

ABSTRAK

Elleta Sheldi Aranda (01619210021)

FAKTOR-FAKTOR YANG MEMPENGARUHI LOYALITAS PELANGGAN PADA AKOMODASI PENGINAPAN APLIKASI TRAVELOKA DI JABODETABEK

(xv + 85 halaman; 12 gambar; 27 tabel; 17 lampiran)

Penelitian ini memiliki tujuan untuk melihat dan memahami apakah *self-gratification value*, *social value*, *customer satisfaction*, *revisit intention*, dan *service quality* memberikan pengaruh atau hubungan terhadap *customer loyalty* dari Traveloka di Indonesia. Data yang diperoleh berasal dari target populasi yang menggunakan aplikasi Traveloka sebagai akomodasi penginapan yang berdomisili di Jabodetabek. Data yang diperoleh menggunakan pengambilan sampel kuesioner, sampel yang digunakan pada penelitian ini berjumlah 400 responden yang merupakan pengguna aplikasi Traveloka sebagai akomodasi penginapan. Selanjutnya, data tersebut diolah dan dianalisis menggunakan pendekatan *Partial Least Square Structural Equation Modeling* (PLS SEM) dari Smartpls 3.0. Pada akhir penelitian ini mendapatkan hasil bahwa hipotesis yang diajukan yang terdiri dari *self-gratification value* berpengaruh secara positif terhadap *revisit intention*, *self-gratification value* berpengaruh positif terhadap *customer loyalty*, *social value* berpengaruh secara positif terhadap *revisit intention*, *social value* berpengaruh secara positif terhadap *customer loyalty*, *customer satisfaction* berpengaruh positif terhadap *revisit intention*, *revisit intention* berpengaruh secara positif terhadap *customer loyalty*, dan *service quality* berpengaruh positif terhadap *revisit intention* diterima dan menurut pengukuran IPMA variabel *social value* memiliki *importance* tinggi dan dianggap penting, tetapi memiliki *performance* yang rendah dan dapat ditingkatkan oleh Traveloka untuk meningkatkan *customer loyalty* Traveloka.

Kata Kunci : *Customer Loyalty, Customer Satisfaction, Online Travel Agent, Revisit Intention, Self-gratification value, Service Quality, Social Value, Traveloka*

Referensi : 44 (2012 - 2022)

ABSTRACT

Elleta Sheldi Aranda (01619210021)

FACTORS AFFECTING CUSTOMER LOYALTY TOWARDS TRAVELOKA APPLICATION LODGING ACCOMODATION IN JABODETABEK

(xv + 85 pages; 12 figures; 27 tables; 17 appendices)

This study aims to see and understand whether self-gratification value, social value, customer satisfaction, revisit intention, and service quality have an influence or relationship to customer loyalty from Traveloka in Indonesia. The data obtained comes from the target population who use the Traveloka application for reserving accommodations who are domiciled in Jabodetabek. The data obtained using a questionnaire sampling, the sample used in this study amounted to 400 respondents who are users of the Traveloka application for reserving accommodations. Furthermore, the data was processed and analyzed using the Partial Least Square Structural Equation Modeling (PLS SEM) approach from Smartpls 3.0. At the end of this study, it was found that the proposed hypothesis consisted of self-gratification value having a positive effect on revisit intention, self-gratification value having a positive effect on customer loyalty, social value having a positive effect on revisit intention, social value having a positive effect on customer loyalty, customer satisfaction has a positive effect on revisit intention, revisit intention has a positive effect on customer loyalty, and service quality has a positive effect on revisit intention being accepted and according to IPMA measurements the social value variable has high importance and is considered important, but has low performance and can be improved by Traveloka to increase Traveloka customer loyalty.

Keywords : Customer Loyalty, Customer Satisfaction, Online Travel Agent, Revisit Intention, Self-gratification value, Service Quality, Social Value, Traveloka

References : 44 (2012 - 2022)