

## ABSTRAK

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### **ANALISIS PENGARUH *INFORMATION QUALITY*, *SYSTEM QUALITY*, DAN *SERVICE QUALITY* TERHADAP *CUSTOMER LOYALTY* MELALUI *CUSTOMER TRUST* DAN *CUSTOMER ENGAGEMENT* PENGGUNA APLIKASI TRAVELOKA DI SURABAYA**

(xvi + 187 halaman: 18 gambar, 40 tabel; 5 lampiran)

Perkembangan industri *Online Travel Agent (OTA)* di Indonesia mengalami peningkatan didukung dengan adanya pandemi *Covid-19*, yang mengharuskan semua pembelian yang dulunya *Offline* berganti menjadi *Online*. Traveloka merupakan *platform travel* terkemuka di Asia Tenggara yang berdiri sejak Februari 2012 dan masih bertahan hingga saat ini, bahkan masih berkembang dengan semakin memiliki berbagai produk baru. Namun, persaingan yang dihadapi dalam industri ini juga semakin ketat dengan semakin bermunculan aplikasi *Online Travel Agent (OTA)* baru, yang dapat menjadi pesaing bagi Traveloka. Maka dari itu, perlu adanya cara agar dapat tetap bertahan dalam industri ini.

Tujuan dari dilakukannya penelitian ini adalah untuk mengetahui pengaruh *Information Quality*, *System Quality*, *Service Quality* terhadap *Customer Loyalty* melalui *Customer Trust* dan *Customer Engagement*. Manfaat dari penelitian ini adalah untuk memberikan informasi dan pengetahuan serta dapat memperluas wawasan terutama dalam bidang ilmu manajemen mengenai pengaruh variabel-variabel dalam penelitian ini. Penelitian ini bersifat kausal dengan menggunakan metode kuantitatif *software AMOS 22.0* untuk membantu proses pengolahan data primer dari 100 pengguna Traveloka di Surabaya dikumpulkan dengan menggunakan teknik *Snowball Sampling*. Karakteristik responden adalah pria dan wanita, berdomisili di Surabaya, berusia 18-60 tahun, serta pernah menggunakan aplikasi Traveloka minimal 2 kali selama 1 tahun terakhir, dan pernah menghubungi *customer service* Traveloka

Pada penelitian ini hasil menunjukkan bahwa variabel yang berpengaruh positif signifikan terhadap *Customer Loyalty* adalah *Customer Trust*, *Customer Engagement*. Kemudian, *Service Quality* berpengaruh positif signifikan terhadap *Customer Trust* dan *Customer Engagement*. Sedangkan *Information Quality*, dan *System Quality* tidak berpengaruh positif signifikan terhadap *Customer Trust*, dan *Customer Engagement*.

**Kata Kunci:** *Information Quality*, *System Quality*, *Service Quality*, *Customer Trust*, *Customer Engagement*, *Customer Loyalty*

## ABSTRACT

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### **ANALYSIS OF THE INFLUENCE OF INFORMATION QUALITY, AND SYSTEM QUALITY, SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH CUSTOMER TRUST AND CUSTOMER ENGAGEMENT OF TRAVELOKA APPLICATION USERS IN SURABAYA**

(xvi + 187 pages: 18 figure, 40 tables; 5 attachments)

The development of the Online Travel Agent (OTA) industry in Indonesia has increased supported by the Covid-19 pandemic, which requires all purchases that used to be Offline to change to Online. Traveloka is the leading travel platform in Southeast Asia which was established in February 2012 and still survives today, even still growing by increasingly having various new products. However, the competition faced in this industry is also getting tougher with the emergence of new Online Travel Agent (OTA) applications, which can become competitors for Traveloka. Therefore, there needs to be a way to survive in this industry.

The purpose of this research is to determine the effect of Information Quality, System Quality, Service Quality on Customer Loyalty through Customer Trust and Customer Engagement. The benefits of this research are to provide information and knowledge and can broaden horizons, especially in the field of management science regarding the influence of the variables in this study. This research is causal in nature using quantitative methods AMOS 22.0 software to help process primary data from 100 Traveloka users in Surabaya collected using Snowball Sampling technique. The characteristics of respondents are male and female, domiciled in Surabaya, aged 18-60 years, and have used the Traveloka application at least 2 times during the last 1 year, and have contacted Traveloka customer service.

In this study, the results show that the variables that have a significant positive effect on Customer Loyalty are Customer Trust, Customer Engagement. Then, Service Quality has a significant positive effect on Customer Trust and Customer Engagement. While Information Quality, and System Quality have no significant positive effect on Customer Trust, and Customer Engagement.

**Key Words:** Information Quality, System Quality, Service Quality, Customer Trust, Customer Engagement, Customer Loyalty