencies. *MATEC Web of Conferences*, 228, 1–5. <https://doi.org/10.1051/mateconf/201822805011>
- Liang, C.-J., Chen, H.-J., & Wang, S. (2008). Does online relationship marketing enhance customer retention and cross-buying? *Service Industries Journal - SERV IND J*, 28, 769–787. <https://doi.org/10.1080/02642060801988910>
- Llach, J., Marimon, F., Alonso-Almeida, M. del M., & Bernardo, M. (2013). Determinants of online booking loyalties for the purchasing of airline tickets. *Tourism Management*, 35, 23–31. <https://doi.org/10.1016/j.tourman.2012.05.006>
- López-Miguens, M. J., & Vázquez, E. G. (2017). An integral model of e-loyalty from the consumer's perspective. *Computers in Human Behavior*, 72, 397–411. <https://doi.org/10.1016/j.chb.2017.02.003>
- Lu, L. C., Chang, H. H., & Yu, S. T. (2013). Online shoppers' perceptions of e-retailers' ethics, cultural orientation, and loyalty: An exploratory study in Taiwan. *Internet Research*, 23(1), 47–68. <https://doi.org/10.1108/10662241311295773>
- Lupiyoadi, R. (2014). *Manajemen Pemasaran Jasa*. Salemba Empat.
- Maesaroh, A. Y., Poon, W. C., Lim, L. C., & Yin, B. C. (2019). Traveloka : Number
- Amalia Afiah, 2024
 PENGARUH E-SERVICE QUALITY DAN E-SATISFACTION TERHADAP E-LOYALTY PADA ONLINE TRAVEL AGENCIES DI INDONESIA
 Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- One Online Travel Agent in Indonesia. *Electronic Journal of Business & Management*, 1, 38–46.
- Maftuhah, S., Yulisetiari, D., & Halim, A. (2014). Pengaruh Customer Relationship Management (CRM) terhadap Kepuasan dan Loyalitas Nasabah Pada PT. Bank BNI Syariah Kantor Cabang Jember. *Artikel Ilmiah Mahasiswa*.
- Mahadin, B., Akroush, M. N., & Bata, H. (2020). The effects of tourism websites' attributes on e-satisfaction and e-loyalty: A case of American travellers' to Jordan. *International Journal of Web Based Communities*, 16(1), 4–33. <https://doi.org/10.1504/IJWBC.2020.105124>
- Malhotra, N. K., & Birks, D. S. (2013). *Marketing Research: An Applied Approach*.
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). Marketing Research: An Applied Approach. In *The Marketing Book: Seventh Edition*. Pearson. <https://doi.org/10.4324/9781315890005>
- Melinda, M. (Melinda). (2017). Pengaruh E-service Quality Terhadap E-loyalty Pelanggan Go-jek Melalui E-satisfaction Pada Kategori Go-ride. *Agora*, 5(1), 56797. <https://www.neliti.com/id/publications/56797/>
- Miller, B. (2013). Building e-loyalty of lodging brands: Avoiding brand erosion. *Handbook of Consumer Behavior, Tourism, and the Internet, December*, 133–142. https://doi.org/10.1300/J073v17n02_11
- Moez, L., & Gharbi, J.-E. (2012). E-satisfaction and e-loyalty of consumers shopping online. *Journal of Internet Banking and Commerce*, 17.
- Mohammed, M. A., & Roberts, G. W. (2021). Generalized Relationship between Frequency Response and Settling Time of CMOS OTAs: Toward Many-Stage Design. *IEEE Transactions on Circuits and Systems I: Regular Papers*, 68(12), 4993–5006. <https://doi.org/10.1109/TCSI.2021.3110106>
- Monica, U., Ogbanje, C. E., & Ayopo, O. O. (2018). Analysis of the Marketing Margin of Soyabeans in Benue State, Nigeria. *International Journal of Environment, Agriculture and Biotechnology*, 3(3), 944–950. <https://doi.org/10.22161/ijeab/3.3.29>
- Muzakir, Bachr, S., Ada, R. P., & Wahyuningsih. (2020). *Building Customer E-Loyalty in Online Marketing*. 135(Aicmbs 2019), 200–204. <https://doi.org/10.2991/aebmr.k.200410.030>
- Muzakir, Bachri, S., Adam, R. P., & Wahyuningsih. (2021). The Analysis of Forming Dimensions of E-Service Quality for Online Travel Services. *International Journal of Data and Network Science*, 5(3), 239–244. <https://doi.org/10.5267/j.ijdns.2021.6.010>
- Nayak, N. (2019). Factors Influencing Travelers Preference Towards Online Travel Agents Over hotel Websites. *Journal of Advanced Research in Dynamical and Control Systems*.

Amalia Afiqah, 2024

PENGARUH E-SERVICE QUALITY DAN E-SATISFACTION TERHADAP E-LOYALTY PADA ONLINE TRAVEL AGENCIES DI INDONESIA

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Negahdari, A. (2014). *A New Framework For Customer Satisfaction In Electronic Commerce*. 5(January 2011).
- Octaviani, R. D., Sucherly, Prabowo, H., & Sari, D. (2023). Determinants of Indonesian Gen Z's Purchase Behavior on Online Travel Platforms: Extending UTAUT Model. *Innovative Marketing*, 19(4), 54–65. [https://doi.org/10.21511/im.19\(4\).2023.05](https://doi.org/10.21511/im.19(4).2023.05)
- Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer* (McGraw-Hil).
- Paramita, N. L. P. R. R., Suardana, I. W., & Sendra, I. M. (2018). Efektivitas Promosi TIKET.COM Terhadap Keputusan Wisatawan Domestik dalam Pembelian Tiket. 6(2), 104–114.
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL a multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233. <https://doi.org/10.1177/1094670504271156>
- Parra-Lopez, E., Martínez-gonzález, J. A., & Chinea-Martin, A. (2018). Drivers of the formation of e-loyalty towards tourism destinations. *European Journal of Management and Business Economics*, 27(1), 66–82. <https://doi.org/10.1108/EJMBE-11-2017-0050>
- Pearce, M. (2021). *Customer Relationship Management: How to Develop and Execute a CRM Strategy*. Business Expert Press.
- Pegipegi. (2023). *About Pegipegi*. <https://www.pegipegi.com/team/index.html>
- Pereira, H. G., de Fátima Salgueiro, M., & Rita, P. (2017). Online determinants of e-customer satisfaction: application to website purchases in tourism. *Service Business*, 11(2), 375–403. <https://doi.org/10.1007/s11628-016-0313-6>
- Permadi, G. B. (2019). Pengaruh Kualitas Website terhadap Kepuasan, Kepercayaan dan Loyalitas Pelanggan Traveloka di Kota Yogyakarta. 1, 105–112.
- Pinthong, C. (2022). E-Servicescape Influencing Thai Tourists ' Loyalty in Online Travel Agents. 1(2565), 49–72.
- Pitchayadejanant, K., Chewwasung, K., & Nakpathom, P. (2019). Determinants of E - service Quality Towards Continuing Using Mobile Application for Hotel Reservation : Case of Agoda Application. 218–225.
- Potjanajaruwit, P. (2023). The Effect of E-Service Quality on the Competitive Advantages of Tourism and Hotel Businesses in Thailand. *Geojournal of Tourism and Geosites*, 47(2), 363–369. <https://doi.org/10.30892/gtg.47201-1033>
- Pudjarti, S., Nurchayati, N., & Dwi Putranti, H. R. (2019). Penguatan Kepuasan Model Hubungan E-Service Quality Dan E-Loyalty Pada Konsumen Go-Jek Dan Grab. *Sosiohumaniora*, 21(3), 237–246. <https://doi.org/10.24198/sosiohumaniora.v21i3.21491>

- Purani, K., Kumar, D. S., & Sahadev, S. (2019). e-Loyalty among millennials: Personal characteristics and social influences. *Journal of Retailing and Consumer Services*, 48(July 2018), 215–223. <https://doi.org/10.1016/j.jretconser.2019.02.006>
- Putra, N. C., Carolin, C., Jessye, G., Abib, I., & Laurel, M. (2020). Customer Engagement Impacts Towards Purchase Intentions in the Online Travel Agent Industry. *Jurnal Administrasi Bisnis*, 16(2), 103–113. <https://doi.org/10.26593/jab.v16i2.3983.103-113>
- Ratnasari, I., Siregar, S., & Maulana, A. (2021). How to build consumer trust towards e-satisfaction in e-commerce sites in the covid-19 pandemic time? *International Journal of Data and Network Science*, 5(2), 127–134. <https://doi.org/10.5267/j.ijdns.2021.2.001>
- Rauf, D., Mokodongan, A., & Bantulu, L. (2021). Preferensi Konsumen Dalam Memilih Traveloka Sebagai Online Travel Agent (OTA) Di Grand Q Hotel Gorontalo. *Jurnal Darmawisata*, 1(1), 17–24. <https://doi.org/10.56190/jdw.v1i1.4>
- Reichheld, F. F., & Schefter, P. (2000). E-Loyalty: Your secret weapon on the web. *Harvard Business Review*, 78(4), 105–113.
- Ria Oktavia, Budi, A. P., & Febianti. (2018). The Influence of Brand Awareness and E-Service Quality of Consumer Purchasing Decisions in Booking Hotel Rooms on Traveloka. *Energies*, 04(2), 187–193.
- Rinaldi, S. F., & Mujiyanto, B. (2017). *Metodologi Penelitian dan Statistik*.
- Riza, S. (2017). ANALISIS PENGARUH E-SERVICE QUALITY, KUALITAS INFORMASI DAN PERSEPSI KEMUDAHAN TERHADAP E-LOYALTY DENGAN E-SATISFACTION SEBAGAI VARIABEL INTERVENING (Studi Pada Pelanggan Lazada Indonesia). *Diponegoro Journal of Management*, 6, 1–13. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Rizal, H., Amin, H., Suddin, L., Sondoh, S. L., & Ku, C. J. (2020). Relationship quality and e-loyalty towards online travel agency (OTA): Social exchange theory perspective. *Jurnal Pengurusan*, 58, 39–51. <https://doi.org/10.17576/pengurusan-2020-58-04>
- Rodríguez, P. G., Villarreal, R., Valiño, P. C., & Blozis, S. (2020). A PLS-SEM approach to understanding E-SQ, E-Satisfaction and E-Loyalty for fashion E-Retailers in Spain. *Journal of Retailing and Consumer Services*, 57(December 2019). <https://doi.org/10.1016/j.jretconser.2020.102201>
- Samiono, B. E., Al, U., & Indonesia, A. (2018). *Analisis Pengaruh Website Quality dan E-Wom Terhadap Purchase Decision Melalui Online Trust pada Situs Tiket Travel dan Reservasi Hotel Online di Indonesia (Studi Kasus pada Traveloka ... September*.
- Santi, I. N. (2020). *Pengaruh E-Servqual Terhadap E-Loyalty Pada Pelanggan Traveloka Pengaruh E-servqual Terhadap E-Loyalty Pada Pelanggan*

Traveloka. October. <https://doi.org/10.19184/ejeba.v7i2.18429>

- Santika, I. W., Pramudana, K. A., & Astitiani, N. L. (2020). *The Role of E-Satisfaction in Mediating the Effect of E-Service Quality and E-WOM on E-loyalty on Online Marketplace Customers in Denpasar, Bali, Indonesia*. 6.
- Santika, I. W., & Pramudana, K. A. S. (2018). Peran Mediasi E-Satisfaction Pada Pengaruh E-Service Quality Terhadap E-Loyalty Situs Online Travel Di Bali. *INOBIIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 1(3), 278–289. <https://doi.org/10.31842/jurnal-inobis.v1i3.35>
- Santoso, S. (2011). *Structural Equation Modeling (Konsep dan Aplikasi dengan AMOS 18)*. PT Elex Media Komputindo.
- Sarjono, H., & Julianita, W. (2015). *Structural Equation Modeling (SEM). Sebuah Pengantar, Aplikasi untuk Penelitian Bisnis*. Salemba Empat.
- Sarwono, Y. (2010). Pengertian Dasar Structural Equation Modeling (SEM). *Jurnal Ilmiah Manajemen Bisnis Ukrida*, 10(3), 98528.
- Sasono, I., Jubaedi, A. D., Novitasari, D., Wiyono, N., Riyanto, R., Oktabrianto, O., Jainuri, J., & Waruwu, H. (2021). *The Impact of E-Service Quality and Satisfaction on Customer Loyalty : Empirical Evidence from Internet Banking Users in Indonesia*. 8(4), 465–473. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0465>
- Sativa, A., & Astuti, S. R. T. (2016). Analisis Pengaruh E-Trust dan E-Service Quality terhadap E-Loyalty dengan E-Satisfaction sebagai Variabel Intervening (Studi pada Pengguna E-Commerce C2C Tokopedia). *Management*, 5(3), 1–10.
- Sekaran, U., & Roger Bougie. (2016). *Research Methods For Business: A Skill Building Approach* (7th ed.). Wiley.
- Shahabuddin, A. M. (2014). Eservice Quality For Customer Satisfaction Measurement: A Case Study On Islami Bank Bangladesh Ltd. *Global Disclosure of Economics and Business*, 3(1), 31–38. <https://doi.org/10.18034/gdeb.v3i1.169>
- Sholihah, N. A., & Fahrullah, A. (2020). *The Effect of Costumer Relationship Management (CRM) on Muzakki Loyalty (Case Study Yatim Mandiri Surabaya)*. 5(2), 90–99.
- Sigala, M. (2009). E-service quality and Web 2.0: expanding quality models to include customer participation and inter-customer support. *The Service Industries Journal*, 29(10), 1341–1358. <https://doi.org/10.1080/02642060903026239>
- Siraj, A., Guo, J., Kamran, M. W., Li, Q., & Zhu, Y. (2020). Characteristics for E-Satisfaction in E-Retailing - Evidence from Chinese E-Commerce. *International Journal of Innovation, Creativity and Change*, 12(5), 370–393.
- Siyoto, S., & Sodik, M. A. (2015). *Dasar Metodologi Penelitian*. Literasi Media Publishing.
- Amalia Afiqah, 2024
 PENGARUH E-SERVICE QUALITY DAN E-SATISFACTION TERHADAP E-LOYALTY PADA ONLINE TRAVEL AGENCIES DI INDONESIA
 Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Sreejesh, S., & Ponnampalath, A. (2017). Investigating the Process Through which E-Servicescape Creates E-Loyalty in Travel and Tourism Websites. *Journal of Travel and Tourism Marketing*, 34(1), 20–39. <https://doi.org/10.1080/10548408.2015.1126213>
- Sukmawati, I. D., & Himawan, A. F. I. (2020). ... Loyalitas Konsumen Millennial Dalam Keputusan Pembelian Pada Online Travel Agency (OTA) Traveloka (Studi Pada Mahasiswa Universitas Muhammadiyah Gresik). *UMMagelang Conference Series*. <http://journal.ummgl.ac.id/index.php/conference/article/view/4083>
- Sungsik Yoon. (2011). *Effects of e-Service Quality on Perceived Value, Satisfaction, and Reuse Intentions in Online Hotel Booking: Evaluating Hotel-owned and OTAs' Web sites*.
- Supertini, N. P. S., Telagawati, N. L. W. S., & Yulianthini, N. N. (2020). Pengaruh kepercayaan dan kepuasan pelanggan terhadap loyalitas pelanggan pada Pusaka Kebaya di Singaraja. *Prospek: Jurnal Manajemen Dan Bisnis*, 2(1), 61. <https://doi.org/10.23887/pjmb.v2i1.26201>
- Surahman, Rachmat, M., & Supardi, S. (2016). *Metodologi Penelitian*.
- Suryantara, A. B. (2019). Strategi Bersaing Agen Perjalanan Konvensional Di Era Digital: Studi Pada PT. Jasa Nusa Wisata. *JPEK (Jurnal Pendidikan Ekonomi Dan Kewirausahaan)*, 3(2), 101. <https://doi.org/10.29408/jpek.v3i2.1658>
- Suryawardani, B., Gusnadi, D., Wulandari, A., & Marcelino, D. (2022). Integration Kano Model and E-Servqual to Evaluate Online Travel Agent Services in Bandung 2022. *Jurnal Kawistara*, 12(3), 313. <https://doi.org/10.22146/kawistara.73937>
- Suryawardani, B., Wulandari, A., & Marcelino, D. (2021). Tourism 4.0: digital media communication on online impulse buying and e-satisfaction. *BISMA (Bisnis Dan Manajemen)*, 14(1), 74–93. <https://doi.org/10.26740/bisma.v14n1.p74-93>
- Syed, A. A., Saraswati, A. K., & Technology, C. (2019). E-Loyalty in Online Travel Agencies: Lessons from Literature. *The Service Industries Journal*, 28(2), 239–254.
- Szymanski, D., & Hise, R. (2000). E-Satisfaction: An Initial Examination. *Journal of Retailing*, 76, 309–322. [https://doi.org/10.1016/S0022-4359\(00\)00035-X](https://doi.org/10.1016/S0022-4359(00)00035-X)
- Taghipourian, M. J., & Bakhsh, M. M. (2015). *Loyalty : From Single-Stage Loyalty to Four-Stage Loyalty*. 6, 48–51.
- Technologue.id. (2019). *Rebranding, Traveloka Xperience Janjikan Pengalaman Seru Saat Liburan*. <https://technologue.id/rebranding-traveloka-xperience-janjikan-pengalaman-seru-saat-liburan>
- Tiket.com. (2021). *Perjalanan tiket.com dari 2011 hingga 2021, Selalu Setia Nemenin Kamu!* <https://blog.tiket.com/perjalanan-tiket-com/>
- Top Brand Index. (2021). *Top Brand Index Fase 2 2021*.
Amalia Afiqah, 2024
PENGARUH E-SERVICE QUALITY DAN E-SATISFACTION TERHADAP E-LOYALTY PADA ONLINE TRAVEL AGENCIES DI INDONESIA
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Tri Atmojo, J. J., & Widodo, T. (2022). Pengaruh E-Service Quality terhadap E-Customer Loyalty melalui E-Customer Satisfaction sebagai Variabel Intervening Pada Aplikasi Tiket.com. *Jurnal Manajemen*, 13(1), 133. <https://doi.org/10.32832/jm-uika.v13i1.5092>
- Untari, P. H. (2020). *Riset Ungkap Penggunaan Internet Meningkat saat Pandemi COVID-19*. Oketechno.Com. <https://techno.okezone.com/read/2020/04/02/207/2192803/riset-ungkap-penggunaan-internet-meningkat-saat-pandemi-covid-19>
- Viljoen, K., & Roberts-Lombard, M. (2016). Customer Retention Strategies For Disintermediated Travel Agents: How To Stop Customers From Migrating To Online Booking Channels. *Journal of Applied Business Research*, 32(2), 541–554. <https://doi.org/10.19030/jabr.v32i2.9595>
- Vional. (2023). Pengaruh Online Reviews, Price Discount Dan Risk Terhadap Purchase Intention Pemesanan Kamar Hotel Pada Online Travel Agent Dengan Brand Trust Sebagai Variable Intervening. *INFOTECH Journal*, 9(1), 198–206. <https://doi.org/10.31949/infotech.v9i1.5356>
- Wahid. (2023). *Service Quality Index*. Marketing.Co.Id. <https://www.marketing.co.id/tabel-service-quality-index-2023/>
- Wallace, D. W., Giese, J. L., & Johnson, J. L. (2004). Customer retailer loyalty in the context of multiple channel strategies. *Journal of Retailing*, 80(4), 249–263. <https://doi.org/10.1016/j.jretai.2004.10.002>
- Widia, W., & Imanuddin, W. (2020). *Pengaruh E-Service Quality Terhadap E-Customer Satisfaction Dan E-Customer Loyalty Pada Oyo Indonesia the Influence of E-Service Quality on E-Customer Satisfaction and E-Customer Loyalty Oyo Indonesia*. 7(2), 6376–6390.
- Wijanto, S. (2007). *Structural Equation Modeling dengan LISREL 8.80*. Graha Ilmu.
- Wijaya, T. (2009). *Analisis SEM dengan AMOS versi 18*. Universitas Atmajaya.
- Wilis, R. A., & Nurwulandari, A. (2020a). The Effect of E-Service Quality, E-Trust, Price and Brand Image Towards E-Satisfaction and Its Impact on E-Loyalty of Traveloka's Customer. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 4(3), 1061–1099. <http://journal.stiemb.ac.id/index.php/mea/article/view/609>
- Wilis, R. A., & Nurwulandari, A. (2020b). *The Effect of E-Service Quality , E-Trust , Price and Brand Image Towards E-Satisfaction and Its Impact on E-Loyalty of Traveloka ' s Customer*. 4(3), 1061–1099.
- Wilson, A., Zeithmal, V. A., Bitner, M. J., & Gremler, D. D. (2012). *Services Marketing. Intergrating Customer Focus Across The Firm*. McGraw-Hill Education.
- Wu, C. C., & Hsu, C. L. (2015). How to improve E-satisfaction and E-loyalty and strengthen the links between them: Value from regulatory fit. *Human Factors*

- and *Ergonomics In Manufacturing*, 25(3), 353–369.
<https://doi.org/10.1002/hfm.20549>
- Yudi, P., Agung, A., & Putu, B. (2021). *International Journal of Data and Network Science The effect of trust on travel agent online use : Application of the technology acceptance model*. 5, 173–182.
<https://doi.org/10.5267/j.ijdns.2021.6.015>
- Yvonne, A., & Kristaung, R. (2013). *Metodologi Penelitian Bisnis dan Akuntansi*. Dian Rakyat.
- Zeglat, D., Shrafat, F., & Al-Smadi, Z. (2016). The impact of the E-service quality of online databases on users' behavioral intentions: A perspective of postgraduate students. *International Review of Management and Marketing*, 6(1), 1–10.
- Zehir, C., & Narcikara, E. (2016). E-Service Quality and E-Recovery Service Quality: Effects on Value Perceptions and Loyalty Intentions. *Procedia - Social and Behavioral Sciences*, 229, 427–443.
<https://doi.org/10.1016/j.sbspro.2016.07.153>
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1993). The Nature and Determinants of Customer Expectations of Service. *Contributions to Management Science*, 1–12.
<http://dx.doi.org/10.1016/j.jretconser.2009.10.003>
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Service Marketing: Integrating Customer Focus Across the Firm*. In *Journal of the Academy of Marketing Science* (Seventh Ed). McGraw-Hill Education.
- Zhang, M., Zhong, Z., Luo, J., & Zhu, M. (2015). Online Travel Agent Service and Customer Satisfaction Based on Correlation Analysis: A Marketing Perspective in China. *Journal of Marketing and Consumer Research*, 11(0), 99–107. <https://www.iiste.org/Journals/index.php/JMCR/article/view/22441>
- Zheng, X., Lee, M., & Cheung, C. M. K. (2017). Examining e-loyalty towards online shopping platforms. *Internet Research*, 27(3), 709–726.
<https://doi.org/10.1108/IntR-01-2016-0002>