

## Influence of E-Service Quality, E-Trust, E-Satisfaction, and E-WOM on Repurchase Intention at Travel Media Online (*Traveloka*) in Indonesia



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**ABSTRACT:** The digital era makes it easier to purchase goods and services. The development of online services makes ordering goods and services faster and more time-efficient. One is online travel media, which can help prepare everything related to tourism travel. However, consumers' intentions to repurchase online travel media services need to be supported by e-service quality, e-trust, e-satisfaction from the website, and e-word of mouth conveyed by consumers.

This research aims to determine the influence of e-service quality, e-trust, e-satisfaction, and e-word of mouth on repurchase intention on the online travel media Traveloka. The population of this research is Traveloka customers who have made transactions on Traveloka via the traveloka.com application or website. Data collection used an online survey method with a purposive sampling technique. The research sample was 300 respondents with the characteristics of all Indonesian people who had purchased through Traveloka and were over 18 years old. Data analysis uses Structural Equation Modeling (SEM-PLS) with the help of SmartPLS 3.2.9 software.

The research results show that of the nine hypotheses proposed, seven were accepted, and two were rejected. E-Service Quality has positively and significantly influenced e-satisfaction and e-WOM but does not directly influence Repurchase Intention. E-Trust is proven to have a positive and significant influence on e-Satisfaction and e-WOM but does not directly influence Repurchase Intention. E-Satisfaction is proven to positively and significantly influence e-WOM and Repurchase Intention. e-WOM is proven to have a positive and significant influence on Repurchase Intention.

**KEYWORDS:** *e-Satisfaction, e-Service Quality, e-Trust, e-WOM, Repurchase Intention*

### INTRODUCTION

The development of the digital revolution began at the beginning of the twenty-first century and has changed almost every aspect of daily life. The power of the World Wide Web and global e-commerce has become very real as the number of people connected to the Internet increases yearly (Siu & Mou, 2005), including in Indonesia. The Internet is now the primary means of travel shopping in most countries and has changed how tourism information is distributed (Buhalis and Law, 2008). In 2010, the global online travel segment represented 30% of the total travel market (Phocus Wright, 2011). This increase in internet users is in line with the development of e-commerce, which impacts human lifestyles in the modern era.

The rapid development of information technology means that researchers often use electronic service quality in the context of digital services (Chan et al., 2022; Anser et al., 2021; Dalbehera, 2020). The massive development of online business activities worldwide has made electronic service quality an integral part of organizational life today (Oliveira et al., 2016). Various e-commerce offer convenience in shopping for products and services online in various fields, including tourism. We can order travel tickets and hotel bookings via online travel media in the current internet era. Ordering online allows travelers to check and book services faster and more efficiently. On this service site, tourists can check prices and order travel tickets and hotel booking services according to their wishes.

The increasing number of internet users increases hotel bookings through online media. The trend of booking hotels online via the Internet and gadgets is increasing yearly. Statistics Brain (2023) reports that the number of travel bookings made on the Internet each year is 148.3 million, of which 57% make travel reservations via the Internet, and 65% make hotel reservations

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on the same day on smartphones. Many online sites provide information about travel tickets and hotel deals, for example, traveloka.com, tiket.com, agoda.com, booking.com, trivago.com, tripadvisor.com, nusatrip.com, and others.

In electronic commerce (e-commerce), businesses seek to gain a competitive advantage by interacting with customers. Businesses with the most experience and success in using e-commerce are starting to realize that the main determinants of success or failure are not only the presence of a website and low prices but also the quality of electronic services (e-service quality), electronic trust (e-Trust) that will contribute to customer satisfaction (e-Satisfaction), electronic word-of-mouth (e-WOM) and generate repurchase intention (Zeithaml, 2002; Rita et al., 2019). This research proposes to determine decisions regarding the intention to rebook travel tickets and online hotel bookings based on online service quality (e-Service Quality), online trust (e-Trust), customer satisfaction (e-satisfaction), and online comments from previous guests (eWOM) on Traveloka's online travel media.

### **THEORETICAL FRAMEWORK**

This research examines the relationship between e-Service Quality, e-Trust, e-Satisfaction, and e-WOM on Repurchase intention. Three dimensions of e-Service Quality, namely website design, security/privacy, and compliance, influence overall e-Service Quality (Rita et al., 2019). e-Service Quality is statistically significantly related to customer behavior. E-Satisfaction can be achieved because the company can provide e-Service Quality that can meet consumer needs. Thus, the company tries to improve e-Service Quality to obtain e-Satisfaction. Pandjaitan et al. (2021) stated that website quality positively relates to e-satisfaction and e-loyalty.

Furthermore, e-trust is the most essential component that impacts the achievement of e-commerce exchanges. In e-commerce, e-trust will advance due to the high level of uncertainty and danger (Molm et al., 2000). As a result of such uncertainty, the seller's behavior or practices, perceived risk, loss of individual information through programmers, attacks, and consumer rejection (Mcknight et al., 2002). Therefore, e-trust is very necessary to provide e-satisfaction to customers. Sundaram et al. (2017) stated that customer e-trust significantly and positively influences e-satisfaction.

In addition, Kartika and Shihab (2019) concluded that e-Service Quality, e-Satisfaction, and e-Trust are the drivers of positive e-WOM. Before purchasing, consumers rely on e-WOM information by looking for product reviews or consulting content on bulletin boards. E-WOM as a personal source is generally considered more credible than non-personal or commercial sources (Bi et al., 2019). Consumers often rely on informal e-WOM when seeking information about products and services for their purchases (Abd-Elaziz et al., 2015; Othman et al., 2019).

Fang et al. (2016) stated that e-WOM is influenced by commitment, trust, and customer satisfaction. The e-customer satisfaction variable directly influences e-WOM (Kencana, 2019). Furthermore, Ranaweera and Prabhu (2003) concluded that consumer satisfaction and trust significantly influence positive e-WOM. Likewise, Muchlis et al. (2021) concluded that e-satisfaction affects e-WOM.

Conceptualizing trustworthiness in e-WOM may require an integrated assessment of all aspects of the system, going beyond the reviewer's knowledge to include site details, content management, and other factors (Pyle et al., 2021). Trust will also arise after customers see review comments from other customers. Research shows consumer satisfaction and trust significantly influence positive word-of-mouth (Ranaweera & Prabhu, 2003). Higher levels of trust are also seen when a series of positively framed reviews focus on interpersonal services in the form of e-WOM (Sparks & Browning, 2011).

Furthermore, Hellier et al. (2023) developed a general service sector model of repurchase intentions from the consumer theory literature. The model explains how customers' repurchase intentions are influenced by seven crucial factors: service quality, equity and value, customer satisfaction, past loyalty, expected switching costs, and brand preference. The results of the analysis found that there was a positive relationship between electronic service quality and repurchase intention. Wiatna and Sanaji (2022) revealed a significant favorable influence between e-Service Quality and Repurchase intention.

Likewise, there is a significant favorable influence between e-satisfaction and Repurchase intention, and e-satisfaction positively mediates the influence of e-service Quality on Repurchase intention (Wiatna & Sanaji, 2022). Furthermore, Ali and Bashin (2019) stated that e-satisfaction positively affects repurchase intention. However, Hellier et al. (2003) stated that past purchase loyalty, which is related to repurchase intentions, is not directly related to customer satisfaction.

Comments generated by online users significantly influence sales (Duverger, 2013). The presence of online reviews can increase product sales, regardless of their nature (positive vs. negative feedback) (Mitchell & Khazanchi, 2010). Sparks and Browning (2011) and Liu (2006) observed that online reviews vary not only in their content (e.g., general or detailed) but especially in their polarity (positive vs. negative comments). Consumers are more influenced by initial negative information, especially when the entire set of reviews is negative. However, positively framed information and numerical ranking details increase Repurchase intention (Sparks & Browning, 2011).

Based on this framework, the hypothesis of this research is:

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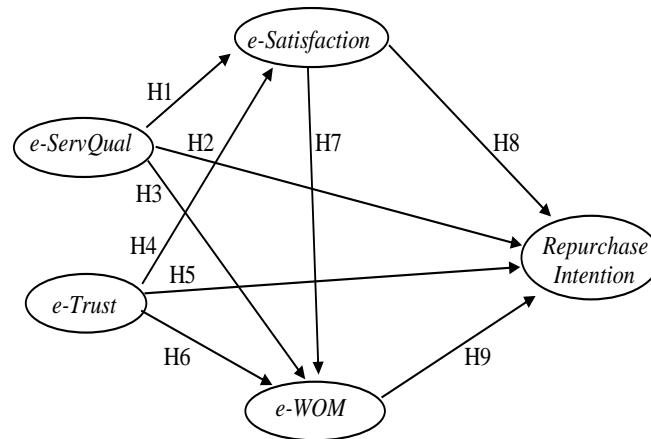


Figure 1. Theoretical Framework

H1: e-Service Quality affects e-Satisfaction

H2: e-Service quality affects Repurchase Intention.

H3: e-Service Quality affects e-WOM

H4: e-Trust affects e-Satisfaction

H5: e-Trust affects Repurchase Intention

H6: e-Trust affects e-WOM

H7: e-Satisfaction affects e-WOM

H8: e-Satisfaction affects Repurchase Intention

H9: eWOM affects Repurchase intention

### III. METHODOLOGY

#### A. Population and Sample

The population in this study is all users who have made online purchases via the Traveloka site throughout Indonesia and are 18 years old. The sampling method used in this research is non-probability sampling with a purposive sampling technique. Determination of sample size based on Hair et al. (2014). The number of indicators in this study is 30, so based on the calculation formula of Hair et al. (2014), the maximum sample size for this research is 300.

Furthermore, the number of respondents will be divided proportionally based on the population of each region in Indonesia, namely Western Indonesia with 242 respondents, Central Indonesia with 48 respondents, and Eastern Indonesia with 10 respondents.

#### B. Measurement

This study used questionnaire items that have been adapted from previous research. The e-service quality variable was adapted from Ladhari (2010) and consisted of eleven questionnaires. The e-trust variable was adapted from Srivastava and Nair (2010) and consists of five questionnaires. The e-satisfaction variable was adapted from Parnataria dan Abror (2019) and consists of four questionnaires. The e-WOM variable was adapted from Mahrinasari et al. (2017) and consisted of six questionnaires. The *Repurchase intention* variable was adapted from Venkatesh et al. (2003) and consisted of four questionnaires. All questionnaire items were measured on a 5-point Likert scale, with 1 being strongly disagree and 5 being strongly agree

#### C. Data Analysis

The method used for data analysis and hypothesis testing in this research is the Structural Equation Model-Partial Least Square (SemPLS). The analysis using SEM-PLS typically consists of two sub-modes: the measurement model (outer model) and the structural mode (inner model) (Hair et al., 2018). The outer mode describes the relationships between latent variables and indicator variables, the inner model describes the relationships between latent variables, and finally, there is the hypothesis testing model.

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## IV. RESULTS AND DISCUSSION

### A. Results

Based on the results of descriptive tests, respondent profile data (Table 1) related to the length of time they have used Traveloka and their desire to use Traveloka again, it can be seen that Traveloka customers, on average, have used Traveloka for more than two years (73.7%) and the majority want to use Traveloka again. (76.7%). It means the Indonesian people already know Traveloka.

**Table 1. Profile of respondents based on length of use and desire to use Traveloka again**

No	Duration	Frequency		No	Willingness to use Traveloka in the future	Frequency	
		Total	Percentage			Total	Percentage
1	<1 Tahun	40	13.3	1	Yes	230	76.7
2	1 - 2 Tahun	39	13.0	2	No	3	1.0
3	>2 Tahun	221	73.7	3	May be	67	22.3
	<b>Total</b>	<b>300</b>	<b>100</b>		<b>Total</b>	<b>300</b>	<b>100</b>

Source: Data Analysis (2023)

Furthermore, the results of the convergent validity test, expressed in the loading factor, AVE, and Cronbach's Alpha values, are presented in Table 2. The cross-loading values of the variables in this study show that all indicators of each latent variable have a value greater than the other latent variables. All indicators used in this research were declared valid based on discriminant validity testing. Apart from that, the cross-loading results of each indicator have a value of > 0.7, which means that each latent variable already has a good measure of discriminant validity by the provisions of Hair et al. (2019). Average Variance Extracted (AVE) value must be greater than 0.5 (Ghozali, 2021; Hair et al., 2014). Table 2 above shows that all research variables have a Cronbach's alpha value of >0.7 and a composite reliability value of >0.7 (Hair et al., 2014). The measuring instrument is reliable and reliable for measuring research variables.

**Table 2. Convergent Validity Test Results**

Variable	Indicator	Item	Loading Factor	AVE	Composite Reliability	Cronbach's Alpha
e-ServQual	ESQ1	The Traveloka application is effortless to access	0.766	0.615	0.941	0.942
	ESQ2	The Traveloka application is high-speed in making transactions	0.810			
	ESQ3	The Traveloka application operates well	0.824			
	ESQ4	The Traveloka application makes the ordering or booking process very easy	0.811			
	ESQ5	The offers provided by the Traveloka application are true	0.777			
	ESQ6	Security in making transactions on the Traveloka application can be trusted	0.792			
	ESQ7	Traveloka is very fast in resolving customer complaints	0.793			
	ESQ8	Traveloka is very responsible for all system problems	0.804			
	ESQ9	Traveloka provides a money-back guarantee	0.706			
	ESQ10	Traveloka provides consumer services through online media	0.748			
	ESQ11	Traveloka provides customer service via telephone	0.481			

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Variable	Indicator	Item	Loading Factor	AVE	Composite Reliability	Cronbach's Alpha
e-Trust	ETR1	My choice to make a booking on the Traveloka online application was a wise choice	0.897	0.741	0.935	0.930
	ETR2	I am satisfied after making a booking on the Traveloka application	0.872			
	ETR3	I am satisfied with the products and services offered by the Traveloka application	0.907			
	ETR4	Overall, I am satisfied with my last online booking experience on the Traveloka application	0.812			
	ETR5	I feel safe providing privacy/personal information via the Traveloka application	0.811			
e-Satisfaction	ESAT1	I am not worried about using the Traveloka application because transactions will be guaranteed	0.890	0.853	0.959	0.912
	ESAT2	I am not worried about using the Traveloka application because now transactions will be safe	0.947			
	ESAT3	I feel safe sending sensitive information via the Traveloka application	0.940			
	ESAT4	I am sure the Traveloka application won't	0.915			
e-WOM	EW1	When ordering on the Traveloka application online. I look for other people's comments or reviews online.	0.638	0.608	0.902	0.872
	EW2	I feel more comfortable ordering on the Traveloka application when I get other people's opinions about Traveloka via the Internet.	0.774			
	EW3	I feel happy when I can tell other people about booking on the Traveloka application	0.868			
	EW4	I am delighted with the booking on the Traveloka application. So, I want to help Traveloka become successful.	0.843			
	EW5	I recommend to those closest to you to visit the Traveloka online site	0.835			
	EW6	Overall. Electronic word of mouth (e-WOM – customer comments on the web) is an essential source of information for me.	0.695			
Repurchase Intention	RI1	I want to make a transaction using	0.851	0.782	0.935	0.907
	RI2	Traveloka application shortly	0.890			

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Variable	Indicator	Item	Loading Factor	AVE	Composite Reliability	Cronbach's Alpha
	RI3	I will most likely use the Traveloka application again to make purchases	0.913			
	RI4	I will often use the Traveloka application in the future	0.881			

Source: Data Analysis (2023)

### a. Outer Model Testing (Measurement Model)

This research model was analyzed using the Partial Least Square (PLS) method and assisted by SmartPLS 3.0 software. According to Hair et al. (2019), PLS is an alternative Structural Equation Modeling (SEM) method that can solve complex relationship problems between variables. However, the sample size is small (30-100 samples) and has non-parametric assumptions, meaning that the data does not refer to one particular distribution. Convergent validity is completed by looking at the dependency of the items indicated by the factor loading values. The loading factor can be a range that shows the correlation between an issue item's score and the indicator construct's score that measures that construct. Loading Factor values greater than 0.7 are claimed to be valid. However, in line with Hair et al. (2019), for the initial examination of the factor loading matrix, approximately 0.3 meets the minimum limit for factor loadings, approximately 0.4 is considered better, and most are considered significant for loading problems greater than 0.5. In this study, the factor loading limit used was 0.7.

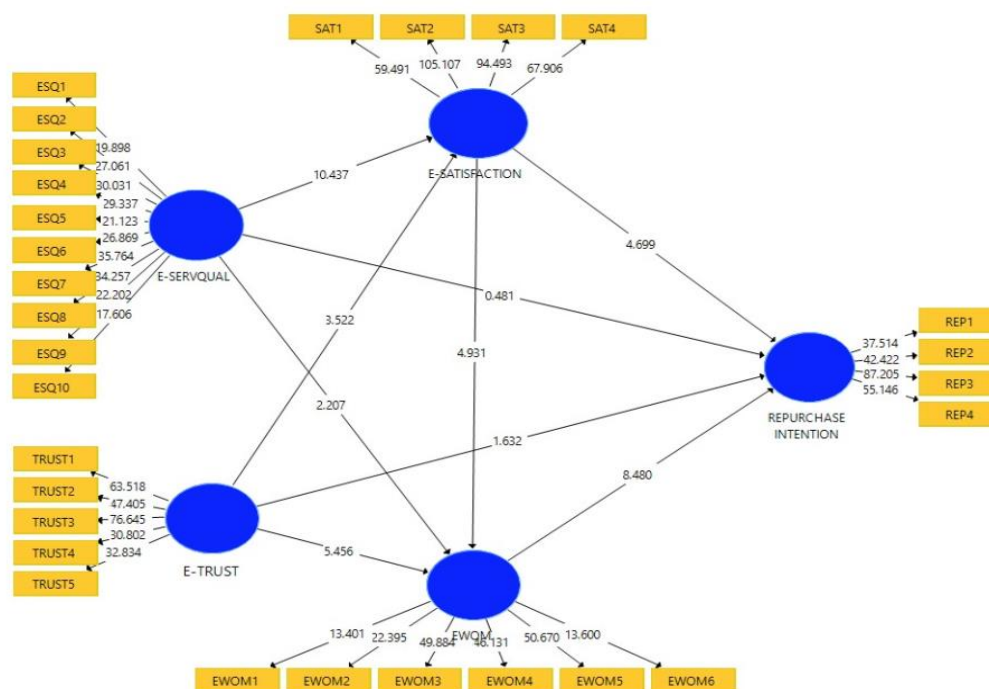


Figure 2. Convergent Validity Testing

Source: Data Analysis (2023)

Based on the test results of the PLS model shown in the image above. All indicators have a loading factor value above 0.5. Therefore. This model has met the requirements for convergent validity. The value of loadings, Cronbach's alpha, composite reliability, and AVE for each complete construct can be seen in Table 2 and Figure 2.

### b. R-square and Predictive Relevance Testing Results

The R Square value and significance test value obtained are shown in the table below.

Table 3. R Square (R2) and Predictive Relevance Test Results (Q2)

	R Square	R Square Adjusted	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
E-Satisfaction	0.666	0.664	1.200.000	322.719	0.731
E-WOM	0.609	0.605	1.800.000	975.670	0.458

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Repurchase Intention	0.715	0.711	1.200.000	455.078	0.621
E-Trust			1.500.000	590.993	0.606
E-Service Quality			3.000.000	1.419.060	0.527

Source: Data Analysis (2023)

The data presented in Table 3 shows that e-service quality and e-trust can explain the variability of the e-satisfaction construct by 66.6%, and the remaining 33.4% is explained by other constructs outside those examined in this research. Meanwhile, e-service quality, e-trust, and e-satisfaction can explain 60.6% of the variability in the e-word-of-mouth construct, and the remaining 39.4% is explained by other contracts outside those examined in this research. Next is e-service quality, e-trust, e-satisfaction, and e-word of mouth, which could explain 71.5% of the variability in the repurchase intention construct, and the remaining 28.5% was explained by other constructs outside those examined in this study.

Predictive Relevance is used to see how good the observation value produced using the blindfolding procedure is by looking at the Q2 value. If  $Q2 > 0$  indicates that the model has good predictive Relevance, and if the model  $Q2 < 0$  indicates that the model does not have good predictive Relevance. Q2 predictive relevance values of 0.02, 0.15, and 0.35 indicate that the model is weak, moderate, and strong (Hair et al., 2014). The results of this research have a Q2 predictive relevance value of more than 0.35, which shows that the model is strong.

### c. Hypothesis testing

This research hypothesis testing was carried out with the help of SmartPLS (Partial Least Square) 3.2.9 software. These values can be seen from the bootstrapping results. The rules of thumb used in this research are t-statistics  $> 1.96$  with a significance level of p-value  $< 0.05$  (5%) (Hair et al., 2014), and the beta coefficient is positive. The hypothesis testing values for this research are shown in Table 4. Based on the results of the hypothesis testing, seven hypotheses are supported, and two hypotheses are not supported.

Table 4. Hypothesis Testing Results

Hipotesis	Original Sample	T Statistics	P Values	Information
e-servqual -> e-satisfaction	0.640	10.437	0.000	Supported
<b>e-servqual -&gt; repurchase intention</b>	<b>0.033</b>	<b>0.481</b>	<b>0.612</b>	<b>not supported</b>
e-servqual -> ewom	0.173	2.207	0.023	Supported
e-trust -> e-satisfaction	0.224	3.522	0.000	Supported
<b>e-trust -&gt; repurchase intention</b>	<b>0.080</b>	<b>1.632</b>	<b>0.098</b>	<b>not supported</b>
e-trust -> ewom	0.344	5.456	0.000	Supported
e-satisfaction -> ewom	0.344	4.931	0.000	Supported
e-satisfaction -> repurchase intention	0.325	4.699	0.000	Supported
ewom -> repurchase intention	0.489	8.480	0.000	Supported

Source: Data Analysis (2023)

### B. Discussion

Based on the results of hypothesis testing, e-Service Quality has a positive and significant influence on e-Satisfaction and e-WOM. The previous study results state that e-Service Quality has a significant and positive effect on e-Satisfaction (Al Dweeri et al., 2019; Rita et al., 2019; Wiatna & Sanaji, 2022) and e-WOM (Kencana, 2019). However, Juwaini et al. (2022) stated that e-Service Quality has a positive but insignificant effect on e-Satisfaction.

Furthermore, the results of hypothesis testing also show that e-Service Quality has a positive but insignificant effect on Repurchase Intention. The results of this study do not support previous research that e-service Quality has a significant and positive effect on Repurchase Intention (Miao et al., 2021; Wiatna & Sanaji, 2022).

Likewise, the research results show that e-trust significantly and positively influences e-satisfaction and e-WOM. These results are supported by Sundaram et al. (2017), who that e-trust significantly and positively influences e-satisfaction. As well as, e-Trust positively and significantly influences e-WOM (Kartika and Shihab. 2019; Muchlis et al., 2021; Ranaweera & Prabhu, 2003; Parnataria & Abror, 2019).

The research results also show that e-trust positively but insignificantly influences Repurchase Intention. These results do not follow the statement that e-trust positively and significantly influences Repurchase Intention (Miao et al., 2021; Muchlis et al., 2021).

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Furthermore, the results of hypothesis testing show that e-satisfaction has a significant and positive influence on e-WOM and Repurchase Intention. Study results support that e-Satisfaction positively and significantly influences e-WOM (Parnataria & Abror, 2019; Kartika & Shihab, 2019; Muchlis et al., 2021) and Repurchase Intention (Miao et al., 2021; Muchlis et al., 2021; Wiatna & Sanaji, 2022).

Likewise, the research results show that e-WOM positively and significantly influences Repurchase Intention. It means that the more comments or reviews given by Traveloka online travel media users, the more impact it will have on their desire to make repeat purchases on Traveloka online travel media. Research results state that e-WOM positively and significantly influences Repurchase Intention (Spark & Browning, 2011).

### **V. CONCLUSIONS**

Based on research, of the nine hypotheses proposed, seven hypotheses were accepted, and two hypotheses were rejected. E-Service Quality has positively and significantly influenced E-Satisfaction and E-WOM but does not directly affect Repurchase Intention. E-Trust is proven to have a positive and significant influence on e-Satisfaction and e-WOM but does not directly influence Repurchase Intention. E-Satisfaction is proven to positively and significantly influence e-WOM and Repurchase Intention. E-WOM is proven to have a positive and significant influence on Repurchase Intention.

From this research, Traveloka service providers are advised to update and innovate to make the Traveloka application easier to use and improve features to increase the benefits. Besides that, it will be better to conduct marketing communications to increase positive testimonials about Traveloka and use brand ambassadors and influencers as marketing strategies.

Apart from that, the e-Trust variable should be essential for Traveloka service providers to focus on. It is to protect and build their users' trust in protecting personal data privacy. Companies must improve the security of their extensive data systems with stronger data encryption techniques such as blockchain, establish two-step verification during transactions, and tighten internal company regulations to avoid deliberate customer data leakage.

This research only uses e-service quality, e-trust, e-satisfaction, and e-WOM in determining repurchase intention. Therefore, future researchers can use other variables to determine repurchase intention, such as e-loyalty, e-security, perceived usefulness, and other exciting variables, to provide more optimal results.

The limitation of this research is that it only focuses on one online travel media object, namely Traveloka. Therefore, future researchers can use other objects like ticket.com, booking.com, nusatrip.com, and others to provide different and more exciting results.

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