

ARTICLE

The Influence of Consumer Value Perception and E-Ticket Service Quality on Traveloka Customer Satisfaction in Bandar Lampung

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Abstract: The trend of online shopping in Indonesia continues to increase, this is evidenced by data showing that the growth of online consumers in Indonesia is increasing by 30 percent every year. In the research conducted, identifying the quality of electronic services (e-service quality) and perceived consumer value are factors that have a direct influence on consumer satisfaction and have an indirect effect on loyalty after being moderated by the variable customer satisfaction. This research focuses on airplane e-ticket services for online travel agent companies, or (online Travel Agents/OTA), namely Trelveloka.

The problem of this research is whether service quality and perceived value of electronic consumers have a significant positive effect on consumer satisfaction. The purpose of this research to know the magnitude of the influence of electronic service quality and consumer value perceptions on consumer satisfaction. The population and sample in this study are Traveloka consumers who make repeat purchases on the Traveloka website and sites in Bandar Lampung. Data analysis using multiple linear regression.

The results of this study indicate that electronic service quality variable has a significant positive effect of 0.379 on satisfaction. Meanwhile, the consumer value perception variable has a significant positive effect of 0.324 on satisfaction. The implications of the calculation results of consumer satisfaction and perceived consumer value are considered very good with a high level of satisfaction. However, Traveloka should provide free consultation through its website regarding complaints or procedures for arranging vacation schedules and visits to a country. Interactive interactions can increase consumer knowledge and ability to get maximum results for the services provided by the Traveloka website.

Keywords: Consumer Value Perception, E-Service Quality, Consumer Satisfaction, Online Travel Agent, E-Ticket

1. Preliminary

As time goes by, the emergence of information technology, in this case the internet, encourages the birth of a new economic paradigm which eventually forms a virtual world in the world of commerce, which is often also called an e-marketplace. In the e-marketplace there is interaction between various companies and customers without being limited by space and time, so that companies are more flexible in marketing goods and services and buyers can also easily get the goods or services they need through cyberspace.

Advances in technology have encouraged companies to implement these technologies into their business activities. The company's ability to implement this technology will further assist the company in competing with its competitors. One form of technology implementation in terms of increasing business competition and product

sales is to use electronic commerce to market various kinds of products or services, both in product and digital form.

The use of internet technology in Indonesia has increased. By the end of 2020, internet users in Indonesia had reached 174 million users. This number is equivalent to 58.71 percent of the total Indonesian human population. Indonesia is one of the countries with very rapid growth in internet users (Kominfo Performance Report, 2022). The development of the number of internet users in Indonesia is a positive opportunity for business people. The trend of online shopping in Indonesia continues to increase, this is proven by data showing that the growth of online consumers in Indonesia is increasing by 30 percent every year. An increasing number of internet users can provide opportunities for e-commerce businesses in Indonesia (Kominfo Work Report, 2020).

Services carried out by companies by utilizing internet technology in this case e-marketing. Wang and Wei (2018) in the research conducted identified electronic service quality (e-service quality) and perceived consumer value as factors that directly affected consumer satisfaction and had an indirect effect on loyalty after being moderated by the variable consumer satisfaction. This research focuses on airplane e-ticket services for online travel agent companies, namely Traveloka. PT. Trinusa Travelindo (Traveloka) is a company that provides ticket booking services through a web-based online service or website, which sells travel-related products to customers. These products can include hotels, flights, travel packages, activities or ecotourism,

Wang and Wei (2018) identified 2 factors that influence consumer satisfaction at online travel agents. These two factors are the quality of electronic services and consumer value perceptions. PT. Trinusa Travelindo (Traveloka) as an electronic travel agent has the following website appearance:

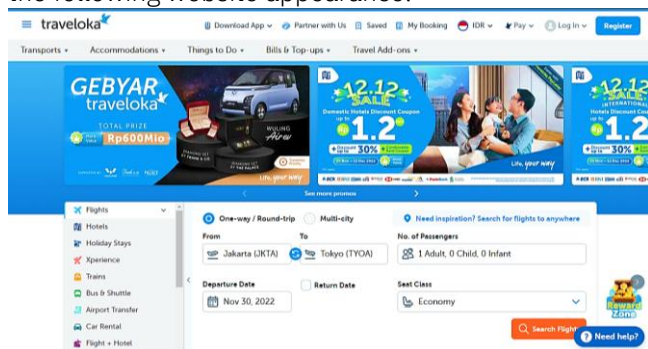


Figure 1. Traveloka Service Site, 2022

Source: Traveloka website, 2022

Figure 1 shows the Traveloka service site that offers e-tickets for flights to all cities in the world. Wang and Wei (2018) identified 4 indicators of electronic service quality, namely:

1. Website design can be easily used by consumers. Traveloka provides an easy service for ordering tickets on its website so consumers can easily use it. Good service features consumers can easily determine the origin and destination city with a choice of many flights and ticket prices listed. The appearance of the Traveloka website when a consumer chooses a ticket is as follows:

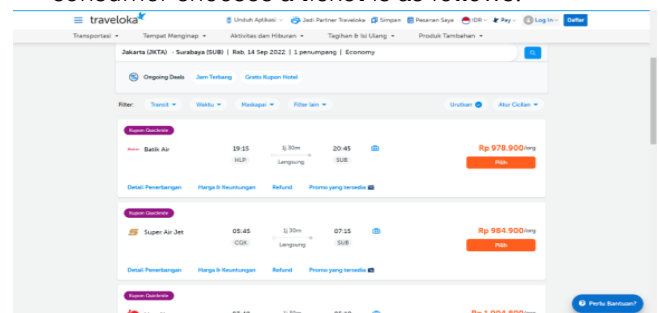


Figure 2. Appearance of Traveloka Online Booking

Source: Traveloka website, 2022

It can be seen that consumers can choose which airline they want to use with a predetermined ticket price display. This makes it easier for consumers to choose tickets. Consumers after making a purchase can immediately check-in on the Traveloka website for their flights so consumers don't have to queue at the airport.

2. Website design has good reliability. A clear website design and well-structured transaction steps make it easier for consumers to carry out the ordering process up to payment. After making a payment, the consumer immediately gets a ticket that can be seen on the consumer's smartphone.
3. The website has a good security system. Traveloka has good security by providing an OTP code when consumers make payments. So that without entering the code consumers cannot make transactions.
4. The website provides customer complaint services. Traveloka created a "need help?" icon each page opened by the consumer. This aims to help and make it easier for consumers to make transactions on Traveloka.

Wang and Wei (2018) identified another factor, namely consumer perception with the following indicators:

1. The product purchased is of value

Each ticket purchased by consumers on a certain date has an estimated price recorded as shown in the following image:

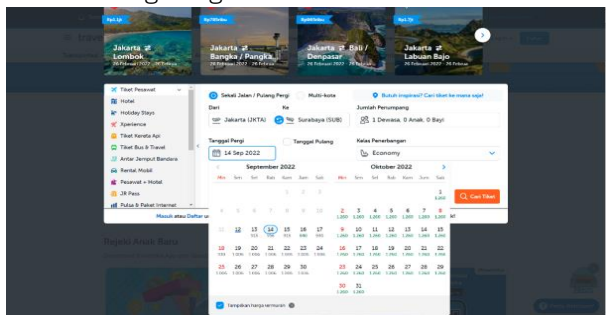


Figure 3. Estimated Airline Ticket Prices, 2022

Source: Traveloka website, 2022

Figure 3 explains that every plane ticket that is sold always includes an estimated price, so that consumers can choose their travel time according to their budget.

2. Consumers get services that

in accordance with what has been paid on the site. consumers can choose airlines and flight classes easily. Traveloka also informs the price to be paid. The price to be paid is according to the price listed on the Traveloka website.

3. The products offered on the website are useful. All ticket products offered and purchased by consumers can be directly used by consumers according to their travel time.

4. Reasonable transaction fees

Consumers who buy tickets are only charged less than Rp. 1000 because the fee is only a unique code to distinguish transactions from other consumers.

The quality of electronic services encourages people to prefer shopping online, this shows that e-marketing has become a lifestyle for today's people who don't want to be bothered and practical in buying goods or services via the internet (Wang and Wei, 2018). The ultimate goal of electronic services is to make customers loyal to the company, of course the company must provide good service so as to create a satisfaction that will be felt by the customer so that in the end the customer will become loyal to buy back products or services at the company. For this reason, the first priority is to create good electronic services.

According to Wang and Wei (2018) that e-service can be defined as a website service that facilitates

customers in shopping, buying, and delivering products efficiently and effectively. As in the definition above, the meaning of the service includes before and during service on the website. If electronic services can be enjoyed by customers, customers can use them easily and comfortably, then a satisfaction will be created that will be felt by customers in the electronic services provided by the company.

Another factor that influences consumer satisfaction with electronic services is consumer value perceptions. Consumers' perceived value must be comparable to the value offered by a company in its products or services so that it can influence customers to repurchase or switch from competing companies. Perceived value is very important for customers because the relationship between customer satisfaction and customer loyalty appears strong when customers feel that they currently have e-commerce that provides a higher overall value than offered by competitors (Wang and Wei; 2018).

According to Jeong (2017) customer satisfaction is referred to as a tool for assessing the emotions that are felt which have been continuously used from time to time. Satisfied customers will definitely provide reciprocity for the company by making repeated purchases because the services provided by the company always prioritize its customers, especially in electronic services which are urgently needed by customers who require a level of practicality and speed in carrying out services and purchasing products or services.

Wang and Wei (2018) in their research suggested further research to be carried out with a focus on one e-commerce company and the samples used were those who had accounts from an e-commerce site. Based on suggestions from research conducted by Wang and Wei (2018), researchers are interested in following up by researching Traveloka consumers in Bandar Lampung. This research also uses the same variables and indicators as Wang and Wei's research (2018). In addition, this research wants to know consumers' perceptions of the quality of services provided by Traveloka and to find out consumers' perceptions of value towards Traveloka.

Literature Review Marketing

Kotler and Keller (2018; 37) define marketing as a process by which companies create value for customers and build strong relationships with customers for the purpose of getting value from

customers in return. The aim of marketing is to know and understand the customer well so that the product or service can match the consumer's needs.

Based on the definition, it is known that marketing is a planning process in which the company analyzes the market structure and positions the company in order to get a good assessment in the minds of consumers to create satisfying exchanges.

Consumer Value Perceptions

Perception is a complex psychological process involving physiological and emotional aspects of the individual. Important psychological processes are involved in the activity of selecting, organizing and interpreting stimuli so that customers can give meaning to an object, any efforts made by marketers will be meaningless if customers have different perceptions than what marketers want (Shiffman and Kanuk; 2017; 321).

In general, the perception of consumer value can be interpreted that customers buy exchanges between what they receive and what they sacrifice (Lee and Overbey, 2017). What is the customer's expectations and needs is a fundamental element of customer value creation. Customer value is something that is fundamentally formulated based on all marketing activities carried out by the company. This is important because customer value is an assessment of the comparison of all of the company's marketing activities with competitors. The higher the degree of customer value, the higher the degree of customer motivation to buy the company's products.

The basic foundation for establishing a value is the measurement of market orientation (Wang and Wei, 2018). Value is a customer's perception of what is provided by the company, such as value from a "price" point of view, the more affordable the customer will give high value. Customer value is an overall assessment of the usefulness of a product based on perceptions of what is received and what is sacrificed.

The variable indicator of consumer value perception in this study refers to the research of Wang and Wei (2018) with the following indicators:

- a. The products offered by the website are valuable
- b. Consumers get products that match what is displayed on the website
- c. The products offered on the website are useful
- d. Reasonable transaction fees

E-Ticket Service Quality

Parasuraman et al (2015) say that e-service quality is a service provided to internet network consumers as an extension of the ability of a site to facilitate shopping, purchasing and distribution activities effectively and efficiently. Furthermore, Parasuraman et al (2015) define e-service Service quality or electronic service quality is the extent to which a website is able to facilitate consumer activities including shopping, purchasing and delivery of both products and services efficiently and effectively.

E-Service quality or also known as e-SQ, is the development of the Service Quality model (SERVQUAL). In principle, the e-SQ model is an adaptation and expansion of the traditional SERVQUAL model into the online shopping context (Jeong; 2017). E-Service Quality is a thorough assessment and evaluation of the quality of service delivery to consumers in virtual markets (Wang and Wei; 2018).

Wang and Wei (2018) use 4 indicators to measure electronic service quality variables, the four indicators are as follows:

a. Website Design

Website quality is one that in its design facilitates interaction with customers. Copied with an attractive appearance is also an important attraction that will affect purchases via the internet.

b. Reliability

Reliability is assessed from the ability of the website to provide information and accuracy in filling out, responding appropriately and quickly, keeping personal information safe.

c. Security

A good quality website guarantees security for consumers who make transactions. This security includes financial security and consumer data security.

d. Customer service

Virtual services for consumers who need assistance when making transactions.

Consumer Satisfaction

Customer satisfaction is a series of consumer activities that will make comparisons between what is sacrificed and the benefits received from an exchange (Kotler and Keller 2018; 278). Having satisfied customers is a priority and leading strategy for marketers. It turns out that customer retention and making customers satisfied are cheaper than targeting new customers which usually requires the existence of aggressive promotions with high costs. In addition,

building customer loyalty means dealing with parties who have been customers (existing customers). They have tried and probably still use the product. Consumers like this tend to see the negative side of the product rather than the goodness (Kotler and Keller 2018; 282).

According to Kotler and Keller (2018; 206) in the midst of various ways of measuring consumer satisfaction, there are similarities in at least the six core concepts regarding measurement objects as follows:

a. Overall Consumer Satisfaction

The simplest way to measure customer satisfaction is to directly ask consumers how satisfied they are with certain specific products or services. There are usually two parts to the measurement process. First, measuring the level of consumer satisfaction with the product or service of the company concerned. Second, assess and compare it with the overall level of satisfaction with competitors' products or services.

b. Dimensions of Customer Satisfaction

Various studies sort customer satisfaction into its components. Generally, such a process consists of four steps. First, identify the key dimensions of customer satisfaction. Second, asking consumers to rate company products or services based on specific items, such as service speed, service facilities, or friendliness of customer service staff. Third, asking consumers to rate competitors' products or services based on the same specific items. Fourth, asking customers to determine the dimensions that they think are most important in assessing overall customer satisfaction.

c. Hope Confirmation

In this concept, satisfaction is not measured directly, but is concluded based on the suitability or discrepancy between consumer expectations and the actual performance of the company's products on a number of important attributes or dimensions.

d. Repurchase Interest

Consumer satisfaction is measured behaviorally by stating whether the customer will shop or use the company's services again.

e. Willingness to Recommend

In the case of products whose repurchase is relatively long or even only occurs once (such as car purchases, home brokers, life insurance, tours around the world, and so on), the consumer's willingness to recommend products to friends or family is an important measure to analyze and evaluate. followed up.

f. Consumer Dissatisfaction

Several aspects are often examined to determine customer dissatisfaction, including complaints, product returns, warranty costs, product recalls from the market, negative word of mouth, and defects (consumers switching to competitors).

This study uses indicators in Wang and Wei's research (2018) as follows:

a. Consumers feel satisfied shopping on the website

b. If the consumer makes a purchase, the consumer remains satisfied

c. Purchasing products on the website is the right decision.

2. Research Methods

The survey was conducted in the city of Bandar Lampung. This study uses primary data by distributing questionnaires to Traveloka consumers who make repeat purchases on the Traveloka website or website in Bandar Lampung. The sampling approach in this study used a purposive sampling method, which is a method in which the researcher selects the sample to be used based on the selected sampling method, namely consumers. Consumers who can access the Traveloka website, have made transactions at least 2 times during 2022 and the number of samples for this research is 100 respondents. The data analysis technique used in this research is validity test, reliability test, multiple linear regression analysis, hypothesis testing using t-test and F-test.

3. Results and Discussion

3.1. Results

Regression Calculation Results

Table 4.6 shows that the influence of consumer value perception variables and electronic service quality together is 41.6% on consumer satisfaction, while the remaining 58.4% is influenced by other variables not measured in this study.

Table 1. Results of the Determination Effect Value (Adjusted R Square) and Calculated F Value

Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimates
1	.645a	.416	.404	.77199519

a. Predictors: (Constant), Electronic Service Quality (X2), Consumer Value Perception (X1)

The influence of each variable is known to have a positive and significant influence. The electronic service quality variable has an effect of only 0.379

while the perceived value of consumers has an effect of 0.324. These two significant influences can be seen from the calculated t value which is greater than the t table value (3,101 and 4,149 > 1,960) and a significance value that is smaller than 0.05, then H1 is accepted and H2 is rejected, meaning that there is an influence Consumer value perceptions and E-Ticket Service Quality have a significant positive effect on consumer satisfaction. (Table 2).

Table 2. Statistical t value results and significance

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	std. Error	Betas		
	1 (Constant)	1,334	.551		
Consumer Value Perception (X1)	.338	.109	.324	3,101	011
Electronic Service Quality (X2)	.390	094	.379	4,149	008

a. Dependent Variable: Consumer Satisfaction

Based on Table 4.7 the regression equation formed is as follows:

$$Y = 1.334 + 0.324 X1 + 0.379 X2$$

Information :

Y = Satisfaction

X1 = Consumer value perception

X2 = Electronic service quality

3.2. Discussion

Based on hypothesis testing on the variable Consumer Value Perception (X1) and E-Ticket Service Quality (X2) which has been carried out states that the hypothesis is acceptable. This means that the variables Perceived Consumer Value (X1) and E-Ticket Service Quality (X2) have a significant positive effect on Traveloka's consumer satisfaction variables in Bandar Lampung. The implications of the results of calculating Traveloka's customer satisfaction will increase if the company is able to improve the quality of services that are already considered very good with a high level of satisfaction. The results of this calculation mean that consumers will evaluate the quality of electronic services in the form of easy website designs, have good reliability with a good security system and are supported by a friendly customer complaint service.

The consumer value perception variable has an influence on the satisfaction variable of 0.324.

Traveloka must be able to increase the influence of the consumer value perception variable to be greater on the satisfaction variable. This huge increase in influence can be a reference for Traveloka management if they want to increase customer satisfaction. Therefore, the perception of Traveloka's consumer value is one of the solutions to increase customer satisfaction, such as:

- a. The products offered by the website are valuable
Where in this case PT Trinusa Travelindo (Traveloka) provides an offer in the form of estimated prices listed on the Traveloka website so that consumers can choose their travel time according to their budget, this makes it easier for consumers to order tickets on the Traveloka Website so that it affects the level of Traveloka customer satisfaction.
- b. Consumers get services that match what has been paid for on the site.
PT Trinusa Travelindo (Traveloka) provides services consumers can choose airlines and flight classes easily. During a pandemic Traveloka provides services in the form of Traveloka Clean Trip including airport shuttle services, car rental, buses, and travel with several implemented protocols such as disinfecting vehicles before travel, using masks, and limiting the number of passengers. With this service, consumers feel safe and comfortable when traveling during a pandemic so that Traveloka consumers can feel satisfied
- c. The products offered on the website are useful
All products offered by Traveloka in the form of tickets offered and purchased by consumers can be directly used by consumers according to their travel time.
- d. Reasonable transaction fees
Consumer Traveloka those who buy tickets on the Traveloka Website are only charged a fee of less than Rp. 1000 because the fee is only in the form of a unique code which is what the company does to differentiate transactions from other consumers.

The value of the influence of Traveloka's electronic service quality of 0.379 supports the results of research conducted by Wang and Wei (2018) which states that the influence of the variable value value of electronic service quality is greater when compared to consumer value perceptions. In addition to consumer value perceptions that influence customer satisfaction, there is electronic service quality which is also one of

the solutions to increase customer satisfaction, such as:

a. Website Design

Website quality is one that in its design facilitates interaction with customers. Traveloka provides an attractive appearance which is also an important attraction that will influence purchases via the internet. In addition, the Traveloka website provides convenience for website search, ease of ordering, accurate and interesting information, and the Traveloka website provides security for personal data and security in the payment system. This encourages consumers to make purchasing decisions through the Traveloka website due to the ease and convenience of accessing the Traveloka website.

b. Reliability

Reliability is assessed from the website's ability to provide information and accuracy in filling out, appropriate and fast response, keeping personal information safe. Traveloka provides good service, from instructions for using the Traveloka website to providing security in maintaining the privacy of consumer data properly and accurately.

c. Security

For the security and confidentiality of consumer privacy, Traveloka has guaranteed that consumer personal data is safe from privacy abuse. This is because the consumer's personal data that is input is only forwarded to the process of registration, management, payment and promotion via email. The confidentiality of website visitors and potential customers is also guaranteed where the two types of consumers are connected via an encrypted HTTPS private network so that the data and transactions of potential customers cannot be known by other parties. Apart from that, Traveloka also uses cyber sources to ensure security for consumers who use credit cards as a choice of payment process.

d. Customer service

Traveloka provides virtual services that can be contacted 24/7 for consumers who have complaints about the Traveloka website or instructions for using the Traveloka website. Eerta offers convenience for transactions both online and offline, including the PayLater financial services product, as well as presenting insurance products that allow users to get protection thoroughly quickly and easily in order to meet customer satisfaction with the Traveloka company.

When compared to the influence of consumer value perceptions, e-service quality has a greater influence on consumer satisfaction. Even though the effect is greater, there are still indicators that have an unfavorable response in the categories of disagree and strongly disagree, especially on indicators of website security systems and friendliness of customer service complaints.

This study strengthens the results of research conducted by (Wang and Wei, 2018) by producing the same findings where the variable perceived consumer value has a significant effect on satisfaction. This study resulted in the influence of the independent variables, namely the quality of electronic services and consumer value perceptions, which experienced an increase in greater influence on the satisfaction variable.

4. Conclusion

This study aims to determine the effect of the independent variables, namely Consumer Value Perception (X1) and E-Ticket Service Quality (X2) on the dependent variable Consumer Satisfaction (Y). Based on the results of the analysis and discussion, the following conclusions can be drawn:

- a. There is influence Consumer value perceptions and E-Ticket Service Quality have a significant positive effect on consumer satisfaction.
- b. Perceived consumer value and the quality of E-Ticket services together have an influence on Traveloka's customer satisfaction in Bandar Lampung.
- c. Of the four indicators of consumer value perceptions that have been studied by researchers, the most dominant indicator is the indicator "Transaction fees charged to Traveloka website users are reasonable" meaning that consumers feel that the transaction fees charged on the Traveloka website are still fairly reasonable. While the indicator that Traveloka needs to pay attention to is "Consumers get services that match what has been paid for on the Traveloka website".
- d. Of the four indicators of electronic service quality that have been studied by researchers, the most dominant indicator is the indicator "Traveloka website design can be easily used by consumers" meaning that consumers understand the instructions from the design that has been displayed on the Traveloka website. While the indicators that need to be considered are: The Traveloka website has good security".

- e. Of the three indicators of consumer satisfaction that have been studied by researchers, the most dominant indicator is the indicator "If I make another purchase, I will still be satisfied with Traveloka website services" meaning that consumers are satisfied with the services available on the Traveloka website so they do not hesitate to make another purchase. While the indicator that needs attention is "I made a transaction using the Traveloka website, it was the right decision".

Suggestions

- The Traveloka company must pay more attention in terms of service by setting the right price so that consumers feel that making transactions on the Traveloka website is the right decision for what has been provided by the company. It is recommended that Traveloka should maintain a good image in the eyes of consumers, namely by providing quality services and offering the best prices among other competitors in the same service categories.
- In the security system on the Traveloka website, the company has developed a good security system, but there are still many consumers who still don't know how to activate the additional security features provided by Traveloka so it is hoped that the company will provide socialization either via email or advertisements that include ways adding security to the Traveloka account that is owned by each consumer, so it is hoped that in the future many Traveloka consumers will use all the security features provided by the Traveloka company.
- It is hoped that the Traveloka company will provide refund and rescheduling features for both plane tickets and domestic bus tickets so that consumers do not need to hesitate to order tickets at Traveloka if at any time consumers have to change their departure schedule. So that this can build customer satisfaction, so that customers increasingly feel that using the Traveloka website is the right decision in making a ticket booking transaction online.

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