

Pengaruh e-service quality terhadap e-satisfaction konsumen website Traveloka: studi pada mahasiswa program sarjana Fakultas Ilmu Sosial dan Ilmu Politik = Effect of e-service quality towards e-satisfaction on Traveloka website user: study on bachelor degree students in Faculty of Social and Political Science University of Indonesia

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Abstrak

E-service quality menjadi salah satu aspek yang penting untuk diperhatikan oleh agen jasa perjalanan wisata online pada persaingan industri pariwisata Indonesia yang semakin kompetitif. Dengan menerapkan e-service quality yang baik perusahaan dapat meningkatkan e-satisfaction dari para konsumennya. Penelitian ini dilakukan dengan tujuan untuk menjelaskan pengaruh e-service quality pada website Traveloka terhadap e-satisfaction dari para penggunanya. Penelitian ini menggunakan pendekatan penelitian kuantitatif dengan jenis penelitian eksplanatif metode survei, menyebarkan kuesioner ke 100 sampel responden dari populasi pengguna website Traveloka yang tergolong mahasiswa aktif strata satu Fakultas Ilmu Sosial dan Ilmu Politik Universitas Indonesia, mengetahui website Traveloka dan pernah melakukan transaksi di website Traveloka. dengan teknik pengambilan sampel non-probability sampling. Hasil penelitian menunjukan bahwa terdapat pengaruh antara e-service quality dengan e-satisfaction.

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E service quality becomes one of the important aspects to be noticed by the online travel agent service on the increasingly competitive Indonesian tourism industry competition. By applying a good e service quality the company can improve e satisfaction from its customers. This study was conducted with the aim to explain the effect of e service quality on Traveloka 39 s website towards the e satisfaction of its users. This research used quantitative research approach with explanative research type, used survey as data collecting method, by distributing questionnaires to 100 sample respondents from Traveloka 39 s website user population which is classified as active bachelor student of Faculty of Social and Political Sciences Universitas Indonesia, had known about Traveloka website and had done at least one transaction on Traveloka rsquo s website. This research used non probability sampling technique. The results showed that there is influence between e service quality with e satisfaction.