How E-Service Quality Works on Repurchase Intention Online Travel Agent (OTA)?: A Case Study on Traveloka

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Abstract---*This research aims to identify the impact of e-service quality on repurchase intention of on- line travel agent. On-line travel agent is a travel website (e- commerce) providing various services related to tourism, such as: on-line transportation and hotel bookings and entertainment. On-line travel agency also serves as an alternative option in addition to the conventional ones. This research employed quantitative approach. The data was gathered by distributing on-line questionnaire to 96 online travel agencies users as the samples. The data was then analyzed by using simple linear regression through SPSS 23. The result shows that e-service quality is in good category while repurchase intention is in very good category. The correlational value between e-service quality and repurchase intention is in the strong category and the percentage that shows e-service quality affects significantly positive to repurchase intention of 62,1% while 37,9% as the other variables not examined in this research.*
Keywords---*e-service quality, online travel agent, OTA, repurchase intention, travel website.*

Introduction

Transactions on e-commerce allow buyers to obtain real-time information which can be one of the elements in fulfilling customer satisfaction, but can also create feelings of uncertainty and risk for the information they obtain when the buyer makes a purchase for the first time on a website, he is just familiar with. Therefore, the accuracy of information about the service products offered is another element that is no less important to gain the trust of buyers. The trust that arises between buyers and sellers is what consumers ultimately hope to make repurchases. Online travel agents as tour and travel service providers are required to be able to provide convenience, accuracy, speed of information and a sense of security regarding matters relating to travel and customer accommodation as well as the availability of after sales service (Tseng & Wang, 2016; Dedeke, 2016). The extent to which customer complaints about after-sales service are taken seriously and solutions are sought. In this era of openness, because customer complaints can be read in the comments column, service businesses must be more careful about disclosing things like that. The level of competition is also increasing between online businesses causing them to compete in providing maximum service to their customers. The better and more complete the company's service, the higher the trust of the

service users. Companies must be careful in processing new ideas for the benefit of service to customers to ensure that they make repeat purchases (Blut et al., 2015; Ladhari, 2010).

Digital technology has played a role in turning conventional transactions into electronic transactions (e-commerce), where buyers and sellers meet no longer face to face but meet in cyberspace by utilizing ICT (Information and Communication Technology) technology or in other words internet technology. The Internet has advantages for both business organizations and consumers in terms of convenience, global reach, relatively unlimited space alternatives, personalization, potential sources of information, and so on. The development of the internet provides a new paradigm in doing business, in the form of digital marketing, e-business, e-commerce and several other terms (Chandra et al., 2004).

E-commerce according to McLeod & Schell (2008) is a business transaction that uses network access, computer-based systems and web browser interfaces. The opinion of Laudon & Laudon (2004) classifies e-commerce by looking at the participants in the transaction, namely business to consumer, business to business, and consumer to consumer. This study emphasizes the quality of e-commerce services from a business to consumer (B2C) aspect in online-based travel agents because the quality of the e-commerce web is one of the determinants of purchasing decisions by end users or consumers. E-service quality is defined as meeting consumer expectations without direct interaction in the services provided (Pearson et al., 2012). E-service quality is now a popular research topic along with the growth of e-commerce. In a number of previous studies, the conceptual definition of e-service quality has been put forward, namely the extent to which a website can facilitate shopping, purchasing and delivery efficiently and effectively (Parasuraman et al., 2005). E-service has been growing and is known as an important channel where customer needs can be automatically fulfilled via the internet for life's consumption needs (Dolatabadi & Gharibpoor, 2012).

Repurchase intention is an individual's assessment of repurchasing the same service or services by considering the current situation and good mood of the individual (Hellier et al., 2003). Tjiptono et al. (2014) states that repurchase intention is customer satisfaction which is measured behaviorally by asking customer will shop or use the company's services again. Meanwhile, repurchase intention whether the can be interpreted as a customer who makes a purchase at least once and intends to repurchase. Repurchase intention is a determining factor that is indispensable in transactions for companies. The value provided by loyal customers has a direct influence on the site and is largely determined by repurchase intention (Chung & Lee, 2003). Repurchase intention is closely related to the judgment of individuals who feel satisfied with their first purchase or transaction. The first impression of the purchase will determine whether the buyer will become a loyal customer in the future or not (Chiou et al., 2011; Bernardo et al., 2012).

Methods

The population is people who have used an online travel agent at least once to make a purchase transaction and are successful and make a transaction as a buyer. Determining the minimum sample size using the Lameshow formula Riduwan & Akdon (2007), this is because the population size is unknown or infinite, so the questionnaires were distributed online to 96 (nine six) people as research samples. Probability random sampling method with simple random sampling technique is used to distribute questionnaires to respondents. Respondents' attitudes were measured using a scale of five, from 5 (strongly agree) to 1 (strongly disagree). The data analysis technique uses simple linear regression analysis (Talwar et al., 2020; Chang et al., 2019).

Result and Discussion

A simple linear regression analysis technique was used to test the research hypothesis. This analysis was used to determine the proportional relationship between variable X (e-service quality) and variable Y (repurchase intention) and the percentage of influence value between variables. Data processing was carried out with the help of SPSS software version 23.

Table 1
Correlation Analysis

Variable	Coefficient	Beta	t-value	Sig.
E-Service Quality	0.800	0.229	12.417	0.000

Primary Data, 2023

Based on Table 1, the results of simple regression coefficient calculations show a constant coefficient value (a) of 0.800, and a value of (b) of 0.229, so that the linear regression equation model is obtained as follows:

$$Y = 0.800 + 0.229X + e$$

The above equation means that every time there is a change in one unit score of the e-service quality variable, it will be followed by a change in the repurchase intention variable value of 0.229. The coefficient is positive, meaning that there is a positive relationship between e-service quality and repurchase intention, the more e-service quality increases, the repurchase intention of online travel agents will also increase.

Table 2
Coefficient Determination

Variable	R	R^2
E-Service Quality	0.788	0.621

Primary Data, 2023

Table 5 shows that the correlation coefficient (R) is 0.788 which is interpreted to mean that the relationship between e-service quality and repurchase intention is in the strong category. The coefficient of determination (R^2) is 0.621 or a percentage of 62.1%, which can be interpreted that e-service quality has a 62.1% contribution to repurchase intention at online travel agents. The remaining 37.9% is influenced by other factors outside the e-service quality variable.

Table 3
T-test

Variable	Coefficient	Beta	t-value	Sig.
E-Service Quality	0.800	0.229	12.417	0.000

Primary Data, 2023

Based on the calculation results that have been obtained, the calculated significance value is 0.000 which is less than α (0.05) and the calculated t value is 12.417 and the t table value is 1.989, meaning that t count> t table is 12.417> 1.980, so from these results Ho is rejected Ha is accepted. This means that the e-service quality variable has a significant positive effect on repurchase intention at online travel agents (Grewal et al., 2008; Kotler & Keller, 2007; Fisher et al., 2003).

To improve e-service quality at online travel agents, it is hoped that companies can increase availability for booking airplane tickets, trains, or hotel vouchers, even though unavailability of seats is highly dependent on demand, especially during peak seasons. But it is hoped that OTA can expand cooperation with airlines to increase availability capacity in an agreed way that benefits both parties. Meanwhile, to increase repurchase intention in online travel agents, it is hoped that the company will provide a reward system to individual consumers or companies who can recommend the company's services to other parties. It is hoped that further research, in explaining repurchase intention, can add other variables besides e-service quality with a wider locus with a greater amount of data diversity. This aims to further refine the understanding of the factors that influence repurchase intention in the online travel agent industry in Indonesia (Liang et al., 2018; Zhao et al., 2014).

Conclusion

The e-service quality variable has a significant positive effect on repurchase intention at online travel agents. The overall assessment of respondents on the quality of online travel e-service quality is good. The lowest indicator index value is found in the indicator "the website/application used is always available for booking plane tickets, trains or hotel vouchers", even though it is still in the good category. The relationship between e-service quality and repurchase intention is strong. Meanwhile, e-service quality has an influence contribution of 62.1% on repurchase intention at online travel agents. The remaining 37.9% is influenced by other factors outside the e-service quality variable. The hypothesis test shows that the e-service quality variable has a significant positive effect on repurchase intention for online travel agents.

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