ANALYSIS OF THE INFLUENCE OF TRAVELOKA E-COMMERCE SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION IN INDONESIA

BY

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THESIS

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ABSTRACT

The improvement of progressively modern innovation has brought changes to society in Indonesia, e-commerce has become an alternative business in the modern era in line with increasingly dynamic market conditions and competitive competition, resulting in changes in consumer behavior. This study has an objective to analyze the influence of the Traveloka e-commerce service quality towards customer satisfaction in Indonesia.The variables used in this study, customer Satisfaction as the dependent variable and Electronic Service Quality of Traveloka which include Efficiency, Reliability, Fulfilment, Privacy, Responsiveness, Compensation, and Contact are the independent variables. The sample used 109 respondents,and Based on the multiple regression analysis shows that the level of electronic service quality in Traveloka E-commerce has a significant positive simultaneously effect on Consumer Satisfaction.

KEYWORDS

Electronic Service Quality, E- Servqual, Customer Satisfaction, E-commerce, Traveloka.

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INTRODUCTION

1.1 Background of Research.

In this modern era, people's ways of life are progressively changed to select the instant way of life, since the majority of individuals have high mobility in their daily activities. So that individuals regularly seek for something practical and totally instant in meeting daily needs. This was followed by the availability of various services that helped the community to have an instant lifestyle.

The improvement of progressively modern innovation has brought changes to society in Indonesia, specifically with the presence of the internet make it conceivable for somebody to do communication and business with other parties without limitation time and distance. Typically, also the later affect people's ways of life in Indonesia with the trend of online transactions through the internet. The Internet has changed the buying habits of people and provides convenience in the pre-purchase stage of finding information, e.g. using the Internet makes it easier to compare prices and features of various products/services.

Many applications are accessible in arrange to satisfy the market needs. Every seller and company offers competitive preferences to customers to survive and compete within the industry among the competitors. The more attractive, easy, and profitable the sales system for consumers, the greater the profits for the

company. Therefore, a company's sales system is an important thing to pay attention to because the company's sales system is inseparable from the development of information technology.

The application of information communication technology that can be used to support the sales system of the companies in e-commerce. E-commerce can be defined as sales made through electronic media. According to Surawiguna (2010) describing e-commerce as one type of electronic business mechanism that focuses on individual-based business transactions by using the internet as a medium for exchanging goods or services. Therefore, companies are currently competing to provide online services either as a substitute or as an addition to their traditional offline or traditional and common services (Pujari, 2004). As a result, e-commerce has become an alternative business in the modern era in line with increasingly dynamic market conditions and competitive competition, resulting in changes in consumer behavior.

Air ticketing and hotel booking service industry also see the rapid improvements of the technology in this era, so they have to adapt to the customer needs and preferences. Many travel agencies offer online ticketing services via website or application-based. Traveloka is one of Indonesia's Unicorn companies that offer the airline ticketing and hotel booking services online both in the domestic and international areas. Traveloka mobile application can be downloaded freely in App Store and Google Play Store.

According to Lai (2014), the rapid development of technology, communication, and information and e-commerce enables consumers to buy

products and services online. At the same time, the rapid growth of online stores has driven intense competition among e-commerce sales who increasingly see customer experience as important (Lai, 2014). With the proliferation of e-commerce, the issue of understanding how consumers perceive and assess online services or electronic services (e-services) has captured the attention of both business and academic researchers.

In today's highly competitive marketplace, "customer focus" or "customer inside" becomes the most important strategy for businesses to obtain customer loyalty and maintain market profitability. Not surprisingly, understanding and satisfying customers' needs play an important role in building a long-term relationship with customers.

Online shopping activities are a new way of doing transactions in some market, especially in Indonesia. In this activity buyers and sellers do not meet directly as well as the sales process ordinary. Time efficiency and also effectiveness in the transaction process is a thing to make consumers interested in doing online shopping. Seller will use the internet to display the sites or applications that they have as a shop with all its products offered to consumers. Then consumers as buyers will also see and decided to buy that product offered through existing sites and applications.

And according to Kotler and Keller (2008: 132) consumer surveys show that the most significant thing that prevents someone from shopping online is the absence of pleasant experiences, social interactions, and personal consultations with company representatives. A situation of dissatisfaction occurs when consumers

have used a product or experienced a service purchased and feel that the product's performance does not meet expectations. Dissatisfaction can lead to negative attitudes towards brands or manufacturers or service provision, reduced possibility of repurchase, brand switching, and various kinds of complaining behavior (Tjiptono, 2012: 302).

In online transactions, the first time buying experience is something that really determines the next purchase for the consumers. Customers who have made online purchases and received products according to their orders will have confidence in the online store (Parastati et al., 2014). Other researchers argue that consumer confidence in repurchasing can be an important decision to make a transaction again or repurchase in the next time.

Privacy and security have been distinguished as the major deterrents preventing Internet users from online shopping, driving to the diminish of consumers' recognitions of online service quality. Trust is the tendency of one party even though the first party is not protected by the second party and fails to control the actions of the second party (Mayer et al., 1995).

In the opinion of Palvou (2003), Because online shopping is very risky, trust and risk play a significant role in influencing online transactions. also, Ling et al., (2011) stated that trust also occurs when there is a belief that the first party will not take advantage of the second party in any situation even if there is an opportunity to do so by the first party. So it can be concluded that trust is the main key to online transactions.

Besides the trust that must exist in online transactions, other variables also determine an online transaction, these variables are the convenience of online shopping. Customers must feel safe and comfortable if they want to shop online, while it is the seller's job to develop and maintain customer confidence (Palvia, 2009).

Besides, other researchers revealed that the variety of types and brands of products offered by the online stores will provide a pleasant experience for customers and arouse shopping passion when searching for the desired product (Irana & Hanzaee, 2011). In line with this opinion, Sarkar (2011) states that customers who already feel the pleasure of shopping online will generally switch from shopping in conventional stores to online stores. But this only applies to customers who can feel the pleasure of shopping online.

The ease of getting precise, accurate and reliable information will also increase the convenience of online transactions and help consumers get a pleasant experience when shopping online (Thursday & Frank, 2012). Security in transactions and pleasant experiences are factors that can encourage a consumer to buy back products or services via online shopping in e-commerce.

By looking at this phenomenon and based on the explanation and backgrounds above, the author tries to analyze and determine customer satisfaction within the influence of the Traveloka e-commerce service quality in Indonesia. this research takes the title "ANALYSIS OF THE INFLUENCE OF TRAVELOKA E-COMMERCE SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION IN INDONESIA".

1.2 Problem Formulation.

1. Is there any influence of the Traveloka e-commerce service quality towards customer satisfaction in Indonesia.

2. Is there any influence of the Traveloka e-commerce Service Quality includes Efficiency, Reliability, Fulfillment, Privacy, Responsiveness, Compensation, and Contact towards their customer satisfaction in Indonesia?

1.3 Objectives.

1. To analyze the influence of the Traveloka e-commerce service quality towards customer satisfaction in Indonesia.

2. To analyze the influence of Efficiency, Reliability, Fulfillment, Privacy, Responsiveness, Compensation, and Contact towards Traveloka customer satisfaction in Indonesia.

1.4 Benefits of Research.

1. Author Benefits

The results of this research will add insight and knowledge in analyzing a problem in real terms and can apply the theories that have been received during college, thus increasing the knowledge and experience in the field of research.

2. Company Benefits

For companies, it is expected that this research can provide an overview in order to constantly improve the performance and quality of their product. It can be

used as consideration for companies in maintaining the consumers they have and also efforts to attract more consumers.

3. Academic Benefits

The results of this study are expected to be able to help the learning process and the application of knowledge of management and can be a reference for future researchers regarding the same theme.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Basis.

2.1.1 Service Quality

Service Quality or Quality of Service can be interpreted as an effort to fulfill the needs and wishes of consumers and the provision of delivery to offset consumer expectations (Tjiptono, 2007). The main factor affecting service quality is the customer's expected service and perceived service (Parasuraman, 1985). So, the service quality is how far the difference between the expectation and reality of the customers for the service they receive.

Lewis and Booms (1983) defined service quality as a measurement level of the service provided that can match the expectations (customer expectations). Thus, the influence of service quality: expected service factor and perceived service factor. Based on this definition, the service is determined by the company's ability to fulfill the needs and desires of the customers according to customer expectations.

The service quality can give a lot of positive effects on the consumer decision process. Quality of service can improve customer satisfaction and retention (Han and Baek, 2014). Quality service provides a great competitive-advantages for companies as competitors will find it difficult to replicate the standards of service offered.

Based on Berry and Parasuraman (Parasuraman et al. 1988), they explain the service quality dimensions, these dimensions are defined as:

1) Reliability: The capacity to perform the guaranteed benefit or service dependably and accurately.
2) Tangibles: The appearance of physical equipment, human resources, and communications materials.
3) Responsiveness: The readiness and willingness to assist clients and to supply prompt service.
4) Assurance: The knowledge and affability of workers and their capacity to convey believe and confidence.
5) Empathy: The arrangement of caring, individualized consideration to customers.

2.1.2 E-SERVQUAL (E- Service Quality)

2.1.2.1 E-servqual Definition

E-commerce is a network of communication and computer users to carry out trade forms. Improving the e-commerce service is considered as one of the key components that lead to success and disappointment within the e-retailer's supply chain. E-commerce is one of the vital techniques within the current trade, in which e-commerce can increment the level of productivity in a company. E-commerce brings big trade opportunities such as product sales or item deals and online service delivery or conveyance and also growth of income (Rohm and Swamnathan, 2004).

Voss (2003) defines service in an electronic environment (e-service) as the delivery as service using new media such as the web. Santos (2003) finalized the quality of e-commerce industry as an evaluation of the experience of the services in terms of excellence and the quality of e-commerce services in the online market. The research by Srinivansan (2002) shows that the interactive aspects of e-commerce applications have strong relationships with customer satisfaction.

Different from the conventional service quality definition, Zeithaml et al. (2002) define e-service quality (e-ServQual) as "the extent to which a Website facilitates efficient and effective shopping, purchasing and delivery of products and services." Accordingly, the context of e-ServQual is comprehensive and encompasses all phases of a customer's interaction with a Website. Online and offline environments present different shopping experiences even when the same products can be purchased and obtained (Wolfinbarger and Gilly, 2003).

Many factors such as website quality, innovation, and the quality of the services of e-commerce Corporation can affect the behavior of consumer in online purchases. One of the factors considered by researchers who will play a key role in consumer online buying behavior is the quality of the website (Cheung, 2005).

Szymanski and Hise (2000) show that site design is a physical environment store that will have a positive effect on consumers to shop. Besides that, the availability of complete information about the product offered is another factor that really influences consumers to make purchases (Jun and Chung, 2006). A site must also provide guarantees security for consumers in doing transactions, such as maintaining consumer privacy and product delivery on time (Hoffman and Novak,

2000). Accustomed consumers conduct building online transactions information collectively with users other internet, so communication is included one characteristic that affects consumers in comparing sites (Barlow et al., 2004).

According to Zeithmal (2009), the quality of electronic services refers to the assessment of the quality of a website, during interaction with the site and during post-interaction stages such as order fulfillment and dealing with product returns. And Quality of electronic Services widely defined to cover all stages of customer interaction with the website: "The extent to which a website facilitates efficient and effective shopping, purchasing, and delivery services" Zeithnal (2002).

2.1.2.2 E-Servqual Dimension

According to Tjiptono (2014: 363), E-Service Quality was divided into seven dimensions which different from the Service Quality dimensions above:

1) Efficiency

Customers' ability to access the website, search for the desired product and information relating to the product and leave the site in question with minimal effort.

2) Reliability

Concerning the technical functionality of the site concerned, in particular the extent to which there are available and functioning as it should.

3) Fulfillment

Includes service promise accuracy, product stock availability and delivery of products by the time promised.

4) Privacy

In the form of a guarantee that shopping behavior data will not be given to any other party and that the customer's information is secured.

5) Responsiveness

An online retailer's ability to provide the right and actual information to customers when a problem arises, have a mechanism to handle the return of the product and provide warranty online.

6) Compensation

Covering refunds, shipping costs, and product-handling costs.

7) Contact

Reflecting the customer needs to speak with a customer service staff online or over the phone (and not communicating with the machine).

2.1.3 Consumer Satisfaction

2.1.3.1 Customer Satisfaction Definition

There are many definitions of customer satisfaction, Johnson and Fornell (1991) state that Consumer satisfaction is the result of evaluation overall consumers of product performance which he consumed. Customer satisfaction is generally described as the full meeting of someone's expectations (Oliver, 1980). It is a judgment that a production or service feature, or the product or service itself, provides a pleasurable level of consumption related to fulfillment.

According to (Swastha, 2000), customer satisfaction is "an impulse of individual desire directed at the goal to gain satisfaction". In this case, we ought to know that want must be made or empowered some time recently satisfying the thought process. The source that drives the creation of a crave can be distinctive from the individual himself or in his environment.

In the marketing context services, satisfaction can be defined as customer affective conditions as a result global evaluation of all aspects that are creating customer relationships with service providers (Casalo et al., 2008).

Consumer satisfaction According to Kotler (1997) is a feeling of pleasure or disappointment of someone who comes from a comparison of his impressions of the outcome of a product in hopes. Customer expectations are believed to have a big role in determining satisfaction. According to Zeithml (1993), the customer's expectation is the customer's confidence before trying or buying a product, which is made standard or reference in choosing the performance of the products.

Customer satisfaction is very dependent on the customer's perceptions and expectations, so as a product supplier, it is necessary to know the factors that influence it. According to (Lupiyoadi, 2006), five main factors must be considered by the company in determining the level of customer satisfaction, namely as follows:

1) Quality of Products.

Customer will be satisfied when the results of their evaluation indicate that the product that they use are qualified. Rational customers always demand a quality

product for every sacrifice they make to obtain the product. In this case, the quality of a good product will provide added value in the minds of customers.

2) Service Quality

Quality of service especially in the field of services, customers will feel satisfied if they get good service or as expected.

3) Emotional

The customer will feel proud and gain confidence that others will be amazed by him/her when using a product with a particular brand that tends to have a higher level of satisfaction. The satisfaction gained not because of product quality but the social values that make customers satisfied with a certain brand.

4) Price.

Products that have the same quality but set a relatively cheap price will give higher value to its customers.

5) Cost.

Customers do not need to incur additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service.

According to Buttle (2007), rising satisfaction rate will increase the likelihood of consumers to re-purchase products offered by the company. Therefore, the company should be able to provide satisfaction to the customer so that customers will return to use the products offered by the company. For instance, if customers are satisfied with a particular service offering after its use, then they are likely to engage in repeat purchase and try line extensions (East, 1987). Customer

Satisfaction is widely recognized as a key influence in the formation of the customer's future purchase intention.

According to Bitner and Hubbert (1994), there are two ways of viewing customer satisfaction: service-encounter; and overall satisfaction. Service encounter satisfaction occurs when customers are satisfied with a specific service encounter while overall satisfaction is an evaluation based on multiple encounters. In the present investigation, the concept of satisfaction is operationalized as an overall satisfaction because overall, rather than specific service-encounter, satisfaction is found to be a determinant of customer loyalty (Taylor and Baker 1994).

According to Kotler (2002), There are six reasons why the company needs to get customer satisfaction, which is as follows:

1. More prospective customers, loyal customers will give a big advantage for the company

2. The cost of getting new customers is much greater than maintaining and retaining existing customers

3. Customers who have believed in corporations in different businesses

4. Corporate operating costs become efficient if it has a lot of loyal satisfaction

5. Companies can reduce the cost of psychology and social because the company has had a lot of positive

6. Loyal customers will always defend the company even trying to attract and advise others to become customers, but if consumers feel dissatisfied with the services

provided or products consumed then the case is the consumer Will leave and move on to other products.

In the context of online retail business, more specifically Horppu et al. (2008) stated that website satisfaction has a positive effect on website trust. Satisfaction ongoing growth of trust, which is the result of satisfaction which is consistent with individual transactions from time to time (Hess and Story, 2005). A combination of satisfaction and trust is a condition that facilitates its formation long term relationship with a customer that is characterized by a commitment (Fullerton, 2003; Morgan and Hunt; 1999).

2.1.3.2 Customer Satisfaction Dimension

There are three kinds of customer satisfaction dimensions according to (Tjiptono F., 2014) namely:

1. Overall satisfaction; is the result of the evaluation and current consumption experience that comes from habits, constraints, and standardization of services.
2. Confirmation of expectations; the degree of conformity between the level of perceived satisfaction and expectations.
3. Comparison to the ideal; product performance compared to ideal conditions according to consumer perceptions.

2.1.3.3 Measurement of Customer Satisfaction

Kotler and Amstrong (2014:148) discuss several methods to measure customer satisfaction, which are:

1. Complaint and Suggestion System

Each customer-oriented service organization should provide the widest opportunity to its customers to submit a suggestion, criticism, opinions, and complaints. Information obtained through this method can provide new ideas and input that are valuable to the company making it possible to react quickly and respond in overcoming the problems that arise.

2. Customer Satisfaction Survey

The company can survey to measure customer satisfaction using such as questionnaires or by phone calls to a random sample of their customers. Via the survey, companies will get responses and feedback directly from customers and give a positive sign that companies pay attention to them.

A customer satisfaction survey is divided into four categories, which are:

1) Directly report satisfaction

The respondents are being asked directly with the question to know if they are very satisfied, satisfied, neutral, dissatisfied, or very dissatisfied. This survey is to use to collect the customer opinion and needs which can give the result called the customer satisfaction index. This customer satisfaction indexes the standard of the company needs to maintain.

2) Derived dissatisfaction

The question that is asked included two aspects, how high is the customer expectation in a certain attribute, and how high is the performance that customers feel of this attribute.

3) Problem analysis

The respondents are being asked to describe two things; the problem related to the company offer and suggestions for improvement.

4) Importance performance analysis

The respondents are asked to rate the services according to the customer's importance and company performance in each attribute.

5) Ghost shopping

This method uses a person to pose as a potential buyer to report their findings on strong and weak points when experience buying the company's and competitor's products. Ghost shoppers also can observe how the company and its competitors in serving customer demands, answering customer questions, and solve any problems or customer complaints.

6) Lost customer analysis

The Company contact customers who have stopped buying or switched to another supplier to learn why this condition happened and to understand and take the police to further improve or refine.

7) Some caution in measuring customer satisfaction

The Company must make a well-structured questionnaire; otherwise, the customer would face a huge questionnaire. The company must also be able to recognize that two customers can report being highly satisfied for two reasons. One person may be easily satisfied most of the time, and the other one might be hard to please but was pleased on this occasion.

2.2 Relationship between Variables

2.2.1 Relationship between Service Quality and Customer Satisfaction

Several studies have reported that satisfaction is positively correlated with service quality and is a significant mediator of service quality and behavioral consequences (Cronin et al., 2000; Tam, 2004; Yu et al., 2006; Chang et al., 2009). If the consumer is satisfied, it will be a good cooperative relationship between the consumer and the company.

Satisfaction refers to the purchase of repeated products or services from the same brand. Oliver (1997) defines customer satisfaction is when customers commit to buy back continuously and consistently in the future with the same brand. Customer satisfaction is fulfillment with the purpose of a person or way back and recommends to others with word of mouth (Kuenzel and Katsaris, 2009).To create customers, businesses people should pay attention to the service and quality of their products. According to Putro and Samuel, (2014) Quality of service is an effort to fulfill the needs and wishes of consumers and the accuracy of delivery in consumer expectations of offsets.

Satisfaction is not just pushing the tendency for consumer behavior to make repeat purchases but also encourage them to do positive words of mouth (Reicheld and Sasser, 1990; Boulding et al., 1993). Satisfaction with characteristics sites in online shopping affects commitment (e-commitment) because trust (e-trust) and commitment are two factors who interact with each other, and then push the

occurrence of Word of Mouth communication (WOM) (Mukherjee and Nath, 2007).

Gilbert et al in the Journal of Aryani and Rosnita (2010: 11115) revealed the quality of service encourages customers to commit to the products and services of a company so that it has an impact on increasing the market share of a product. Quality of service is crucial in maintaining customers for a long time. Companies that have superior services will be able to maximize the company's financial performance.

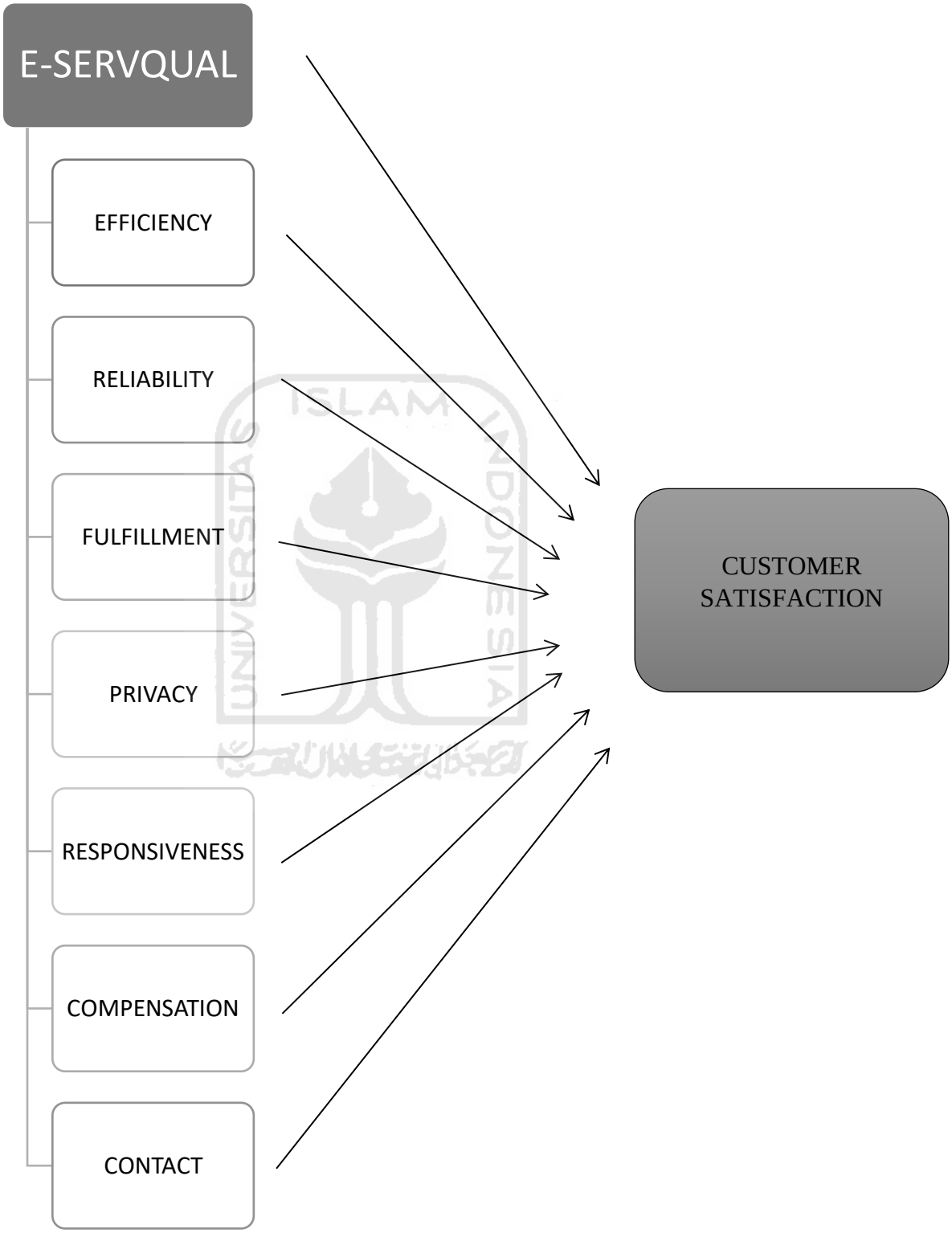
2.3 Hypothesis

Hypothesis can be defined as a temporal answer of problem statement. It is said temporarily because the answers given are only based on relevant theories. Not yet based on empirical facts obtained through data collection (Sugiyono, Metode Penelitian Bisnis, 2012). Based on the description of the research variables above, the hypothesis in this study are:

H1 = E-service quality dimensions of Traveloka E-commerce have positive influence simultaneously on customer satisfaction

2.4 Research Framework

Figure 2.1 Research Framework



CHAPTER III

RESEARCH METHODS

3.1 Research Location

This research use Traveloka's users in Indonesia as the respondents. Spreading the questionnaires used to collect and gather the data from the representative respondents.

3.2 Population and Sample

3.2.1 Population

Population is the whole of all the objects studied (Syamsul Hadi, 2006). Population of this research are the Indonesian Traveloka users which have been make any transaction in Traveloka

3.2.2 Sample

The sample is a part of the population that has the same characteristics as the population, taken as a source of research data (Syamsul Hadi, 2006). The sample is a part of psychological objects or members of the population taken according to certain procedures. Samples as part of a population that has certain characteristics or circumstances to be examined. While sampling is the process of selecting some psychological objects from a population (Supriyanto, 2009).

Sample of this research are Indonesian citizen who have ever make any transaction in Traveloka e-commerce which fit into the needs of the research. 15x7

= 105 respondents needed. Therefore, the sample that used by the researcher in this research are 105 data from the respondents

3.3 Variables of Research

The research variable is the object of research or what is the point of concern or research (Suharsimi Arikunto, 2010: 161). 2 kinds of variable are used in this research which consist of independent variables, dependent variables.

a) Independent variable is a variable that influences or is the cause of the change or the appearance of the dependent variable.

b) Dependent Variable is a variable that is affected or becomes a result due to the presence of an independent variable.

The variables used in this study, namely the dependent variable is the variable that is affected or that is due, because of the independent variables (Sugiyono, 2012). Customer Satisfaction as the dependent variable. While the independent variable (independent variable) can be interpreted as a variable that influences or is the cause of the change or the emergence of the dependent variable (bound) (Sugiyono, 2012). Electronic Service Quality of Traveloka which include Efficiency, Reliability, Fulfilment, Privacy, Responsiveness, Compensation, and Contact are the independent variables in this study. Each item in the questionnaire was measured using a Likert scale.

3.4 Operational Variable Definition

The operational definition is operationalizing, or operationally defining a concept to make it measurable, carried out by looking at the behavioural dimensions, aspects, or traits shown by the concept. This is then translated into

elements that can be observed and measured to produce an index of conceptual measurement (Sekaran, 2006). In this research, the operational variable definition will include:

1. Efficiency, which means that Traveloka E-commerce can be accessed and used easily, search for the desired product.
2. Reliability, will include how Traveloka E-commerce concerning the technical functionality of the site concerned, in particular the extent to which there are available and functioning as it should.
3. Fulfillment, this item will be about the availability of the products, the commitment of the company to fulfil the order.
4. Privacy is about how the company protect the data which contains private data and information of the customers.
5. Responsiveness will include the ability of the company to response and give the right information to their customers while they use the application and web of the Ecommerce.
6. Compensation will include the responsibility of the company towards the customer and keep the guarantee of their products.
7. Contact will include the ability of giving the service to customers in terms of communication and relationship via online.

And for the Indicators of each dimension of E-servqual dimensions as variables used in this research can be seen briefly in the table below.

Table 3.1 Operational Variables

Variables	**Dimensions**	**Indicators**	**Scale**
Electronic Service Quality (E-Servqual) Tjiptono (2014: 363)	Efficiency	Traveloka application/web display is easy or user-friendly.	Likert
		There is a search facility to support the customer to find the products needed.	
		To load the page doesn't take a long time.	
		Payment options are enough to facilitate the consumer in the transaction.	
		The steps to transact using are relatively easy.	
	Reliability	update in providing the latest information.	Likert
		The information is well organized.	
		always notifies customers when releasing the latest information.	
		Products are always available.	
		Traveloka Often provide discounted prices or coupons.	
		Information about the product in Traveloka is easily obtained.	
	Fulfillment	The booking confirmation time is not more than the estimation.	Likert

		Products received according to the description of the products.	
		Change or refunds are applied when a product is received incorrectly.	
	Privacy	Consumer personal data is protected	Likert
		Consumer transaction data is protected.	
		provides explicit consumer privacy assurance.	
	Responsiveness	good web/application homepage design.	Likert
		The transaction in Traveloka is easy to be done.	
		The products catalog are interesting.	
	Compensation	The problem-solving mechanism is performed well.	Likert
		The changes in products are available if needed.	
		The refunds of products are available if needed.	
	Contact	Traveloka E-commerce provides online customer service 24 hours.	Likert
		Customer service serves customers well and fast response.	
		Customer Service will respond within 24 hours.	

3.5 Data Collection Technique

3.5.1 Primary Data

Primary data can be defined as data or information which collected directly by Interview, questionnaire towards respondents, and observations (Sekaran, 2006). In this research, online questionnaires are given to the customer of Traveloka in order to get valid data, responds of the questions, and information from the respondents.

3.5.2 Secondary Data

Some literature reviews and theoretical basis are collected and used to support the basis of the research.

3.6 Data Collection Method

3.6.1 Questionnaires

The researcher spread online questionnaires to Traveloka's customers in Indonesia who have ever made any transaction in Traveloka E-commerce. This research explained the research's objective briefly, and explain the regulation to fill the questionnaire well in order to get the good data and information based on their experience. The questions of the questionnaire are about the E-servqual (E- service quality) dimensions and Customer satisfaction dimensions which based on the objective of the research.

3.6.2 Scale of Measurements

According Jogiyanto (2004), the measurement scale of a tool or mechanism that can be used to differentiate individuals into variables that will be used in research. In this study the ordinal scale type is used as the measurement scale. The ordinal scale is a scale that gives information about the relative number of different characteristics possessed by a particular object or individual (Noor, 2011: 126). Therefore, the researchers used an instrument called a measurement scale. The scale of measurement used is a Likert scale. that is the interval scale using specification five choices, such as Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree (Sekaran, 2006).

The questionnaire answer uses a Likert scale, which is as follows:

1. Very low answers given a weight of 1
2. Low answers are weighted 2
3. Neutral answers are given a weighting of 3
4. The high answer is given a weight of 4
5. Very high answers are given a weight of 5

3.7 Validity and Reliability Test

3.7.1 Validity Test

Validity test is used to measure the validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to express something that will be measured by the questionnaire (Ghozali, 2016: 52).

The researcher measured the validity in this study using use factor analysis to confirm whether indicators can measure theory.

Factor analysis can uncover the unobtrusive characteristics had by each unit and the perception of an expansive number and each set of factors. Unpretentious characteristics such as the degree of impact of each figure in a modern measurement are called components. Variables are shaped by diminishing the by and large complexity of the information by utilizing intercorrelation factors and, as a result, variables that are less than the number of factors at first gotten. The primary figure could be a combination that includes an expansive number of test factors and so on to the number of variations from the littlest test. The extent of factors having a place to a calculate is called communality.

Barlett test of Sphericity is carried out to test whether there is a relationship between factors. *Kaiser Meyer Olkin (KMO)* was utilized to degree the ampleness of inspecting. *Measure of Sampling Adequacy (MSA)* is utilized to calculate the ampleness of the utilize of calculate examination. A little KMO esteem shows that calculate examination cannot be utilized, because the correlation between pairs of variables cannot be explained by other variables. When the KMO value is below 0.5, factor analysis cannot be used or accepted. While the KMO value that can be accepted is values above 0.5 is 0.6 to 0.9. KMO value of 0.9 indicates a very satisfying price, while the value of KMO is below 0.5 then factor analysis cannot be accepted.

3.7.2 Reliability Test

Reliability test is a tool to measure a questionnaire which is an indicator of a variable or construct. Measurement of reliability in this study was done by one shot (measurement only once). Here the measurement is only once and then the results are compared with other questions or measure the correlation between the answers to questions. This level of reliability testing uses SPSS program computer aids that provide facilities to measure reliability with the Cronbach alpha (α) statistical test. A variable is said to be reliable if it has a Cronbach Alpha value> 0.60 (Sekaran, 2006).

3.8 Descriptive Test

Descriptive test is an analysis that describes or illustrates the quality of Traveloka services that are examined through sample data or population as is, without analysing and making conclusions that are applicable to the public. According to Sugiyono (2004) analysis in the form of data presentation with regular tables and the distribution of explanation frequencies group through the average, which is describing the real conditions of service quality and customer satisfaction.

To measure the average score used by the formula:

$$X = \frac{Xi}{n}$$

$$Y = \frac{Yi}{n}$$

X = Average Performance Score

Y = Average Expectation Score

Xi = X score until n

Yi = Y score until n

N = Number of Customers

3.9 Classical Assumption Test Model

3.9.1 Normality Test

The normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. One way to detect whether residuals are normally distributed or not is by chart analysis, by looking at the histogram graph that compares observational data with distributions that are close to normal distributions. Normality can be detected by looking at the spread of data (points) on the diagonal axis of the graph or by looking at the histogram of the residuals (Ghozali, 2016).

The basis of decision making is as follows:

a. If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model meets the normality assumption.

b. If the data spreads far from the diagonal or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.

3.9.2 Analysis of Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between independent variables (independent). A good regression model should not occur correlation between independent variables. If the independent variables correlate with each other, then these variables are not orthogonal. The orthogonal variable is an independent variable whose correlation value between fellow independent variables is equal to zero (Ghozali, 2016)

3.9.3 Analysis of the Heteroscedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. One way to detect the presence or absence of heteroscedasticity is to look at the plot graph between the predicted value of the dependent variable, ZPRED and the residual SRESID. Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of certain patterns on the scatterplot graph between SRESID and ZPRED. If there are certain patterns, such as dots that form a regular pattern (wavy, widened and then narrowed), then it indicates that heteroscedasticity has occurred (Ghozali, 2016).

3.10 Multiple Linear Regression

Multiple linear regression analysis in this study was to determine the research model. The equation of multiple linear regression (Multiple regression) according to Sugiyono (2016) is as follows:

$Y = a + \beta 1.\ x1 + \beta 2.\ x2 + \beta 3.\ x3 + \beta 4.\ x4 + \beta 5.\ x5 + \beta 6.\ x6 + \beta 7.\ X7 + E.$

Y = private label

X1 = Efficiency

X2 = Fulfilment

X3 = Reliability

X4 = Privacy

X5 = Responsiveness

X6 = Compensation

X7 = Contact

a = constant, i.e. the influence of various factors on purchasing decisions.

β = regression coefficient, interpreted as the effect of variable x on the variable y.

E = confounding / residual variable.

3.10.1 T-test Analysis

T-test was conducted to see the significance of the independent influence individually on the dependent variable by assuming other variables are constant. This test is done by comparing t-counts with t-tables. The procedure is as follows:

a. Determine Ho and Ha (null hypothesis and alternative hypothesis)

b. By looking at the print out results of the SPSS 22.0 computer program, the t-value is calculated with the significance value of the t-value.

c. If the significance value of t <0.05 then there is a significant influence between the independent variables on the dependent variable.

d. If the significance value of t> 0.05 then there is no significant effect between independent variables on the dependent variable. Meaning:

1) If Sig / Probability> 0.05 Ho is accepted.

2) If Sig / Probability <0.05 Ho is rejected.

3.10.2 F-test Analysis

The F statistical test basically shows whether all variables independent or free have joint influence on dependent variable or bound (Rahmawati et al, 2015). The criterion for determining the F test is a significance level of 5%, if the value significance of F <α 0.05, then it has a joint effect between independent variable with respect to the dependent variable.

Testing Criteria;

Probability value> 0.05 then accept Ho.

Probability value <0.05 then reject Ho.

3.11 Multiple Determination Coefficient Analysis

In regression analysis there can be multiple coefficient of determination used as a measure to express the compatibility of a regression line obtained, the

greater the value of R2 (R Square), the stronger the ability of the regression models are obtained to explain the actual conditions.

If R2 equals 1, the 100% regression function explains the variation of Y value otherwise if the value is 0 then the model used is absolutely not approaching the Y value of the model match is said to be better if the value of R2 approaching.

CHAPTER IV

RESULTS OF RESEARCH AND DISCUSSIONS

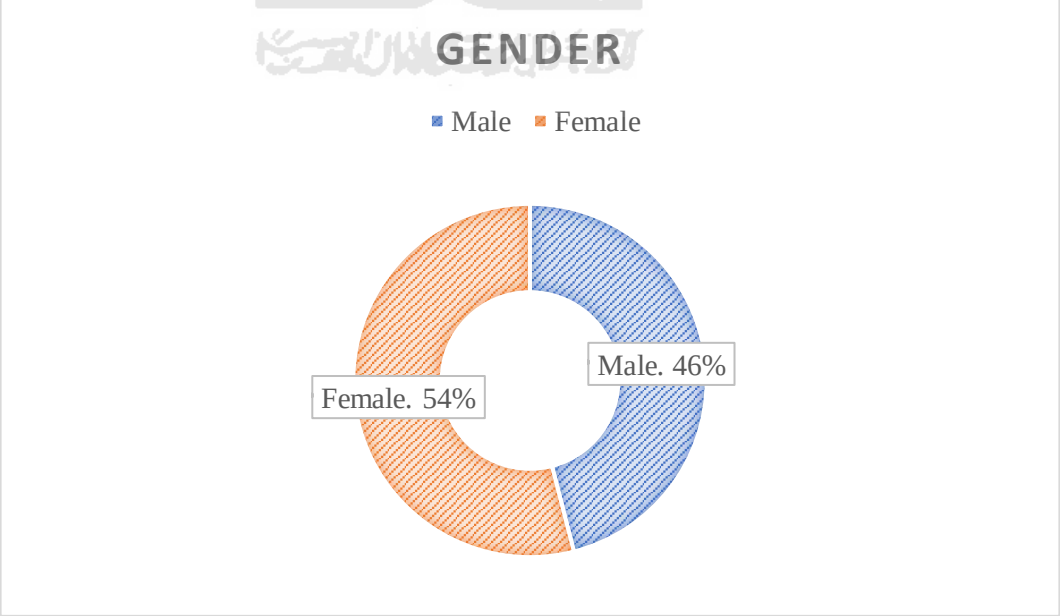
4.1 Results of Research

4.1.1 Characteristic Analysis of the Respondents.

4.1.1.1 Characteristics of Respondents by Gender

Characteristics of respondents by gender, consisting of two groups, namely male and female groups. The results of the analysis of this data obtained the percentage of respondents by gender as follows:

Figure 4.1 Characteristics of Respondents by Gender



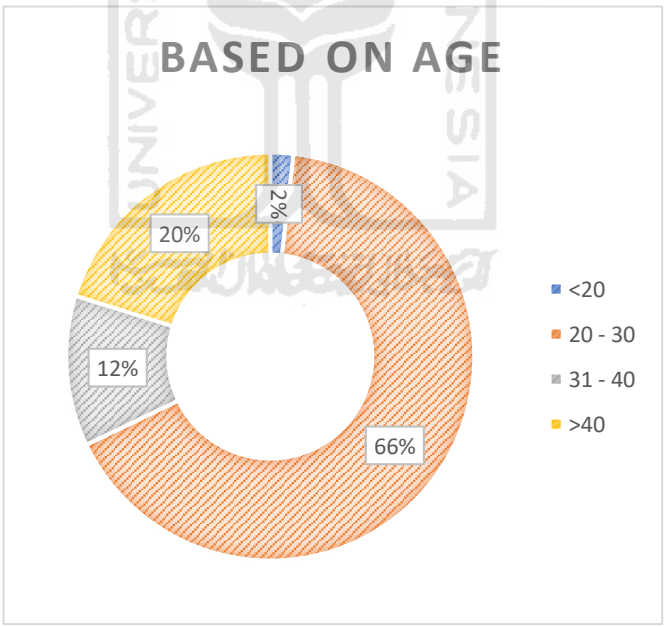
Source: Processed Data

Based on figure 4.1, it can be seen that respondents are divided into two categories, male and female. The data collection carried out produced 50 male respondents or 46% and female respondents as many as 59 people or 54%. Of respondents. Thus, the majority of respondents were 59 women or 54%.

4.1.1.2 Characteristics of Respondents by Age

Characteristics of respondents based on age can be shown in the following figure:

Figure 4.2 Characteristics of Respondents by Age



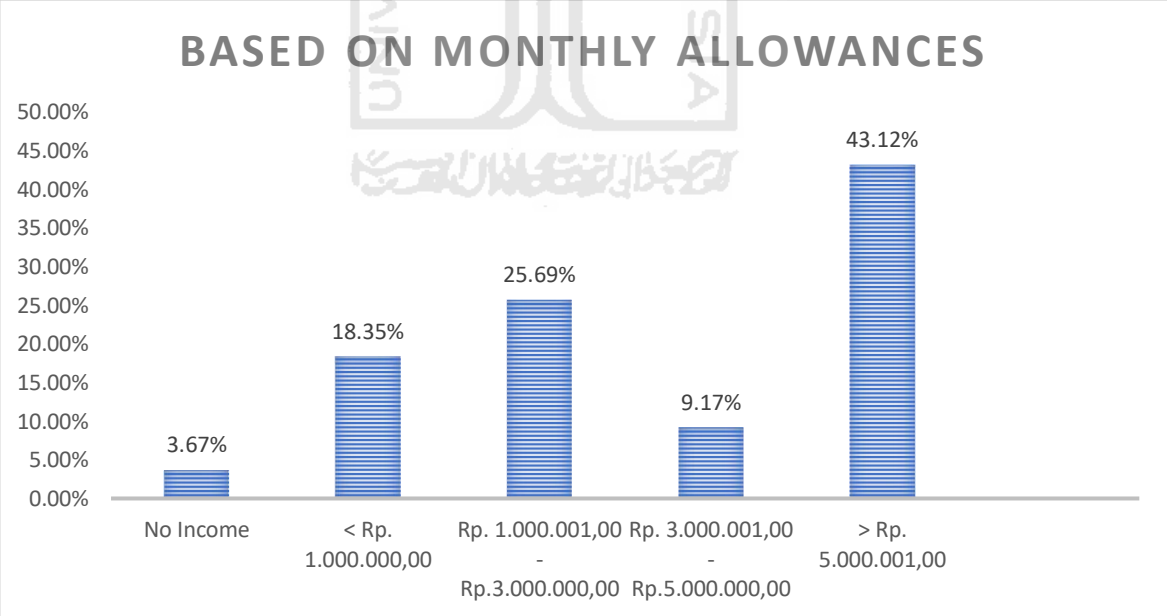
Source: Processed Data

Based on figure 4.2, it can be seen that respondents are divided into four categories, namely less than 20 years, 20-30 years, 31-40 years, and more than 40 years. From the results of the descriptive analysis above, it can be concluded that the majority of respondents are those aged 20-30 years by 72 respondents or 66.06% of total respondents.

4.1.1.3 Characteristics of Respondents Based on Monthly Allowance

Characteristics of respondents based on monthly allowance are as follows:

Figure 4.3 Characteristics of Respondents Based on Monthly Allowance



Source: Processed Data

Based on figure 4.3, it can be seen that respondents are divided into four categories. The data collection that has been done has resulted in the majority of respondents being respondents with an income of more than Rp. 5.000.000,00 amounting to 47 respondents or 43.12% of total.

4.1.2 Validity test and Reliability Test

4.1.2.1 Validity test

Validity test is done to measure whether the research instrument is really able to measure the construct used. To obtain the validity of the questionnaire, the effort is focused on achieving content validity. The validity shows the extent to which the differences obtained with the measurement instruments reflect the real differences in the respondents studied.

Validity testing is done with the help of the SPSS software program by by using factor analysis and the provision of value KMO (Kaiser-Meyer-Olkin) and MSA (Measure of Sampling Adequacy). The value of an instrument is said to be valid if the value of KMO and MSA are > 0.5. The validity test results can be seen in the table as below.

Table 4.1 Validity Test Result

VARIABLES	INDICATORS	MSA	KMO	INFORMATION
EFFICIENCY	X1.1	.783[a]	0.7561	VALID
	X1.2	.744[a]		VALID
	X1.3	.816[a]		VALID

	X1.4	.722[a]		VALID
	X1.5	.729[a]		VALID
RELIABILITY	X2.1	.808[a]	0.8238	VALID
	X2.2	.789[a]		VALID
	X2.3	.838[a]		VALID
	X2.4	.900[a]		VALID
	X2.5	.813[a]		VALID
	X2.6	.811[a]		VALID
FULFILLMENT	X3.1	.625[a]	0.6508	VALID
	X3.2	.652[a]		VALID
	X3.3	.686[a]		VALID
PRIVACY	X4.1	.625[a]	0.6815	VALID
	X4.2	.651[a]		VALID
	X4.3	.849[a]		VALID
RESPONSIVENESS	X5.1	.633[a]	0.6697	VALID
	X5.2	.829[a]		VALID
	X5.3	.628[a]		VALID
COMPENSATION	X6.1	.687[a]	0.7164	VALID
	X6.2	.729[a]		VALID
	X6.3	.738[a]		VALID
CONTACT	X7.1	.821[a]	0.7171	VALID
	X7.2	.694[a]		VALID
	X7.3	.671[a]		VALID

CUSTOMER SATISFACTION	Y1	.825[a]	0.8576	VALID
	Y2	.849[a]		VALID
	Y3	.847[a]		VALID
	Y4	.932[a]		VALID
	Y5	.859[a]		VALID
	Y6	.811[a]		VALID
	Y7	.855[a]		VALID
	Y8	.897[a]		VALID

Source: Processed Data

As stated above that, if the value of KMO and MSA are > 0.5, then the instrument items are declared valid. And the results of the validity test turned out to be the correlation coefficient of all the instruments of the statement of research variables can be declared valid so that the questions contained in the research questionnaire can be used for further research.

4.1.2.2 Reliability Test

The reliability test is intended to determine the level of consistency of the instruments that measure the concept. Reliability is a requirement for the achievement of the validity of a questionnaire with a specific purpose. In measuring the reliability of the measurement tool used is the Cronbach Alpha Technique. If Cronbach's Alpha value is greater than 0.6, the answers from the respondents on the questionnaire as a measuring tool are considered reliable. If Cronbach's Alpha

is smaller than 0.6 then the answers from the respondents on the questionnaire as a measuring device are declared to be unreliable (Ghozali, 2005).

Table 4.2 Case Processing Summary

Case Processing Summary			
		N	%
Cases	Valid	109	100
	Excluded[a]	0	0
	Total	109	100
Source: Processed Data			
a. Listwise deletion based on all variables in the procedure.			

Table 4.3 Reliability Test Result

Variables	**Cronbach's Alpha Result**	**Information**
EFFICIENCY	0.757	RELIABLE
RELIABILITY	0.846	RELIABLE
FULFILLMENT	0.637	RELIABLE
PRIVACY	0.87	RELIABLE
RESPONSIVENESS	0.807	RELIABLE
COMPENSATION	0.825	RELIABLE
CONTACT	0.873	RELIABLE

CUSTOMER SATISFACTION	0.88	RELIABLE

Source: Processed Data

Based on a summary of the reliability test results as summarized in the table above, it can be seen that all of the Cronbach Alpha value/ result each variable show is greater than 0.6. This result can be concluded that all research instruments can be declared reliable / reliable and can be used for further analysis. This means that the questionnaire has consistent results if measurements are made in different times and models or designs.

4.1.3 Analysis of Respondents' Assessment of Research Variables

Based on the data collected, the answers from respondents have been recapitulated and then analysed to find out descriptive answers to each variable. Rating of respondents is based on the following criteria:

- The lowest scoring score is: 1
- The highest scoring score is: 5
- Interval = 5-1/5= 0.80.

In order to obtain limits on the assessment of each variable are as follows:

1.00 - 1.80 = Strongly Disagree

1.81 - 2.60 = Disagree

2.61 - 3.40 = Agree Less

3.41 - 4.20 = Agree

4.21 - 5.00 = Strongly Agree.

4.1.3.1 Analysis of Respondents' Perception Research Assessment Variables on Ecommerce Service Quality

a. Efficiency (X1)

The results of the respondents' assessment of the efficiency variable are as follows:

Table 4.4 Respondents' Perception on Efficiency

Variable	Efficiency Indicators	Perception	Criteria
X1.1	Traveloka application/web display is easy or user-friendly.	4.26	Strongly Agree
X1.2	There is a search facility to support the customer to find the products needed.	4.26	Strongly Agree
X1.3	To load Traveloka Ecommerce application page doesn't take a long time.	4.04	Agree
X1.4	Payment options are enough to facilitate the consumer in the transaction.	4.37	Strongly Agree
X1.5	The steps to transact using Traveloka Ecommerce application are relatively easy.	4.35	Strongly Agree
Average X1		4.25	Strongly Agree

Source: Processed Data

Based on the table above, it can be explained that from 109 respondents, the average gave an assessment of 4.25 and the value was in the strongly agreed category. Thus, shows that the respondents' perception of the efficiency dimension variable is strongly agreed. Whereas the respondent rating on the highest efficient variable is on the indicator " Payment options are enough to facilitate the consumer in the transaction. " with an average of 4.37 and the lowest rating is on the indicator "To load Traveloka Ecommerce application page doesn't take a long time. " that is, on average - an average of 4.04.

b. Reliability (X2).

The results of the respondents' assessment of the reliability variable are as follows:

Table 4.5 Respondents' Perception on Reliability

Variable	Reliability Indicators	Perception	Criteria
X2.1	Traveloka Ecommerce update in providing the latest information.	3.95	Agree
X2.2	The information in Traveloka E Commerce are well organized.	4.03	Agree
X2.3	Traveloka Ecommerce always notifies you when releasing the latest information.	3.8	Agree
X2.4	Products in Traveloka E-Commerce are always available.	3.65	Agree

X2.5	Traveloka Often provide discounted prices or coupons.	3.68	Agree
X2.6	Information about the product in Traveloka is easily obtained.	4.1	Agree
Average X2		3.86	Agree

Source: Processed Data

Based on the above table it can be explained that from 109 respondents, the average gave an assessment of 3.86 and the value was in the agreed category. Thus, it shows that the respondent's perception of the reliability variable is agreed. Whereas the respondent assessment on the highest reliability variable is on the indicator " Information about the product in Traveloka is easily obtained." by 4.1 and the lowest rating is on the indicator " Products in Traveloka E-Commerce are always available. " with an average of 3.65.

c. Fulfilment (X3).

The results of the respondents' assessment of the fulfilment variable are as follows:

Table 4.6 Respondents' Perception on Fulfilment

Variable	Fulfilment Indicators	Perception	Criteria
X3.1	The booking confirmation time is not more than the estimation.	3.97	Agree
X3.2	Products received according to the description of the products.	4.18	Agree

X3.3	Change or refunds are applied when a product is received incorrectly.	3.63	Agree
Average X3		3.93	Agree

Source: Processed Data

Based on the above table it can be explained that from 109 respondents, the average gave an assessment of 3.93 and the value was in the agreed category. Thus, it shows that the respondent's perception of the fulfilment variable is agreed. While the respondent rating on the highest fulfilment variable is on the indicator " Products received according to the description of the products. " with an average of 4.18 and the lowest rating is on the indicator " Change or refunds are applied when a product is received incorrectly." i.e. with an average of 3, 63.

d. Privacy (X4).

The results of the respondents' assessment of the privacy variable are as follows:

Table 4.7 Respondents' Perception on Privacy

Variable	Privacy Indicators	Perception	Criteria
X4.1	Consumer personal Data Protected by Traveloka.	4.22	Strongly Agree
X4.2	Consumer transaction data is protected by Traveloka.	4.17	Agree

X4.3	Traveloka E-commerce provides explicit consumer privacy assurance.	3.94	Agree
Average X4		4.12	Agree

Source: Processed Data

Based on the above table it can be explained that from 109 respondents, the average gave an assessment of 4.12 and the value was in the agreed category. Thus, it shows that the respondent's perception of the privacy variable is agreed. Whereas the respondent rating on the highest privacy variable is on the indicator " Consumer personal Data Protected by Traveloka." at 4.22 and the lowest rating is on the indicator " Traveloka E-commerce provides explicit consumer privacy assurance." with an average of 3.94.

e. Responsiveness (X5).

The results of the respondents' assessment of the responsiveness variable are as follows:

Table 4.8 Respondents' Perception on Responsiveness

Variable	Responsiveness Indicators	Perception	Criteria
X5.1	Traveloka has good web/application homepage design.	4.12	Agree

X5.2	The transaction in Traveloka is easy to be done.	4.4	Strongly Agree
X5.3	The products catalog are interesting.	4.04	Agree
Average X5		4.18	Agree

Source: Processed Data

Based on the table above, it can be explained that from 109 respondents, the average gave an assessment of 4.18 and the value of the category agreed. Thus, it shows that the respondent's perception of the responsiveness variable is agreed. Whereas the respondent assessment on the highest responsiveness variable is on the indicator "The transaction in Traveloka is easy to be done. " by 4.4 and the lowest assessment is on the indicator " The products catalog are interesting." with an average of 4.04.

f. Compensation (X6).

The results of the respondents' assessment of the compensation variable are as follows:

Table 4.9 Respondents' Perception on Compensation

Variable	Compensation Indicators	Perception	Criteria
X6.1	The problem-solving mechanism is performed well.	3.73	Agree

X6.2	The changes in products are available if needed.	3.89	Agree
X6.3	The refunds of products are available if needed.	3.94	Agree
Average X6		3.85	Agree

Source: Processed Data

Based on the above table it can be explained that from 109 respondents, the average gave an assessment of 3.85 and the value was in the agreed category. Thus, it shows that the respondent's perception of the compensation variable is agreed. While the respondent rating on the highest compensation variable is on " The refunds of products are available if needed." of 3.94 and the lowest valuation is on the indicator of "The problem-solving mechanism is performed well." i.e. with an average of 3.73.

g. Contact (X7).

The results of the respondents' assessment of the contact variable are as follows:

Table 4.10 Respondents' Perception on Contact

Variable	Contact Indicators	Perception	Criteria
X7.1	Traveloka E-commerce provides online customer service 24 hours.	4.2	Agree

X7.2	Customer service serves customers well and fast response.	3.93	Agree
X7.3	Customer Service will respond within 24 hours.	3.99	Agree
Average X4		4.04	Agree

Source: Processed Data

Based on the above table it can be explained that from 109 respondents, the average gave an assessment of 4.04 and the value was in the agreed category. Thus, shows that the respondent's perception of the contact variable is agreed. Whereas the respondent rating on the highest contact variable is on the " Traveloka E-commerce provides online customer service 24 hours." by 4.2 and the lowest rating is on the indicator "Customer service serves customers well and fast response." with an average of 3.93.

4.1.4 Classic Assumption Test

4.1.4.1 Classical Assumptions Test Results Residual Normality

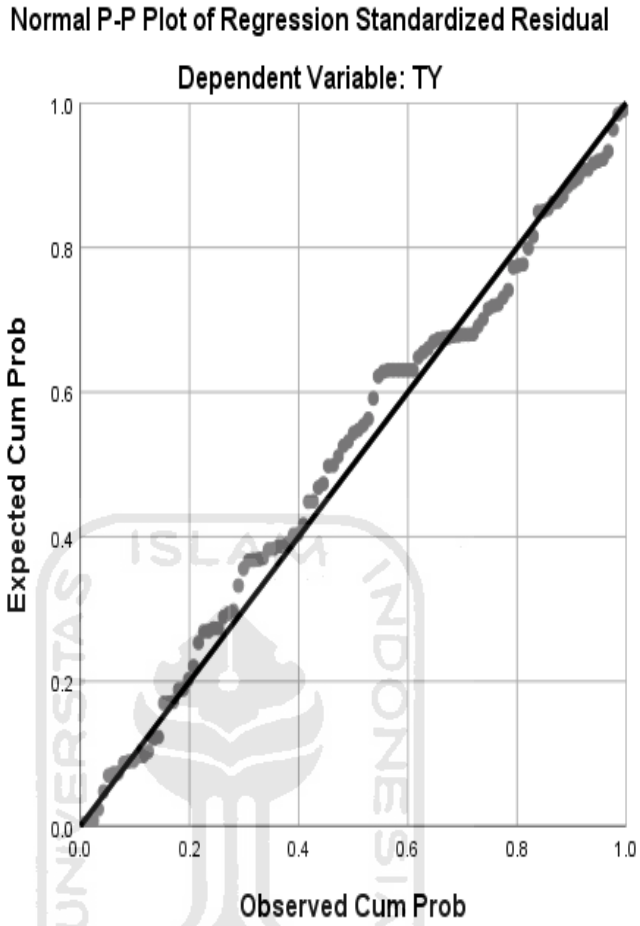
Normality test is done by using a normal curve aimed to test whether in the regression model, confounding or residual variables have a normal distribution, as it is known that the t test and F test assume the residual value follows the normal distribution. The normality test results can be shown in Table, as follows:

Table 4.11 Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		109
Normal Parameters[a,b]	Mean	0
	Std. Deviation	2.42140009
Most Extreme Differences	Absolute	0.085
	Positive	0.043
	Negative	-0.085
Test Statistic		0.085
Asymp. Sig. (2-tailed)		.053[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

From table 4.11 you can see the Asymp value. Sig of 0.053 is greater than 0.05 so it can be concluded that the regression model is normally distributed.

Figure 4.1 Normality Test Result



Source: Processed Data

Based on the picture above, the data spreads around the diagonal line and follows the direction of the diagonal line and also the histogram graph shows a normal distribution pattern, then we can conclude that the regression model meets the normality assumption.

4.1.4.2 Multicollinearity Assumptions Classic Test

Multicollinearity test is known from the VIF value for each indicator. The requirement to be said to be free from multicollinearity is if the VIF value is less than 10 and the tolerance value is more than 0.10, so it is concluded that the model is not affected by multicollinearity symptoms. The results of the multicollinearity test are shown in the following Table:

Table 4.12 Multicollinearity Test Result

Model	**Collinearity Statistics**	
	Tolerance	**VIF**
EFFICIENCY	0.488	2.05
RELIABILITY	0.361	2.772
FULFILLMENT	0.347	2.883
PRIVACY	0.535	1.867
RESPONSIVENESS	0.416	2.405
COMPENSATION	0.323	3.097
CONTACT	0.44	2.27

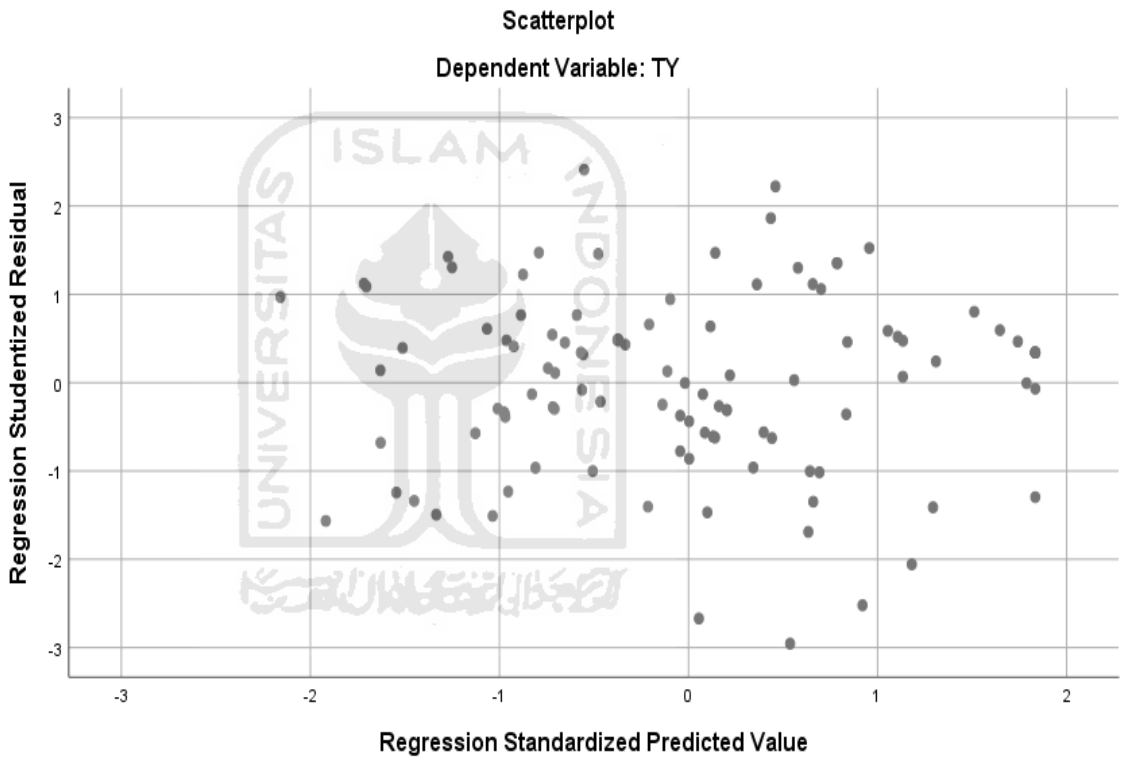
Source: Processed Data

Based on Table above the VIF value is less than 10 and the tolerance value is more than 0.10. It can be concluded that the regression model used in this study does not contain symptoms of multicollinearity or in other words Ho is accepted and H1 is rejected.

4.1.4.3 Classical Heteroscedasticity Assumption Test

Analysis of the classical assumptions in the heteroscedasticity test was performed using a scatter plot test. The results of the Heteroscedasticity test can be shown in graph, as follows:

Figure 4.2 Heteroscedasticity Result



Source: Processed Data

Based on the pictures there are no visible patterns and random spread. Thus, it can be concluded that the regression model proposed in this study does not occur symptoms of heteroscedasticity, that is, the residual variance from the residuals of one observation to another, which remains (homoskedasticity).

4.1.5 Multiple Regression Analysis

4.1.5.1 Multiple Regression Result

Multiple regression analysis is used to determine the effect of Electronic service quality (E-Serv-qual) on customer satisfaction. The results of testing of the multiple regression model are as follows.

Table 4.13 Multiple Regression Result

	Unstandardized Coefficients		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	7.961	2.159		3.688	0
TX1	0.276	0.134	0.173	2.057	0.042
TX2	0.153	0.104	0.144	1.474	0.144
TX3	0.117	0.227	0.052	0.518	0.605
TX4	0.074	0.159	0.037	0.467	0.641
TX5	0.115	0.195	0.054	0.591	0.556
TX6	0.468	0.21	0.23	2.232	0.028
TX7	0.538	0.156	0.304	3.447	0.001

Source: Processed Data

By taking into account the regression model and the results of multiple linear regressions, we obtain the equation of the influence of the independent variables on the dependent as follows:

Y = 7.961 + 0.276 X1 + 0.153 X2 + 0.117 X3 + 0.74 X4 + 0.115 X5 + 0.468 X6 + 0.538 X7

Based on various parameters in the regression equation, then the interpretation can be given as follows:

1. A constant value of 7.961 indicates the level of independent variables equal to 0, the magnitude of customer satisfaction is 7.961.

2. Efficiency has a positive effect on customer satisfaction, with a regression coefficient of 0.276. This means that if efficiency increases by one unit, customer satisfaction will also increase by 0.276 assuming all other independent variables are constant.

3. Reliability has a positive effect on customer satisfaction, with a regression coefficient of 0.153. This means that if reliability increases by one unit, customer satisfaction will also increase by 0.153 by assuming all other independent variables are constant.

4. Fulfilment has a positive influence on customer satisfaction, with a regression coefficient of 0.117. This means that if Fulfilment increases by one unit, customer satisfaction will also increase by 0.117 assuming all other independent variables are constant.

5. Privacy has a positive effect on customer satisfaction, with a regression coefficient of 0.74. This means that if privacy increases by one unit, customer satisfaction will also increase by 0.74 assuming all other independent variables are constant.

6. Responsiveness has a positive effect on customer satisfaction, with a regression coefficient of 0.115. This means that if responsiveness increases by one unit, customer satisfaction will also increase by 0.115 assuming all other independent variables are constant.

7. Compensation has a positive effect on customer satisfaction, with a regression coefficient of 0.468. This means that if compensation increases by one unit, customer satisfaction will also increase by 0.468 assuming all other independent variables are constant.

8. Contact has a positive effect on customer satisfaction, with a regression coefficient of 0.538. This means that if contact increases by one unit, customer satisfaction will also increase by 0.538 assuming all other independent variables are constant.

4.1.5.2 T Test Result

Partial test to prove the effect of independent variables on the dependent variable used the t test. By comparing the p-value (sig-t) with the tolerable level of significance (5 percent), it can be used to conclude rejecting or accepting a hypothesis.

Efficiency (X1) Hypothesis Testing

The testing steps in this study are as follows:

a. Formulation of Operational Hypothesis (H0) and Alternative Hypothesis (Ha)

H0: Efficiency (X1) does not have a positive effect on customer satisfaction.

Ha: Efficiency (X1) has a positive effect on customer satisfaction.

b. Determine the level of significance

In this study, the significance level (α) of 5% or 0.05 was used

c. Criteria for acceptance or rejection of the hypothesis are as follows:

H0 is accepted if the probability (p) > 0.05

H0 is rejected if probability (p) <0.05

d. Calculate the probability (p) by regression using the SPSS program

e. Conclusion Withdrawal: adjusting procedure results (3) with item (4)

Based on Table obtained p-value (0.042) <0.05, it can be concluded that Ho is rejected, which means that Efficiency (X1) has a significant positive effect on customer satisfaction.

Reliability (X2) Hypothesis Testing

The testing steps in this study are as follows:

a. Formulation of Operational Hypothesis (H0) and Alternative Hypothesis (Ha)

H0: Reliability (X2) does not have a positive effect on customer satisfaction.

Ha: Reliability (X2) has a positive effect on customer satisfaction.

b. Determine the level of significance

In this study, the significance level (α) of 5% or 0.05 was used

c. Criteria for acceptance or rejection of the hypothesis are as follows:

H0 is accepted if the probability (p) > 0.05

H0 is rejected if probability (p) <0.05

d. Calculate the probability (p) by regression using the SPSS program.

e. Conclusion Withdrawal: adjusting procedure results (3) with item (4)

Based on Table 4.20 obtained p-value (0.144) >0.05, it can be concluded that Ho is accepted, which means that Reliability (X2) has no a significant positive effect on customer satisfaction.

Fulfilment (X3) Hypothesis Testing

The testing steps in this study are as follows:

a. Formulation of Operational Hypothesis (H0) and Alternative Hypothesis (Ha)

H0: Fulfilment (X3) has no positive effect on customer satisfaction.

Ha: Fulfilment (X3) has a positive effect on customer satisfaction.

b. Determine the level of significance

In this study, the significance level (α) of 5% or 0.05 was used

c. Criteria for acceptance or rejection of the hypothesis are as follows:

H0 is accepted if the probability (p) > 0.05

H0 is rejected if probability (p) <0.05

d. Calculate the probability (p) by regression using the SPSS program

e. Conclusion Withdrawal: adjusting procedure results (3) with item (4)

Based on Table obtained p-value (0.605) >0.05, it can be concluded that Ho is accepted, which means that Fulfilment (X3) has no a significant positive effect on customer satisfaction.

Privacy (X4) Hypothesis Testing

The testing steps in this study are as follows:

a. Formulation of Operational Hypothesis (H0) and Alternative Hypothesis (Ha)

H0: Privacy (X4) does not have a positive effect on customer satisfaction.

Ha: Privacy (X4) has a positive effect on customer satisfaction.

b. Determine the level of significance

In this study, the significance level (α) of 5% or 0.05 was used

c. Criteria for acceptance or rejection of the hypothesis are as follows:

H0 is accepted if the probability (p) > 0.05

H0 is rejected if probability (p) <0.05

d. Calculate the probability (p) by regression using the SPSS program.

e. Conclusion Withdrawal: adjusting procedure results (3) with item (4)

Based on Table obtained p-value (0.641) >0.05, it can be concluded that Ho is accepted, which means that Privacy (X4) has no a significant positive effect on customer satisfaction.

Responsiveness (X5) Hypothesis Testing

The testing steps in this study are as follows:

a. Formulation of Operational Hypothesis (H0) and Alternative Hypothesis (Ha)

H0: Responsiveness (X5) does not have a positive effect on customer satisfaction.

Ha: Responsiveness (X5) has a positive effect on customer satisfaction.

b. Determine the level of significance

In this study, the significance level (α) of 5% or 0.05 was used

c. Criteria for acceptance or rejection of the hypothesis are as follows:

H0 is accepted if the probability (p) > 0.05

H0 is rejected if probability (p) <0.05

d. Calculate the probability (p) by regression using the SPSS program.

e. Conclusion Withdrawal: adjusting procedure results (3) with item (4)

Based on Table obtained p-value (0.556) >0.05, it can be concluded that Ho is accepted, which means that Responsiveness (X5) has no a significant positive effect on customer satisfaction.

Compensation (X6) Hypothesis Testing

The testing steps in this study are as follows:

a. Formulation of Operational Hypothesis (H0) and Alternative Hypothesis (Ha)

H0: Compensation (X6) does not have a positive effect on customer satisfaction.

Ha: Compensation (X6) has a positive effect on customer satisfaction.

b. Determine the level of significance

In this study, the significance level (α) of 5% or 0.05 was used

c. Criteria for acceptance or rejection of the hypothesis are as follows:

H0 is accepted if the probability (p) > 0.05

H0 is rejected if probability (p) <0.05

d. Calculate the probability (p) by regression using the SPSS program

e. Conclusion Withdrawal: adjusting procedure results (3) with item (4)

Based on Table obtained p-value (0.028) <0.05, it can be concluded that Ho is rejected, which means that Compensation (X6) has a significant positive effect on customer satisfaction.

Contact (X7) Hypothesis Testing

The testing steps in this study are as follows:

a. Formulation of Operational Hypothesis (H0) and Alternative Hypothesis (Ha)

H0: Contact (X7) does not have a positive effect on customer satisfaction.

Ha: Contact (X7) has a positive effect on customer satisfaction.

b. Determine the level of significance

In this study, the significance level (α) of 5% or 0.05 was used

c. Criteria for acceptance or rejection of the hypothesis are as follows:

H0 is accepted if the probability (p) > 0.05

H0 is rejected if probability (p) <0.05

d. Calculate the probability (p) by regression using the SPSS program

e. Conclusion Withdrawal: adjusting procedure results (3) with item (4)

Based on Table obtained p-value (0.001) <0.05, it can be concluded that Ho is rejected, which means that Contact (X7) has a significant positive effect on customer satisfaction.

4.1.5.3 F- Test Result

Table 4.14 F- Test Result

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	1192.19	7	170.313	27.165	.000[b]
	Residual	633.223	101	6.27		
	Total	1825.413	108			
a. Dependent Variable: TY						
b. Predictors: (Constant), TX7, TX1, TX4, TX5, TX3, TX2, TX6						

Source: Processed Data

The procedure for testing the F test hypothesis is as follows:

1. Formulation of Operational Hypothesis (H0) and Alternative Hypothesis (Ha)

   H0: The Electronic services quality (E- servqual) has no simultaneous effect on customer satisfaction.

   Ha: : The Electronic services quality (E- servqual) simultaneously affects consumer satisfaction

2. Determine the level of significance

In this study, the significance level (α) of 5% or 0.05 was used

3. Criteria for acceptance or rejection of the hypothesis as follows:

H0 is accepted if the probability (p) > 0.05

H0 is rejected if probability (p) <0.05

4. Calculate the probability (p) by regression using the SPSS program

5. Withdrawal of Conclusions: adjust the results of procedure (3) with item (4)

Based on table 4.20 it is known that the calculated F value of 27.165 with a p value of 0.000. At the 5% significance level, the results are significant because the p-value (0,000) <0.05. This shows that: The Electronic services quality (E-servqual) simultaneously affects consumer satisfaction.

4.1.5.4 Multiple Determination Coefficient Analysis

In the regression analysis there is a coefficient of multiple determination can be used as a measure to express the suitability of the regression line obtained, the greater the value of R2 (R Square), the stronger the ability of the regression model obtained to explain the actual conditions. If R2 equals 1 then the 100% regression function explains the variation of the Y value otherwise if the value is 0 then the model used is not close to the Y value of the model match is said to be better if the value of R2 approaches 1.

Table 4.15 Model Summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.808[a]	0.653	0.629	2.5039	1.916
Source: Processed Data					
a. Predictors: (Constant), TX7, TX1, TX4, TX5, TX3, TX2, TX6					
b. Dependent Variable: TY					

From table 4.15 the coefficient of determination (R2) equal to 0.653 it can be interpreted that 65.3 percent of consumer satisfaction is influenced by the electronic services quality (E-servqual) dimensions. While the remaining 34.7 percent is influenced by other variables not included in the research model.

4.2 Discussions

The world of information technology is currently experiencing very rapid development, so that this situation raises a competitive and tight business. Such a reality cannot be denied any more so that every e-commerce is required to use various methods in attracting the interest of the community.

Satisfaction is feeling happy or disappointed shown by someone who comes from the comparison of his impression of the performance or results of a product

and its expectations. If performance is below expectations, the customer is not satisfied. This can have a negative impact on the company that can reduce the number of customers and cause consumers to be no longer interested in using services that will reduce the company's profit.

Customer satisfaction and dissatisfaction is the result of customer assessment of what he expects. These expectations are compared with customers' perceptions of the reality and expectations they receive / get from the company. If reality is less than expected, the service is said to be of poor quality. If reality matches expectations, the service is satisfying.

Consumer satisfaction is a positive feeling felt by consumers which is the result of an overall evaluation of post experience purchase. There are two general concepts about customer satisfaction, namely customer satisfaction with transactions (individual level) and cumulative satisfaction (overall consumer consumption experience). Consumer satisfaction with specific transactions may include customer satisfaction with each transaction made while cumulative customer satisfaction covers the overall ranking based on meetings and experience.

Based on T-test Analysis in this research, Efficiency, Compensation, and Contact have significant positive influence towards the customer satisfaction than 4 other variables. It may show that customers are satisfied with the indicators in the Efficiency variables such as the great step of transaction, the payment options that can reach all of the customers scope, and it may shows Traveloka have good service quality for the compensation dimensions and also contact dimensions which have great factor in doing online transactions.

Performance must be in accordance with customer expectations which means timeliness, the same service for all customers without errors, sympathetic attitude, and with high accuracy. Fulfilling promises in service will reflect the company's credibility. The relationship between the quality of electronic services with customer satisfaction is the quality of electronic services has a positive influence on customer satisfaction. The better consumer perceptions of the quality of electronic services companies, customer satisfaction will also be higher and if consumer perceptions of the quality of electronic services is poor, then customer satisfaction will also be lower.

CHAPTER V

CONCLUSION

5.1 Conclusions

Based on the results of research that has been collected with a number of 109 Traveloka users as respondents for research with the title "**Analysis of the Influence of Traveloka E-commerce Service Quality towards Customer Satisfaction in Indonesia".** Analysis using SPSS 25 for each model-measurement study, the results obtained are as follows:

1. Based on the multiple regression analysis shows that the level of electronic service quality in Traveloka E-commerce has a significant positive effect on Consumer Satisfaction. This is indicated by the calculated F value of 27.165 with a p-value of 0.000. At the 5% significance level, the results are significant because the p-value (0,000) <0.05. This shows that the electronic service quality dimensions simultaneously affects consumer satisfaction.
2. Based on the multiple regression analysis shows that Efficiency, Reliability, Fullfillment, Privacy, Responsivness, Compensation, and Contacts have a significant positive effect on Consumer Satisfaction in Traveloka E-commerce users. This is indicated by the p-value <0.05. This shows that Efficiency, Reliability, Fullfillment, Privacy, Responsivness, Compensation, and Contacts simultaneously affects the consumer satisfaction.

3. Based on the results of the multiple regression analysis shows that the Efficiency dimension has a positive significant effect on Consumer Satisfaction in Traveloka E-commerce. This is indicated by the p-value <0.05.
4. Based on the results of the multiple regression analysis shows that the Reliability dimension has no a positive significant effect on Consumer Satisfaction in Traveloka E-commerce. This is indicated by the p-value >0.05.
5. Based on the results of the multiple regression analysis shows that the Fulfilment dimension has no a positive significant effect on Consumer Satisfaction in Traveloka E-commerce. This is indicated by the p-value >0.05.
6. Based on the results of the multiple regression analysis shows that the Privacy dimension has no a positive significant effect on Consumer Satisfaction in Traveloka E-commerce. This is indicated by the p-value >0.05.
7. Based on the results of the multiple regression analysis shows that the Responsiveness dimension has no a positive significant effect on Consumer Satisfaction in Traveloka E-commerce. This is indicated by the p-value >0.05.
8. Based on the results of the multiple regression analysis shows that the Compensation dimension has a positive significant effect on Consumer Satisfaction in Traveloka E-commerce. This is indicated by the p-value <0.05.

9. Based on the results of the multiple regression analysis shows that the Contact dimension has a positive significant effect on Consumer Satisfaction in Traveloka E-commerce. This is indicated by the p-value <0.05.

5.2 Suggestions

Based on the results of the analysis, the suggestions given are as follows:

1. The company should prioritize the variables that showing the quality of service attributes with a high level of customer interest while the level of customer quality performance is considered low so that customer satisfaction is low (top priority). Indicators included are products in Traveloka E-Commerce are always available, Traveloka often provide discounted prices or coupons, change or refunds are applied when a product is received incorrectly, the problem-solving mechanism is performed well.
2. From the regression analysis results, reliability, fulfilment, privacy, and responsiveness variables are variables with lowest servqual values. This means companies must improve the quality of the service in terms of those variables by providing good information to customers, check the availability of the products offered, and maintain the relationship with the customers, giving the attention to refunds and cancelations services, giving explicit customers privacy assurance, and providing the great design and catalog to make the customers happy and satisfy with the visuality offered.

3. E-service quality also has a positive and significant effect on customer satisfaction. So that ease of access, ease of service, privacy guarantees about customer information will also foster a sense of wanting to use Traveloka's company services for daily needs on a more frequent frequency and repeatedly, besides maintaining customer satisfaction also does not rule out the possibility that customers will continue to recommend to others to use services using the Traveloka application The company should be able to maintain and improve the quality of service that has provided satisfaction for customers.
4. For next research, the author suggests to use other variables which may have bigger influence towards this study, by using larger population to get wider opinions and perspectives from others respondents towards the variable, and may use other analytical tools to get different point of view.

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APPENDIXES

Appendix 1 Quesionnaires

Research Questionnaire

Researcher : Muhamad Anandito Volta

Major : Management

University : Nanjing Xiaozhuang University – Universitas Islam Indonesia

Analysis of the Influence of Traveloka E-commerce Service Quality towards Customer Satisfaction in Indonesia.

Assalamualaikum Wr. Wb.

I am Muhamad Anandito Volta one of the Double Degree students of Islamic University of Indonesia and Nanjing Xiaozhuang University China. And now I am making a research for my undergraduate thesis under the title "Analysis of the Influence of Traveloka E-commerce Service Quality (EServQual) towards Customer Satisfaction in Indonesia".

To conduct research supporting the final thesis for my bachelor's degree, I hereby ask you to become one of the respondents of my research.

Thank You.

Muhamad Anandito Volta

Instructions

You are required to fill out the field and check (√) the boxes below by your answers to the questions given.

I. Respondent Characteristics

1. Gender:

- □ Male
- □ Female

2. Age:

- □ < 20
- □ 20 – 30
- □ 31 – 40
- □ >40

3. Monthly Allowances:

- □ <Rp1.000.000
- □ Rp1.000.001 - Rp3.000.000
- □ Rp3.000.001 to Rp5.000.000
- □ >Rp5.000.001

4. Have you ever make any transaction in Traveloka e-commerce?

- □ Yes
- □ No

Instructions

You are required to fill out the field and check (√) in the boxes below the following your answers to the questions given.

Strongly Agree: 5

Agree: 4

Neutral : 3

Disagree: 2

Strongly Disagree: 1

II. Variables Questions

Efficiency Indicators						
Variable	Statements	1	2	3	4	5
X1.1	Traveloka application/web display is easy or user-friendly.					
X1.2	There is a search facility to support the customer to find the products needed.					
X1.3	To load Traveloka Ecommerce application page doesn't take a long time.					

X1.4	Payment options are enough to facilitate the consumer in the transaction.					
X1.5	The steps to transact using Traveloka Ecommerce application are relatively easy.					
Reliability Indicators						
X2.1	Traveloka Ecommerce update in providing the latest information.					
X2.2	The information in Traveloka E Commerce are well organized.					
X2.3	Traveloka Ecommerce always notifies you when releasing the latest information.					
X2.4	Products in Traveloka E-Commerce are always available.					
X2.5	Traveloka Often provide discounted prices or coupons.					
X2.6	Information about the product in Traveloka is easily obtained.					
Fulfillment Indicators						

X3.1	The booking confirmation time is not more than the estimation.					
X3.2	Products received according to the description of the products.					
X3.3	Change or refunds are applied when a product is received incorrectly.					
Privacy Indicators						
X4.1	Consumer personal Data Protected by Traveloka.					
X4.2	Consumer transaction data is protected by Traveloka.					
X4.3	Traveloka E-commerce provides explicit consumer privacy assurance.					
Responsiveness Indicators						
X5.1	Traveloka has good web/application homepage design.					
X5.2	The transaction in Traveloka is easy to be done.					
X5.3	The products catalog are interesting.					
Compensation Indicators						

X6.1	The problem-solving mechanism is performed well.					
X6.2	The changes in products are available if needed.					
X6.3	The refunds of products are available if needed.					
Contact Indicators						
X7.1	Traveloka E-commerce provides online customer service 24 hours.					
X7.2	Customer service serves customers well and fast response.					
X7.3	Customer Service will respond within 24 hours.					
Customer Satisfaction Indicators						
Y1	Traveloka responds to customer complaints.					
Y2	Traveloka provides good information to customers.					
Y3	Processes and services provided by Traveloka make you satisfied.					

Y4	You have a good experience when doing a transaction in Traveloka.					
Y5	You will do repurchase of products in Traveloka later.					
Y6	You will recommend your friends or family to transact in Traveloka.					
Y7	You feel safe when buying the products in Traveloka.					
Y8	You feel enjoy when buying the products in Traveloka.					

Appendix 2 Tabulation Data 109 Respondents

	X1.1	X1.2	X1.3	X1.4	X1.5	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X3.1	X3.2	X3.3	X4.1	X4.2	X4.3	X5.1	X5.2	X5.3	X6.1	X6.2	X6.3	X7.1	X7.2	X7.3	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8
1	4	4	5	5	5	4	5	4	5	4	5	5	5	5	4	5	4	4	5	4	4	5	4	5	5	5	5	4	5	5	5	4	5	4
2	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5
3	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5
4	5	5	5	5	5	5	5	4	4	5	5	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	4	4	5	5	5	4	4	5	4	3	4	4	5	4	5	4	4	4	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	4
6	5	5	4	4	5	5	5	4	4	5	5	4	4	3	5	5	5	5	5	5	5	4	5	5	5	5	4	4	5	4	5	4	4	4
7	4	4	4	5	5	3	3	3	3	2	3	4	4	4	4	4	4	4	4	3	3	4	4	5	4	4	3	3	3	4	4	4	4	4
8	3	2	3	4	3	3	2	3	2	3	4	3	3	2	3	4	2	4	4	4	3	3	2	4	4	3	2	4	4	4	4	4	4	4
9	4	3	3	4	4	4	4	4	4	5	4	4	5	4	3	3	3	4	5	4	4	5	4	4	4	5	4	4	5	4	5	5	5	5
10	3	4	3	4	4	3	3	4	4	4	3	3	3	1	5	5	3	3	4	3	3	4	4	5	3	3	4	4	4	4	5	4	4	4
11	4	4	4	4	4	4	4	3	3	3	4	4	4	2	4	4	4	4	4	3	4	3	4	4	4	3	4	4	4	4	4	4	4	5
12	5	1	5	5	5	4	3	4	2	4	3	4	4	3	3	3	4	4	4	3	4	3	4	4	4	3	4	4	3	3	4	5	4	4
13	4	4	4	4	4	4	4	3	4	5	4	3	4	3	4	4	3	3	4	3	3	3	3	4	3	4	4	4	4	4	5	4	5	4	4
14	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
15	4	4	3	5	4	4	3	3	3	1	3	5	4	2	2	3	3	3	5	4	3	3	2	3	3	2	2	4	4	4	5	3	4	4
16	4	4	4	4	4	3	4	4	4	3	4	4	4	4	4	4	3	4	4	4	4	3	4	5	4	4	4	4	4	4	4	4	4	4
17	4	4	3	4	4	4	4	2	4	2	3	4	4	4	4	4	3	2	4	2	3	3	4	4	4	3	3	4	4	4	4	4	4	4

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	4.26	4.26	4.04	4.37	4.35	3.94	4.03	3.80	3.65	3.68	4.09	3.97	4.18	3.63	4.22	4.17	3.94	4.12	4.39	4.04	3.73	3.89	3.94	4.20	3.93	3.99	3.95	4.11	4.14	4.21	4.19	4.10	4.19	4.17

Appendix 3 Validity Test using Analysis Factor

Efficiency (X1) Validity Test Result

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.756
Bartlett's Test of Sphericity	Approx. Chi-Square	130.248
	df	10
	Sig.	0.000

Anti-image Matrices						
		X1.1	X1.2	X1.3	X1.4	X1.5
Anti-image Covariance	X1.1	0.691	-0.216	-0.176	-0.036	-0.076
	X1.2	-0.216	0.736	-0.031	0.049	-0.171
	X1.3	-0.176	-0.031	0.692	-0.125	-0.130
	X1.4	-0.036	0.049	-0.125	0.659	-0.263
	X1.5	-0.076	-0.171	-0.130	-0.263	0.549
Anti-image Correlation	X1.1	.783[a]	-0.302	-0.254	-0.053	-0.123
	X1.2	-0.302	.744[a]	-0.043	0.070	-0.269
	X1.3	-0.254	-0.043	.816[a]	-0.186	-0.211
	X1.4	-0.053	0.070	-0.186	.722[a]	-0.437
	X1.5	-0.123	-0.269	-0.211	-0.437	.729[a]
a. Measures of Sampling Adequacy(MSA)						

Reliability (X2) Validity Test Result

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.824
Bartlett's Test of Sphericity	Approx. Chi-Square	254.408
	df	15
	Sig.	0.000

Anti-image Matrices

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6
Anti-image Covariance	X2.1	0.439	-0.228	-0.091	-0.074	-0.062	0.001
	X2.2	-0.228	0.437	-0.063	-0.066	0.031	-0.134
	X2.3	-0.091	-0.063	0.581	-0.114	-0.197	0.065
	X2.4	-0.074	-0.066	-0.114	0.590	-0.061	-0.130
	X2.5	-0.062	0.031	-0.197	-0.061	0.571	-0.196
	X2.6	0.001	-0.134	0.065	-0.130	-0.196	0.603
Anti-image Correlation	X2.1	.808[a]	-0.520	-0.180	-0.145	-0.124	0.002
	X2.2	-0.520	.789[a]	-0.125	-0.129	0.062	-0.261
	X2.3	-0.180	-0.125	.838[a]	-0.194	-0.342	0.110
	X2.4	-0.145	-0.129	-0.194	.900[a]	-0.105	-0.217
	X2.5	-0.124	0.062	-0.342	-0.105	.813[a]	-0.334
	X2.6	0.002	-0.261	0.110	-0.217	-0.334	.811[a]

a. Measures of Sampling Adequacy(MSA)

Fulfilment (X3) Validity Test Result

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.651
Bartlett's Test of Sphericity	Approx. Chi-Square	46.277
	df	3
	Sig.	0.000

Anti-image Matrices				
		X3.1	X3.2	X3.3
Anti-image Covariance	X3.1	0.732	-0.269	-0.227
	X3.2	-0.269	0.770	-0.157
	X3.3	-0.227	-0.157	0.806
Anti-image Correlation	X3.1	.625[a]	-0.358	-0.295
	X3.2	-0.358	.652[a]	-0.199
	X3.3	-0.295	-0.199	.686[a]
a. Measures of Sampling Adequacy(MSA)				

Privacy (X4) Validity Test Result

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.682
Bartlett's Test of Sphericity	Approx. Chi-Square	188.082
	df	3
	Sig.	0.000

Anti-image Matrices				
		X4.1	X4.2	X4.3
Anti-image Covariance	X4.1	0.260	-0.205	-0.136
	X4.2	-0.205	0.294	-0.044
	X4.3	-0.136	-0.044	0.572
Anti-image Correlation	X4.1	.625[a]	-0.742	-0.354
	X4.2	-0.742	.651[a]	-0.106
	X4.3	-0.354	-0.106	.849[a]
a. Measures of Sampling Adequacy(MSA)				

Responsiveness (X5) Validity Test Result

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.670
Bartlett's Test of Sphericity	Approx. Chi-Square	120.096
	df	3
	Sig.	0.000

Compensation (X6) Validity Test Result

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.716
Bartlett's Test of Sphericity	Approx. Chi-Square	116.810
	df	3
	Sig.	0.000

Anti-image Matrices				
		X5.1	X5.2	X5.3
Anti-image Covariance	X5.1	0.439	-0.117	-0.280
	X5.2	-0.117	0.703	-0.137
	X5.3	-0.280	-0.137	0.430
Anti-image Correlation	X5.1	.633[a]	-0.210	-0.644
	X5.2	-0.210	.829[a]	-0.250
	X5.3	-0.644	-0.250	.628[a]
a. Measures of Sampling Adequacy(MSA)				

Anti-image Matrices				
		X6.1	X6.2	X6.3
Anti-image Covariance	X6.1	0.493	-0.226	-0.218
	X6.2	-0.226	0.547	-0.158
	X6.3	-0.218	-0.158	0.558
Anti-image Correlation	X6.1	.687[a]	-0.435	-0.416
	X6.2	-0.435	.729[a]	-0.286
	X6.3	-0.416	-0.286	.738[a]
a. Measures of Sampling Adequacy(MSA)				

Contact (X7) Validity Test Result

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.717
Bartlett's Test of Sphericity	Approx. Chi-Square	169.921
	df	3
	Sig.	0.000

Anti-image Matrices				
		X7.1	X7.2	X7.3
Anti-image Covariance	X7.1	0.522	-0.103	-0.151
	X7.2	-0.103	0.365	-0.219
	X7.3	-0.151	-0.219	0.336
Anti-image Correlation	X7.1	.821[a]	-0.236	-0.359
	X7.2	-0.236	.694[a]	-0.626
	X7.3	-0.359	-0.626	.671[a]
a. Measures of Sampling Adequacy(MSA)				

Customer Satisfaction (Y) Validity Test Result

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.858
Bartlett's Test of Sphericity	Approx. Chi-Square	409.061
	df	28
	Sig.	0.000

Anti-image Matrices

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8
Anti-image Covariance	Y1	0.481	-0.179	-0.148	-0.045	0.065	-0.106	0.064	-0.058
	Y2	-0.179	0.572	-0.113	-0.095	0.000	0.044	-0.048	0.028
	Y3	-0.148	-0.113	0.440	-0.105	-0.121	0.058	-0.099	0.004
	Y4	-0.045	-0.095	-0.105	0.534	-0.082	-0.038	-0.034	-0.039
	Y5	0.065	0.000	-0.121	-0.082	0.524	-0.159	0.025	-0.062
	Y6	-0.106	0.044	0.058	-0.038	-0.159	0.363	-0.153	-0.120
	Y7	0.064	-0.048	-0.099	-0.034	0.025	-0.153	0.459	-0.130
	Y8	-0.058	0.028	0.004	-0.039	-0.062	-0.120	-0.130	0.477
Anti-image Correlation	Y1	.825[a]	-0.342	-0.323	-0.088	0.129	-0.254	0.136	-0.121
	Y2	-0.342	.849[a]	-0.224	-0.172	0.000	0.097	-0.094	0.053
	Y3	-0.323	-0.224	.847[a]	-0.216	-0.253	0.144	-0.220	0.010
	Y4	-0.088	-0.172	-0.216	.932[a]	-0.156	-0.085	-0.069	-0.077
	Y5	0.129	0.000	-0.253	-0.156	.859[a]	-0.365	0.051	-0.124
	Y6	-0.254	0.097	0.144	-0.085	-0.365	.811[a]	-0.376	-0.288
	Y7	0.136	-0.094	-0.220	-0.069	0.051	-0.376	.855[a]	-0.277
	Y8	-0.121	0.053	0.010	-0.077	-0.124	-0.288	-0.277	.897[a]

a. Measures of Sampling Adequacy(MSA)

Appendix 4 Reliability Test

Case Processing Summary

		N	%
Cases	Valid	109	100.0
	Excluded[a]	0	0.0
	Total	109	100.0

a. Listwise deletion based on all variables in the procedure.

Efficiency (X1) Reliability Test Result

Reliability Statistics	
Cronbach's Alpha	N of Items
0.757	5

Responsiveness(X5) Reliability Test Result

Reliability Statistics	
Cronbach's Alpha	N of Items
0.807	3

Reliability (X2) Reliability Test Result

Reliability Statistics	
Cronbach's Alpha	N of Items
0.846	6

Privacy (X4) Reliability Test Result

Reliability Statistics	
Cronbach's Alpha	N of Items
0.870	3

Fulfilment (X3) Reliability Test Result

Reliability Statistics	
Cronbach's Alpha	N of Items
0.637	3

Compensation (X6) Reliability Test Result

Reliability Statistics	
Cronbach's Alpha	N of Items
0.825	3

Contact (X7) Reliability Test Result

Reliability Statistics	
Cronbach's Alpha	N of Items
0.880	8

Appendix 4 Multiple Regression Analysis Result

Descriptive Statistics			
	Mean	Std. Deviation	N
TY	33.0734	4.11120	109
TX1	21.2661	2.56992	109
TX2	23.1927	3.85736	109
TX3	11.7890	1.80572	109
TX4	12.3394	2.06926	109
TX5	12.5505	1.91720	109
TX6	11.5596	2.02041	109
TX7	12.1193	2.32429	109

Correlations									
		TY	TX1	TX2	TX3	TX4	TX5	TX6	TX7
Pearson Correlation	TY	1.000	0.558	0.665	0.647	0.566	0.619	0.701	0.697
	TX1	0.558	1.000	0.639	0.615	0.458	0.541	0.428	0.385
	TX2	0.665	0.639	1.000	0.651	0.525	0.697	0.639	0.570
	TX3	0.647	0.615	0.651	1.000	0.532	0.657	0.713	0.580
	TX4	0.566	0.458	0.525	0.532	1.000	0.494	0.619	0.584
	TX5	0.619	0.541	0.697	0.657	0.494	1.000	0.606	0.590
	TX6	0.701	0.428	0.639	0.713	0.619	0.606	1.000	0.697
	TX7	0.697	0.385	0.570	0.580	0.584	0.590	0.697	1.000
Sig. (1-tailed)	TY		0.000	0.000	0.000	0.000	0.000	0.000	0.000
	TX1	0.000		0.000	0.000	0.000	0.000	0.000	0.000
	TX2	0.000	0.000		0.000	0.000	0.000	0.000	0.000
	TX3	0.000	0.000	0.000		0.000	0.000	0.000	0.000
	TX4	0.000	0.000	0.000	0.000		0.000	0.000	0.000
	TX5	0.000	0.000	0.000	0.000	0.000		0.000	0.000
	TX6	0.000	0.000	0.000	0.000	0.000	0.000		0.000

	TX7	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
N	TY	109	109	109	109	109	109	109	109
	TX1	109	109	109	109	109	109	109	109
	TX2	109	109	109	109	109	109	109	109
	TX3	109	109	109	109	109	109	109	109
	TX4	109	109	109	109	109	109	109	109
	TX5	109	109	109	109	109	109	109	109
	TX6	109	109	109	109	109	109	109	109
	TX7	109	109	109	109	109	109	109	109

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.808[a]	0.653	0.629	2.5039	1.916
Source: Processed Data					
a. Predictors: (Constant), TX7, TX1, TX4, TX5, TX3, TX2, TX6					
b. Dependent Variable: TY					

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	1192.19	7	170.313	27.165	.000[b]
	Residual	633.223	101	6.27		
	Total	1825.413	108			
a. Dependent Variable: TY						
b. Predictors: (Constant), TX7, TX1, TX4, TX5, TX3, TX2, TX						

Collinearity Diagnostics[a]

Model		Eigenvalue	Condition Index	Variance Proportions							
				(Constant)	TX1	TX2	TX3	TX4	TX5	TX6	TX7
1	1	7.921	1.000	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	2	0.023	18.522	0.14	0.06	0.00	0.00	0.01	0.00	0.06	0.24
	3	0.015	22.957	0.12	0.00	0.14	0.03	0.44	0.08	0.00	0.01
	4	0.012	26.016	0.23	0.00	0.07	0.01	0.37	0.01	0.02	0.47
	5	0.010	27.923	0.04	0.01	0.16	0.19	0.10	0.06	0.33	0.10
	6	0.008	32.302	0.00	0.09	0.25	0.00	0.05	0.79	0.00	0.07
	7	0.007	33.221	0.23	0.13	0.15	0.38	0.01	0.01	0.29	0.10
	8	0.004	43.230	0.24	0.71	0.25	0.39	0.03	0.05	0.30	0.00

a. Dependent Variable: TY

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.961	2.159		3.688	0.000		
	TX1	0.276	0.134	0.173	2.057	0.042	0.488	2.050
	TX2	0.153	0.104	0.144	1.474	0.144	0.361	2.772
	TX3	0.117	0.227	0.052	0.518	0.605	0.347	2.883
	TX4	0.074	0.159	0.037	0.467	0.641	0.535	1.867
	TX5	0.115	0.195	0.054	0.591	0.556	0.416	2.405
	TX6	0.468	0.210	0.230	2.232	0.028	0.323	3.097
	TX7	0.538	0.156	0.304	3.447	0.001	0.440	2.270
a. Dependent Variable: TY								