

ABSTRACT

The increasing number of online users has led the company to adapt to the changing structure based on the online and virtual. The company tries to find the important factors that could potentially affect the benefits based on the customer's wishes. The impact of the internet and the online environment to customers led the company to understand the customer's online experience to the company, as is done by Traveloka more emphasis to provide the best experience to consumers who access Traveloka via their mobile phone or computer.

The type of this research are descriptive and causal. Population in this research is consumers online of Traveloka.com, with a sample of 385 respondents. The approach used in this study is a quantitative approach using questionnaires distributed to respondents using purposive sampling technique.

Based on the partial results of hypothesis testing showed that the sub variables in customer experience that is pragmatic experience a positive and significant impact on service quality ($0.000 < 0.05$). Based on the results of simultaneous hypothesis test showed the sub-variable of customer experience (pragmatic experience, usability experience, hedonic experience, and sociability experience) significantly influence service quality.

Keywords: Customer Experience, Service Quality