ABSTRAK

Menjamurnya *Online Travel Agent* di Indonesia memberikan kemudahan bagi para *traveller* untuk merencanakan liburan mereka, dimana transaksi pencarian informasi, pemesanan, dan pembayaran dilakukan secara *online*. *Online Travel Agent* memiliki potensi besar di Indonesia karena didukung jumlah pengguna internet yang semakin meningkat akibat maraknya *smartphone* murah. Dalam penelitian ini, objek yang diangkat adalah Tiket.com, salah satu pionir dalam industri *Online Travel Agent* (OTA) di Indonesia yang pertama kali didirikan oleh Natali Ardianto (mendahului Traveloka). Pada bulan Juni 2017, BliBli.com mengakuisisi Tiket.com dan mengganti logonya sebagai salah satu bentuk *rebranding* Tiket.com agar tampil lebih *fresh* dan *up-to-date*. Akhirnya penulis menentukan judul: **"Analisis Pengaruh *Personal Need, Site Organization, User Friendlines, Efficiency of Website* Terhadap *e-Customer Loyaly* Melalui *e-Customer Satisfaction* pada Pengguna Tiket.com di Surabaya"**.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 100 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, mengetahui *website* Tiket.com, dan pernah melakukan pembelian minimal dua kali pada *website* Tiket.com dalam kurun enam bulan terakhir.

Hasil penelitian menunjukkan bahwa variabel *Personal Need* berpengaruh positif signifikan terhadap *e-Customer Satisfaction* dengan koefisien regresi sebesar 0.41; variabel *Site Organization* berpengaruh positif tetapi tidak signifikan terhadap *e-Customer Satisfaction* dengan koefisien regresi sebesar 0.02; variabel *User Friendliness* berpengaruh positif tetapi tidak signifikan terhadap *e-Customer Satisfaction* dengan koefisien regresi sebesar 0.13; variabel *Efficiency Of Website* berpengaruh positif signifikan terhadap *e-Customer Satisfaction* dengan koefisien regresi sebesar 0.44; variabel *e-Customer Satisfaction* berpengaruh positif signifikan terhadap *e-Customer Loyalty* dengan koefisien regresi sebesar 0.67.

Berdasarkan dari hasil penelitian ini, dapat disimpulkan bahwa rekomendasi utama yang dilakukan untuk objek penelitian ini adalah memberikan tambahan variasi produk baru, seperti menjual tiket bioskop, melakukan penambahan fitur baru, yaitu menerapkan *user experience*, menambahkan variasi jasa sewa sepeda motor, dan menambahkan fitur "keranjang" sehingga konsumen dapat membeli beberapa produk dalam sekali transaksi.

Kata kunci: *Personal Need, Site Organization, User Friendliness, Efficiency Of Website, e-Customer Satisfaction,* dan *e-Customer Loyalty.*

ABSTRACT

Online Travel Agent development in Indonesia gives traveller convenience of planning their vacation, which information search transactions, bookings, and payments are done online. Online Travel Agent has great potency in Indonesia because it's supported by the increasing number of internet user caused by cheap smartphone boom. In this research, the object is Tiket.com, one of the pioneers in Online Travel Agent industry in Indonesia that was first established by Natali Ardianto (go before Traveloka). In June 2017, BliBli.com acquired Tiket.com and changed its logo as a form of Tiket.com rebranding to make it looks fresher and more up-to-date. Finally, the author determines the research title: **"Analysis of the Effect of Personal Need, Site Organization, User Friendlines, Efficiency of Website on e-Customer Loyalty Through e-Customer Satisfaction of Tiket.com Users in Surabaya".**

The aim of this study generally is to find out the factors that effect *e-customer loyalty* through *e-customer satisfaction* of Tiket.com users in Surabaya. This study is causal. The method used in this research is quantitative method by using AMOS to process the data. Data collection are done by spreading questionnaire to 100 respondents which respondent characteristics are 18-60 years old men and women, knowing about Tiket.com website, and have bought at least twice in Tiket.com website in last six months.

The results showed that the Personal Need variable had a significant positive effect on e-Customer Satisfaction with a regression coefficient of 0.41; Site Organization variables took positive effect, but it didn't effect significantly on e-Customer Satisfaction with a regression coefficient of 0.02; User Friendliness variable took positive effect, but it didn't effect significantly on e-Customer Satisfaction with a regression coefficient of 0.13; Efficiency of Website variable had a significant positive effect on e-Customer Satisfaction with a regression coefficient of 0.44; e-Customer Satisfaction variable had a significant positive effect on e-Customer Loyalty with a regression coefficient of 0.67.

Due to the results of this study, it could be concluded that the main recommendation for the object of research is to provide additional variations of new products, such as selling cinema tickets, adding new features like applying user experience, adding a new variety of motorcycle rental services, and adding a "basket" feature so that consumers could buy multiple products in a single transaction.

Key Words: *Personal Need, Site Organization, User Friendliness, Efficiency Of Website, e-Customer Satisfaction, and e-Customer Loyalty.*