

# **ABSTRACT**

**JIMMY**

**02619210017**

## **INVESTIGATING E-SERVICECSAPE, TRUST, E-WOM AND CUSTOMER LOYALTY: STUDY IN TRAVELOKA**

(xxii+175 pages; 14 figures; 29 tables; 12 appendixes)

The digitalization era brings many changes to the way businesses operate. Shift from offline to online business, also known as E-commerce. With the current shift in business processes, retailers are being forced to adapt to the changes while also meeting the needs of their customers. Traveloka, as one of the most leading technology companies in South East Asia, must compete with competitors who are constantly developing and innovating. Traveloka is eager to learn how the company will be able to compete and improve their services in order to increase customer trust, loyalty, and E-WOM.

The purpose of this research is to determine the effect of E-Servicescape, that consists of Entertainment Value (EV), Originality of Design (OR), Visual Appeal (VA), Customization (CU), Interactivity (IN), Relevance of Information (ROF), Usability (US), Customer Review (CR), Ease of Payment (EOP), and Perceived Security (PS) towards Customer Trust (T) and Customer Trust (T) towards E-WOM and Customer Loyalty (LO)

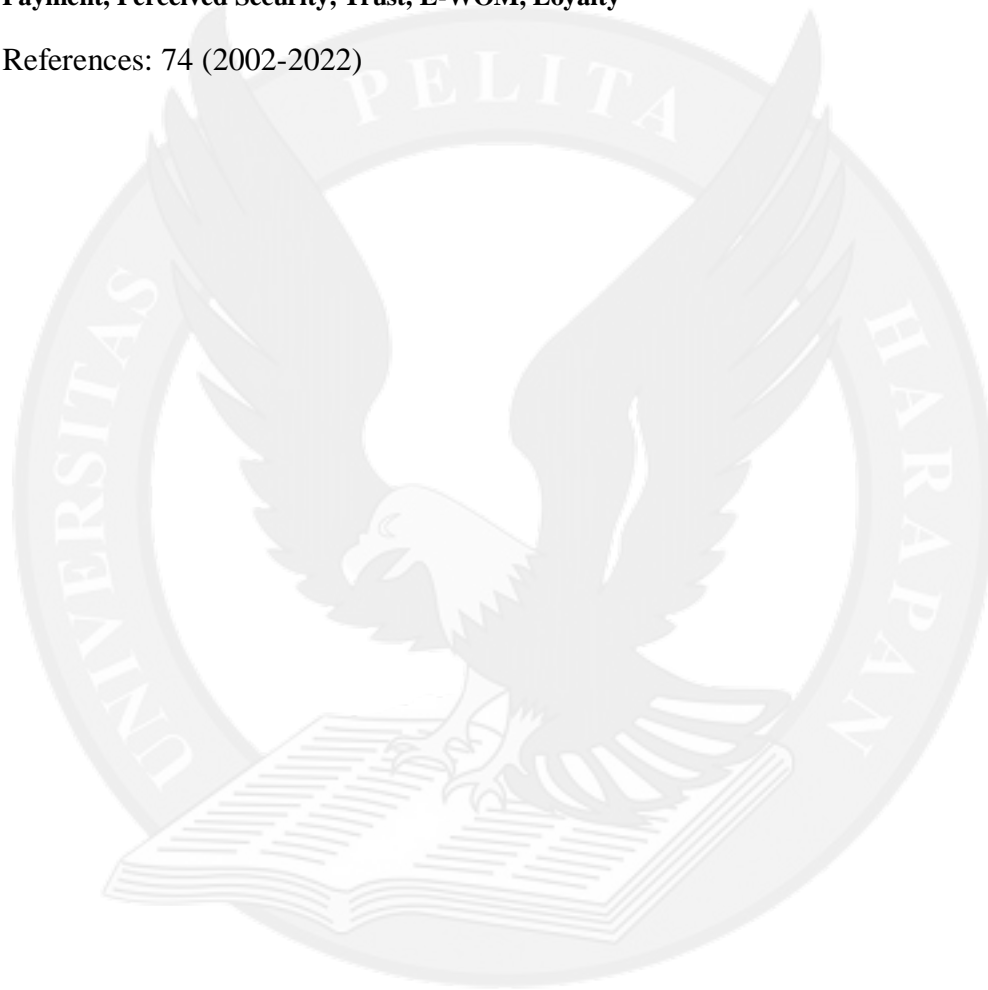
The method used in this study is quantitative data processing using the Structural Equation Model (SEM) with AMOS. The data was obtained by distributing a questionnaire to 195 respondents who were male and female, aged 18-60 years old, had Traveloka apps installed on their smartphone, and had at least two Traveloka app transactions in the previous 6 months.

The results of the research shows that Entertainment Value (H1) has a positive significant effect on Trust with the regression coefficient value 0.180; Originality of Design (H2) has a positive significant effect on Trust with the regression value 0.286; Visual Appeal (H3) has positive but not significant effect on Trust with the regression value 0.138; Customization (H4) has positive but not significant effect on trust with the regression coefficient value of 0.163; Interactivity (H5) has a positive significant effect on Trust with the regression coefficient value 0.362; Relevance of Information (H6) has a positive significant effect on Trust with the regression coefficient value 0.249; Usability (H7) has a

positive significant effect on Trust with the regression coefficient value 0.246; Customer Review (H8) has a positive significant effect on Trust with the regression coefficient value 0.243; Ease of Payment (H9) has a positive significant effect on Trust with the regression coefficient value 0.288; Perceived Security (H10) has a positive significant effect on Trust with the regression coefficient value 0.272; Trust (H11) has a positive significant effect on E-WOM with the regression coefficient value 0.378; Trust (H12) has a positive significant effect on Customer Loyalty with the regression coefficient value 0.407

**Keywords:** E-Servicescape, Entertainment Value, Originality of Design, Visual Appeal, Customization, Interactivity, Relevance of Information, Usability, Customer Review, Ease of Payment, Perceived Security, Trust, E-WOM, Loyalty

References: 74 (2002-2022)



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Era digitalisasi membawa banyak perubahan pada cara bisnis beroperasi. Pergeseran dari bisnis offline ke online, juga dikenal sebagai E-commerce. Dengan pergeseran proses bisnis saat ini, para peritel dipaksa untuk beradaptasi dengan perubahan tersebut sekaligus memenuhi kebutuhan pelanggan mereka. Traveloka, sebagai salah satu perusahaan teknologi terdepan di Asia Tenggara, harus bersaing dengan kompetitor yang terus berkembang dan berinovasi. Traveloka berupaya untuk mempelajari bagaimana perusahaan akan mampu bersaing dan meningkatkan layanan mereka untuk meningkatkan kepercayaan, loyalitas, dan E-WOM pada pelanggan.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *E-Servicescape* yang terdiri dari *Entertainment Value (EV)*, *Originality of Design (OR)*, *Visual Appeal (VA)*, *Customization (CU)*, *Interactivity (IN)*, *Relevance of Information (ROF)*, *Usability (US)*, *Customer Review (CR)*, *Ease of Payment (EOP)*, dan *Perceived Security (PS)* terhadap *Customer Trust (T)* dan *Customer Trust (T)* terhadap *E-WOM* dan Loyalitas Pelanggan (LO).

Metode yang digunakan dalam penelitian ini adalah pengolahan data kuantitatif dengan menggunakan *Structural Equation Model (SEM)* dengan AMOS. Data diperoleh dengan menyebarkan kuesioner kepada 195 responden yang berjenis kelamin laki-laki dan perempuan, berusia 18-60 tahun, memiliki aplikasi Traveloka yang terinstal di smartphone mereka, dan setidaknya melakukan dua kali transaksi aplikasi Traveloka dalam 6 bulan sebelumnya.

Hasil penelitian menunjukkan bahwa *Entertainment Value (H1)* berpengaruh signifikan positif terhadap Trust dengan nilai koefisien regresi 0,180; *Originality of Design (H2)* berpengaruh signifikan positif terhadap Trust dengan nilai regresi 0,286; *Visual Appeal (H3)* berpengaruh positif namun tidak signifikan terhadap Trust dengan nilai regresi 0.138; *Customization (H4)* berpengaruh positif namun tidak signifikan terhadap Trust dengan nilai koefisien

regresi 0,163; *Interactivity* (H5) berpengaruh signifikan positif terhadap *Trust* dengan nilai koefisien regresi 0,362; *Relevance of Information* (H6) berpengaruh signifikan positif terhadap *Trust* dengan nilai koefisien regresi 0,249; *Usability* (H7) berpengaruh signifikan positif terhadap *Trust* dengan nilai koefisien regresi 0,246; *Customer Review* (H8) berpengaruh signifikan positif terhadap *Trust* dengan nilai koefisien regresi 0,243; *Ease of Payment* (H9) berpengaruh signifikan positif terhadap *Trust* dengan nilai koefisien regresi 0,288; dan *Perceived Security* (H10) berpengaruh signifikan positif terhadap *Trust* dengan nilai koefisien regresi 0,272; *Trust* (H11) berpengaruh signifikan positif terhadap *E-WOM* dengan nilai koefisien regresi 0,378; *Trust* (H12) berpengaruh signifikan positif terhadap *Customer Loyalty* dengan nilai koefisien regresi 0,407

**Keywords:** E-Servicescape, Entertainment Value, Originality of Design, Visual Appeal, Customization, Interactivity, Relevance of Information, Usability, Customer Review, Ease of Payment, Perceived Security, Trust, E-WOM, Loyalty

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