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Traveloka.com's e-Commerce Service Quality toward Consumer Satisfaction (Case Study: Students at Batanghari University)

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Abstract: The phenomenon of the development of the tourism sector is claimed to be one of the Strategic Pillars capable of driving the national economy. On the other hand, technological developments in the digital era have given birth to and triggered the development of e-commerce in the tourism sector with the Traveloka.com platform as the champion. Therefore, the purpose of this study is to see how the Quality of Traveloka.com's e-Commerce Services affects User (Consumer) Satisfaction by involving 98 students from Batanghari University (UNBARI) Jambi as respondents. The Combined Research Method was used with Regression analysis tools. The results show that the Quality of Traveloka.com's e-Commerce Services has a positive and significant effect on User Satisfaction. Traveloka.com's e-Commerce Management is expected to improve the performance of the main system, other support systems, and ensure its best performance runs continuously.

Keyword: Consumer Satisfaction, e-Commerce, Service Quality

INTRODUCTION

Rapid technological developments in digitalization have driven significant and global changes, further fueled by the pandemic, to habits that have given rise to a new culture within society. The provision of all-electric (e-) services from small devices like smartphones, tablets, and so on has flourished and has now become a mainstay of society, taking root and significantly influencing decision-making in various sectors.

Even though the critical period of the pandemic has ended, the general public has learned many new things and is beginning to adapt and adopt several methods or combine them with older ones with technological advancements. For example, Artificial Intelligence (AI), commonly known as Artificial Intelligence, has emerged and is now a central and reliable part of various application developments. Even giants like Google have not been spared from utilizing this technological advancement.

While discussions about its potential negative aspects continue to permeate every scientific and social forum, this does not shift the reality of its welcome in society. For reasons of "practicality," technology pampers with all the conveniences it offers, scientifically known

as the concepts of efficiency and effectiveness. Take Zoom, for example. Non-local meetings, gatherings, and seminars, which have historically been quite expensive to organize, are now often modified to take advantage of technological advances. Another key feature is ChatGPT (Conversational Generative Pre-training Transformer) by OpenAI, a generative language model powered by deep learning technology that can now provide human-like responses. It continues to be developed, now capable not only of evaluation and reasoning but also of identifying research gaps (Trialdi and Kusumastuti, 2023). Furthermore, the most sought-after and increasingly prolific platform, with its diverse forms, is "e-," electronic, ranging from email, e-business, e-commerce, and e-stamps.

Changes in the economic system (industry, trade), work methods (work from home), financial technology (fintech-e-payment), and other shifts, such as the shift from direct transactions to online transactions, are all driving the growth of e-commerce (electronic commerce), commonly known as electronic commerce. How humans meet their needs is answered simply, efficiently, and effectively through a variety of increasingly diverse, specific, comprehensive, easy, and affordable e-commerce services.

There are many perspectives on e-commerce. Some assume that commerce only describes buying and selling transactions between business partners. This narrows the concept of e-commerce, ultimately giving rise to the term e-business. E-business refers to a broader scope, encompassing all types of online business operations, from customer service and partner collaboration to e-learning and electronic transactions within an organization. In short, e-commerce is considered a subset of e-business. However, given the current growth of e-commerce, the definition of e-commerce can be considered equivalent to the broader e-business (Santoso, 2021).

A digital revolution, e-commerce, which has transformed the way businesses conduct business, shop, and various other activities, is classified into six categories: Business-to-Business (B2B), a model where one business sells products/services to another, such as Alibaba; Business-to-Consumer (B2C) is a model where a business sells products/services to end consumers, such as Lazada. Consumer-to-Business (C2B) is a business model where individuals offer products/services to businesses, such as Sribu.com. Consumer-to-Consumer (C2C) is a business model where consumers sell products/services through third-party platforms to other consumers, such as Bukalapak. Business-to-Government (B2G) is a model where businesses sell products/services to government agencies, such as the LKPP e-catalog; and Government-to-Citizen (G2C) is a model where the government provides products/services to citizens, such as tax websites (Wardhana, 2024).

However, as previously explained, there has been a shift in the scope of terms, such as those experienced by e-commerce and e-business. Some e-commerce categories, despite existing categories, can encompass more than one category. For example, Shopee, which initially focused solely on serving individuals by serving other individuals (C2C), has expanded into B2C with the launch of Shopee Mall, which allows businesses/companies to sell their products/services directly to consumers.

Similarly, Traveloka employs a hybrid business model, a combination of B2C and B2B. Its primary B2C model provides a platform for searching, comparing, and purchasing various destination/travel/tourism needs online. Everything is available in one place, from a wide selection of transportation tickets (airplanes, trains, travel, whoosh, etc.), accommodations, activities/attractions, and even tailored travel guides. For its B2B model, Traveloka, for example, through its "for Corporates" program, provides services for companies in business travel, accommodations, and more (www.traveloka.com, 2025).

Tourism, derived from the English word, is a growing sector and is currently claimed to contribute significantly to the Indonesian economy. In her remarks at the 37th Joint Commission Meeting for CAP-CSA at the Mulia Senayan Hotel in Jakarta on Wednesday, April 16, 2025, Minister of Tourism Widiyanti Putri Wardhana stated that the tourism sector

is a strategic pillar capable of driving the national economy, contributing an estimated 4.04 percent. Tourism is also claimed to provide other benefits, such as job creation, not only in terms of quantity but also in terms of quality and competence. The number of jobs is estimated to reach 25.01 million by 2024 (Ministry of Tourism, 2025).

Coordinating Minister Airlangga echoed this sentiment, highlighting the urgency of the tourism sector, particularly in the face of global uncertainty, such as the impact of US tariff policies (Ministry of Finance, 2025). The enthusiasm of both international and domestic tourists for entertainment destinations has driven the tourism sector's continued growth. This has led to the emergence of various e-commerce platforms within the sector. There are four top e-commerce brands: Traveloka.com, the champion for the past four years (2021-2024), followed by Tiket.com as runner-up, Agoda.com in third place, and Booking.com, the fourth-ranked brand, in 2024 (www.topbrand-award.com, 2025).

Traveloka.com's achievements are undoubtedly due to its continuous efforts to develop and improve the quality of its services. This is evident in its continued persistence in the 30s of the Top Brand Index. In 2021, it reached 38.3%, in 2022, 38.5%, in 2023, and 37.1% in 2024. Despite the emergence of a new company in 2024, Traveloka.com's Top Brand Index actually strengthened. Quality is aligned with what consumers want. This is closely related to Customer Satisfaction. Understanding what consumers want is a crucial step for management. This "gap" emerges when reality doesn't meet customer expectations (Sulistiyowati, 2018).

Rifa'i (2023), in his article "Consumer Satisfaction," makes a similar point. There are many definitions of quality, but the most important thing is that it is determined by consumers/customers. Therefore, he believes that quality is conceptualized into an operational definition by management so that it can be measured using a designed/created instrument (standardization). If this is met, satisfaction results. In short, the level of satisfaction is a function of the difference between expectations/perceptions and perceived performance.

Despite its ability to maintain its position, Traveloka.com still faces several shortcomings in its e-commerce platform, such as limited promotions and disruptions. Traveloka.com targets all groups, including students (Gen Z and Gen Alpha) who are savvy and technologically savvy, or simply considered "gadget-savvy," but also have a high need for travel, especially those whose original domicile is outside their city of study.

Based on this background, the author is interested in further discussing Traveloka.com's e-Commerce Service Quality toward Consumer Satisfaction among students at Batanghari University (UNBARI) in Jambi.

METHOD

This research combines qualitative and quantitative approaches. Qualitative research aims to deepen understanding of each variable in the research related to the object of study, while quantitative research aims to test theories, make predictions, and measure phenomena using statistical methods. This research employed regression and hypothesis testing (Hildawati et al., 2024).

Data sources are generally divided into two categories: internal and external data. Internal data originates from within the organization, while external data originates from outside the organization. The data used in this study comes from sources outside the organization, including primary and secondary data. Primary data was collected directly from the research subjects, namely UNBARI students, and secondary data was collected from literature, references, and information already available or published by other parties. Primary data was collected through interviews and questionnaires (Herri and Kenedi, 2022).

The questionnaire used a five-level Likert scale, ranging from Strongly Disagree/Very Dissatisfied (STS/STP), to Disagree/Dissatisfied (TS/TP), followed by Disagree/Somewhat Dissatisfied (KS/KP), Agree/Satisfied (S/P), and Strongly Agree/Very Satisfied (SS/SP) (Sugiyono, 2013).

The questionnaire included questions about respondent identity and core questions constructed using the e-Service Quality Measurement Model, also known as the E-S-QUAL Measurement Model. This model was introduced by Parasuraman, Zeithaml, and Malhotra in 2005 (Wardhana, 2024). This model focuses on seven main dimensions: Efficiency, System Availability, Fulfillment, Privacy, Responsiveness, Compensation, and Contact. However, this study is limited to the first four dimensions: Efficiency, System Availability, Fulfillment, and Privacy.

Meanwhile, Tjiptono's Consumer Satisfaction indicators include Conformity to Expectations, Intention to Revisit, and Willingness to Recommend (Rachmadani, Rani, and Purwatiningsih, 2023).

Data collection used a non-probability sampling technique, specifically convenience sampling. The sample size was 98 respondents using the Slovin formula (Hasan, 2020).

RESULTS AND DISCUSSION

Data processing results indicate that the Traveloka.com e-Commerce Service Quality variable has a total score of 1,616.3, with an average score of 404.08. Each dimension has an average score of 407.3 for Efficiency, 389 for System Availability, 404 for Fulfillment, and 416 for Privacy.

Meanwhile, the Traveloka.com e-Commerce User (Consumer) Satisfaction variable has a total score of 1,181.3, with an average score of 393.78. Each indicator has an average score of 365.67 for Conformity to Expectations, 406.33 for Intention to Revisit, and 409.33 for Willingness to Recommend.

Table 1 shows the results of the Partial Test using SPSS software. Based on this table, a simple linear regression equation can be constructed, as shown below.

Table 1. Partial Test Result Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	1.515	1.965		.771	.443
e-service quality	1.176	.066	.875	17.712	.000

a. Dependent Variable: Saisfaction

Source: SPSS Data Processing (2025)

$$Y = 1,515 + 1,176.X$$

Description:

X = Service Quality

Y = User (Consumer) Satisfaction

The regression equation has a constant value of 1.515 and a service quality coefficient of 1.176. In other words, when the service quality variable is ignored, the user (consumer) satisfaction variable has a value of 1.515. This equation indicates a positive and directly proportional relationship between the service quality variable and the user (consumer) satisfaction variable. Therefore, if the X value is assumed to be 1 (one), then the Y value, representing the Traveloka.com e-Commerce User (Consumer) Satisfaction Variable, becomes 2.691.

Hypothesis testing by comparing the significance value (Table 1) is 0.000, which is less than 0.05. Therefore, hypothesis H0 is rejected and H1 is accepted, indicating a positive and significant influence between Traveloka.com e-Commerce Service Quality and User Satisfaction among students at Batanghari University (UNBARI) Jambi.

CONCLUSION

The Traveloka.com e-Commerce Service Quality variable, using the E-S-QUAL measurement model with the first four dimensions (Efficiency, System Availability, Fulfillment, and Privacy), and the User (Consumer) Satisfaction variable with three indicators (Meeting Expectations, Revisit Intention, and Willingness to Recommend), can be considered good, with average scores of 404.08 and 393.78, respectively.

Traveloka.com e-Commerce Service Quality has a positive and significant effect on User Satisfaction among students at Batanghari University (UNBARI) in Jambi, with an R² value of 76.6%. The remaining 23.4% is influenced by other variables that could be used for further research, such as Pricing Strategy and Promotion Mix. The model in this study is also limited; in the future, a complete model (7 E-S-QUAL Dimensions) can be used.

Although it is generally considered good, Traveloka.com e-Commerce Management is expected to be more able to focus on improving the performance of the main system and other support systems and ensuring its best performance runs continuously, based on the dimension points and indicators of System Availability and Conformity to Expectations which are low compared to other dimensions and indicators.

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