

ABSTRACT

This study aims to analyze the factors that influence e-satisfaction and e-loyalty on Online Travel Agent (OTA) Traveloka users. The background of this study is based on the rapid development of internet technology, as well as the increasing trend of online-based businesses, including in the OTA industry. In this study, factors such as e-service quality, brand image, e-trust, and price are analyzed to determine their influence on e-satisfaction and e-loyalty. Research data were collected through a cross-sectional survey of respondents aged 17 to 60 years, which were assumed to be normally distributed. The method used in this study is Structural Equation Modeling (SEM) to test the relationship between the variables studied. The results showed that e-service quality, e-trust, price, and brand image have a significant influence on e-satisfaction, which ultimately also affects e-loyalty. E-satisfaction is proven to be an important mediator variable in increasing the e-loyalty of Traveloka users. This study contributes to Traveloka managers in identifying and improving aspects that can increase user satisfaction and loyalty, and can maintain Traveloka's position as the leading OTA in Indonesia. In addition, the results of this study can also be a reference for further research in the field of e-commerce and service management.

Keywords: : E-satisfaction, E-loyalty, Online Travel Agent, SEM