

Analisis faktor yang mempengaruhi kepuasan jasa di online travel agent = Analysis of factors which influencing service satisfaction towards online travel agent / Yosi Marhayati

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh positif persepsi pelanggan terhadap kualitas dan nilai jasa travel online serta pengaruh moderasi tingkat kepercayaan dan kegunaan travel online menurut pelanggan terhadap pengaruh kualitas dan nilai jasa pada kepuasan pelanggan travel online studi kasus Tiket com Penelitian ini menggunakan penelitian kuantitatif dengan desain deskriptif Pengujian dalam penelitian ini dilakukan menggunakan metode Structural Equation Modelling SEM dengan pendekatan Partial Least Square PLS menggunakan software SmartPLS 2 dan SmartPLS 3 dengan 97 data responden yang dapat diolah Hasil dari penelitian menunjukkan hasil bahwa Tingkat persepsi pelanggan mengenai kualitas e service Tiket com secara positif mempengaruhi nilai penerimaan layanan oleh pelanggan dan tingkat persepsi pelanggan mengenai kualitas e service Tiket com secara positif mempengaruhi kepuasan jasa pelanggannya

ABSTRACT

This research is aimed to analyze the effect of customer's perception and relationship marketing towards customer's loyalty in online travel agent with Tiket com as the case study This research use quantitative research with data collection survey and respondents are 110 people who are online travel agent from Tiket com The research is using Structural Equation Modeling SEM approaches Partial Least Square method using SmartPLS software version 2 and 3 The result illustrate that customers' perception of e service quality positively effect on customers' perceive service value of Tiket com following the customers' perception e service quality towards perceived service value e service quality also has positively effect on customers' service satisfaction perceived trust has a strong moderating impact on the relationship between e service quality ndash including efficiency service availability fulfillment and privacy ndash and customers' service satisfaction