

ABSTRAK

Pertumbuhan industri pariwisata di Indonesia tergolong sangat cepat dengan posisi nomor tiga di Asia, kesembilan di dunia, dan berada di peringkat teratas di kawasan Asia Tenggara. Indonesia juga merupakan salah satu dari 20 negara dengan pertumbuhan pariwisata tercepat.

Bahkan, pertumbuhan pariwisata di Indonesia meningkat empat kali lipat dibandingkan pertumbuhan dalam skala regional dan global. Serta adanya pertumbuhan e-commerce di Indonesia yang mempengaruhi dan melandasi aplikasi Tiket.com sehingga dapat terus berkembang mengikuti perkembangan zaman hingga menjadi aplikasi travel nomor satu di Indonesia. Namun, sejak kasus Covid-19 pertama di Indonesia ditemukan pada 2 Maret 2020 di Indonesia, hal ini berdampak pada kehidupan masyarakat, terutama ekonomi dan juga sektor pariwisata.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh kualitas layanan, risiko yang dirasakan, pengaruh sosial, promosi, harapan kinerja, harapan upaya, dan kondisi fasilitas terhadap loyalitas pelanggan melalui kepuasan pelanggan. Manfaat yang diharapkan dari penelitian ini adalah untuk menambah pengetahuan di bidang manajemen khususnya seberapa besar pengaruh kepuasan pelanggan, sehingga meningkatkan loyalitas pelanggan yang pada akhirnya akan meningkatkan transaksi berkelanjutan dari pengguna Tiket.com di Surabaya selama Pandemi Covid-19

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan SPSS. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 155 responden dengan karakteristik responden pria dan wanita berusia 18-60 tahun, berdomisili di Surabaya, dan pernah bertransaksi di aplikasi Tiket.com minimal dua kali selama Pandemi Covid-19.

Kata Kunci : *service quality, perceived risk, social influence, promotion, performance expectancy, effort expectancy, facilitating conditions, customer satisfaction and customer loyalty*

ABSTRACT

The growth of the tourism industry in Indonesia is classified as very fast with its position being number three in Asia, ninth in the world, and being in the top ranking in the Southeast Asia region. Indonesia is also one of the 20 countries with the fastest growing tourism.

In fact, tourism growth in Indonesia has increased four times higher than growth on a regional and global scale. And there is the growth of e-commerce in Indonesia which influences and underlies the Tiket.com app so that it can continue to grow with the times until it becomes the number one travel application in Indonesia. However, since the first Covid-19 case in Indonesia was discovered on March 2 2020 in Indonesia, this has an impact on people's lives, especially the economy and the tourism sector also.

This study aims to determine how the effect of service quality, perceived risk, social influence, promotion, performance expectancy, effort expectancy, and facilitating conditions on customer loyalty through customer satisfaction. The expected benefit from this research is to increase knowledge in the field of management, especially how much influence customer satisfaction has, thereby increasing customer loyalty, which in turn will increase sustainable transactions from Tiket.com users in Surabaya during Pandemic Covid-19

This research is a causal research. The research method used is a quantitative method with data processing using SPSS. Data collection was carried out by distributing questionnaires to 155 respondents with the characteristics of male and female respondents aged 18-60 years, domiciled in Surabaya, and having transacted on the Tiket.com application at least twice during the Pandemic Covid-19.

Key Word: *service quality, perceived risk, social influence, promotion, performance expectancy, effort expectancy, facilitating conditions, customer satisfaction and customer loyalty*