

ABSTRACT

The development of the digital tourism industry has created new challenges in maintaining customer loyalty, particularly on online travel agent (OTA) platforms such as Traveloka. Understanding the factors that influence customer satisfaction and loyalty has become crucial, especially in aspects of service quality, ease of use, and brand image.

This research aims to analyze the influence of service quality, perceived ease of use, and brand image on customer satisfaction and customer loyalty among Traveloka users. Understanding these relationships is expected to provide insights for companies in formulating effective strategies to enhance customer loyalty.

This research employed a quantitative approach with causal and descriptive analysis. Non-probability sampling technique with purposive sampling approach was used to collect data from 400 respondents who are active Traveloka users through questionnaires. Data analysis was conducted using Structural Equation Model (SEM) method based on SEM-PLS with the assistance of SmartPLS statistical software.

The research results indicate that service quality has a positive and significant influence on brand image by 26.8%. The combination of service quality, brand image, and perceived ease of use has a positive significant influence on customer satisfaction by 47.8%. Meanwhile, service quality, brand image, and customer satisfaction collectively have a positive significant influence on customer loyalty by 51.2%. Mediation testing proves that customer satisfaction and brand image serve as partial mediation in the relationship between perceived ease of use and service quality toward customer loyalty.

This research can provide theoretical and practical contributions in understanding customer loyalty dynamics in the OTA industry. The research findings are expected to serve as a reference for companies to improve service quality, user experience, and brand image in achieving business sustainability in the digital era.

Keywords: Brand Image, Customer Loyalty, Customer Satisfaction, Perceived Ease of Use, Service Quality, Traveloka