

## Research Paper

# How Service Quality is Able to Influence Customer Satisfaction Through the Trust of Traveloka Application Users in Indonesia

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**ORCID**Sopiah: <https://orcid.org/0000-0003-1063-0906>**Abstract.**

This research aims to determine how service quality is able to influence customer satisfaction both directly and indirectly through the trust of Traveloka application users in Indonesia. This explanatory research used quantitative approach for data collection through a closed questionnaire on 317 Traveloka application users in Indonesia. The data analysis methods applied were descriptive analysis, path analysis, as well as Sobel test. The result of the research proves that service quality possesses a significant and positive direct and indirect influence on customer trust. The managerial implication of this research recommends that service providers of online travel agents improve their customer trust and service quality, which can influence customer satisfaction to maintain and increase the number of online travel agent Traveloka application users.

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**Keywords:** customer satisfaction, customer trust, service quality

## 1. INTRODUCTION

Customer satisfaction is an interesting topic for researchers in international marketing for the current decade. Hayat M, Aet al., (2011) carried out research examining how service quality is able to influence customer satisfaction in conventional banks and sharia banks in Portugal. Shoaib, F. M. et al., (2017) examined the service quality provided by Malaysia Airlines and its overall impacts on customer satisfaction. Demirci, O. F. and Ali, K. (2013) examined the service quality of supermarkets in Turkey. Lastly, Sujeet, K. Sh. & Sharma, M. (2018) carried out research on mobile banking in India, proving that service quality and trust are the determining factors influencing the intention to use mobile banking and the satisfaction in using it.

Traveloka is one of the online travel agent service providers which is growing rapidly in the world of e-commerce competition. It is a website that enables is users to search

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and purpossessese flight tickets and book hotels online focusing on domestic trips in Indonesia and one of the biggest online travel agent companies in Indonesia. In the mid-2013. Traveloka then shifted into a flight ticket reservation site in which the customers are able to make reservations in Traveloka.com. The e-commerce business development is reinforced by technology and age (millennial) advancement which always utilizes technology sophistication.

In this era of intense competition, customer satisfaction is a necessity and must be fulfilled by the producers/sellers of products (both goods and services), including Traveloka. If the company neglects this aspect, its customers will turn to its competitors. Fulfilling the customer satisfaction is not an easy feat since customer satisfaction level fluctuates quickly due to the numerous competitors offering better products and service quality. The competitors of Traveloka are Trivago, Mister Aladin, Pegi-Pegi Com, Nusatrip, and Tiket.com.

Service quality together with customer satisfaction are the necessary core concepts determining customer satisfaction level. Tjiptono (2016: 216) explained that service quality is has close correlation with customer satisfaction, providing a special encouragement for customers to establish long-term mutual relationship with the company. It is also reinforced by the research carried out by Miranda, Sandraet al., (2017) proving that service quality can improve the overall customer satisfaction of train transportation service users in Portugal. The research result is also reinforced that of research carried out by Awan, Hayat, M. et al., (2011) finding out that service quality aspect is able to influence the intention of customers to use conventional or sharia banks in Pakistan. According to Singh and Sirdeshmukh (2000), trust is an important variable determining the outcome on different points in the process and functions as the mediator in relationships.

The aim of this paper is to examine how service quality directly and indirectly is able to influence customer satisfaction through the trust of Traveloka application users in Indonesia.

## 2. LITERATURE REVIEW

### 2.1. Service Quality

One of the main driving forces for business sustainability and highly necessary aspect in reinforcing the achievement of a company is service quality (Valarie A. Zeithmalet al., (2013); Pasuraman in Sopiah & Sangadji (2013); Wyckof in Fandy Tjiptono (2014)). There

are four dimensions of service quality developed by Pasuraman et al., (2005): efficiency, reliability, fulfillment, and privacy.

## 2.2. Trust

Trust is a behavior and/ attitude of a customer on a goods or service (Engel, Sumarwan in Sopiah & Sangadji (2013); Mayeret al., in Donni, J. P. (2017). The indicators of customer trust according to Mayeret al., in Priansa Donni (2017) are ability, benevolence, and integrity.

## 2.3. Customer Satisfaction

Customer satisfaction is the feeling of contentment or disappointment of a person comparing the perception of product quality and the expectation in his/her mind of that product. Such feeling may come from the customer's experience in using services, those fulfilling the customer's expectation will make the customer satisfied and vice versa. (Zeithaml et al. in Sopiah et al., (2013); Fandy Tjiptono, (2014)). The indicators of customer satisfaction are confirmation of expectations, intention to repurchase, overall customer satisfaction, and willingness to recommend.

## 2.4. Correlation between Service Quality and Customer Satisfaction

Several research carried out by Sandra, M. et al., (2017); Muhammad, H.A., et al., (2011); Shoaib, F. M. et al., (2017); Demirci, O. F., and Ali, K. (2013) prove that service quality is influential on customer satisfaction. Service quality has close correlation with customer satisfaction since it provides particular motivation for customers to build a long-term mutual relationship with a company (Tjiptono, 2016:216). Teori tentang hubungan antara kualitas layanan terhadap kepuasan konsumen terdapat pada pendapat. One of the theories related to the correlation between service quality and customer satisfaction is stated by Oliver in Tjiptono (2016; 218) stating that service quality is the antecedent for customer satisfaction.

Awan, Hayat M., et al (2011) carried out research about how service quality is able to influence customer satisfaction in conventional banks and sharia banks in the urban areas of Portugal. The result of the research proves that service quality is able to influence customer satisfaction. Shoaib, F. M., et al (2017) carried out research examining

the service quality provided by Malaysia Airlines and its overall impact on customer satisfaction, proving that the five dimensions of AIRQUAL scale (airline tangibles, empathy, image, personnel service, and terminal tangibles) possess positive, direct, and significant influence on the satisfaction of Malaysia Airlines' customers. Demirci, O. F. dan Ali, K. (2013) examining the service quality of supermarkets in Turkey by using structural analysis method (SEM) proved that service quality possesses significant and positive influence statistically on customer satisfaction level.

## 2.5. Correlation between Service Quality, Customer Satisfaction, and Trust

Gronross in Kundu & Datta (2015: 28) explained that the elements in service quality are expected to be able to influence trust directly since service quality represents the sign of trust conveying the trust in the site and system to the customer. Hsieh & Hiang in Kundu & Datta (2015) stated that service quality provides significant influence on the predictors of trust. Sharma, Sujeet K. & Sharma, M (2018) carried out research on mobile banking in India, proving that service quality and trust are the determining factors to influence satisfaction and intention to use and eventually influence the actual use of mobile banking. Trust can influence not only service quality level, but also customer satisfaction level. There is many research proving one of the most significant aspect of customer satisfaction is trust. Ganessan in Kundu & Datta (2015) stated that there is a positive correlation between satisfaction and trust. According to Lee, Kun C. & Chung, N. (2009) argued that trust possesses significant influence on satisfaction. Kusuma, Eka et al (2015) stated that trust is able to influence customer satisfaction positively.

## 3. RESEARCH METHOD

### 3.1. Research design

A survey questionnaire on respondents' perceptions which is designed through the use of Likert scale is the base of this research. Likert scale is incorporated to measure service quality, customer trust, and satisfaction of Traveloka application users in Indonesia.

Research framework of this paper can be observed on the Figure 1 as follows.

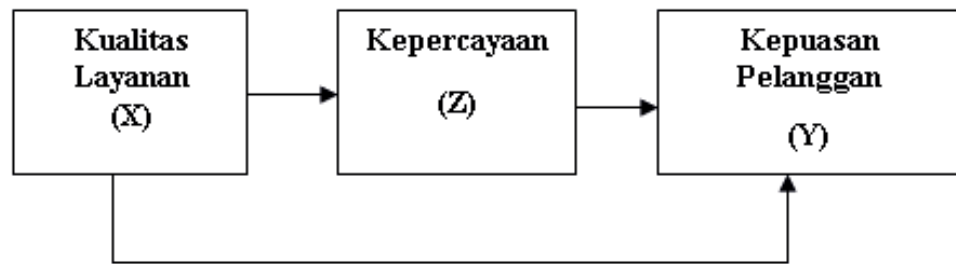


Figure 1: Research Framework.

### 3.2. Population and Sample

The population of this research is the customers in Indonesia who have ever made any hotel room reservation and transportation ticket through online travel agent (OTA) application in Traveloka. There are 317 respondents produced through the formula of Danniell & Terrel. Before the data are analyzed, instrument validity and reliability test have been carried out. If the r count score of each statement item is greater than that of r table, all the statement items are valid.

The result of the validity test is as follows.

| No | Variable                  | No Item | Item | Sig.  | R count | R table | Result |
|----|---------------------------|---------|------|-------|---------|---------|--------|
| 1. | Service Quality (X)       | 1       | X1.1 | 0.000 | 0.805   | 0.3610  | Valid  |
|    |                           | 2       | X1.2 | 0.000 | 0.866   | 0.3610  | Valid  |
|    |                           | 3       | X2.1 | 0.000 | 0.851   | 0.3610  | Valid  |
|    |                           | 4       | X2.2 | 0.000 | 0.838   | 0.3610  | Valid  |
|    |                           | 5       | X3.1 | 0.000 | 0.903   | 0.3610  | Valid  |
|    |                           | 6       | X4.1 | 0.000 | 0.910   | 0.3610  | Valid  |
|    |                           | 7       | X4.2 | 0.000 | 0.763   | 0.3610  | Valid  |
| 2. | Trust (Z)                 | 8       | Z1.1 | 0.000 | 0.793   | 0.3610  | Valid  |
|    |                           | 9       | Z2.2 | 0.000 | 0.796   | 0.3610  | Valid  |
|    |                           | 10      | Z3.1 | 0.000 | 0.730   | 0.3610  | Valid  |
|    |                           | 11      | Z3.2 | 0.000 | 0.730   | 0.3610  | Valid  |
|    |                           | 12      | Z3.3 | 0.000 | 0.916   | 0.3610  | Valid  |
|    |                           | 13      | Z4.1 | 0.000 | 0.866   | 0.3610  | Valid  |
|    |                           | 14      | Z4.2 | 0.000 | 0.795   | 0.3610  | Valid  |
| 3. | Customer Satisfaction (Y) | 15      | Y1.1 | 0.000 | 0.858   | 0.3610  | Valid  |
|    |                           | 16      | Y1.2 | 0.000 | 0.739   | 0.3610  | Valid  |
|    |                           | 17      | Y1.3 | 0.000 | 0.876   | 0.3610  | Valid  |
|    |                           | 18      | Y2.1 | 0.000 | 0.907   | 0.3610  | Valid  |
|    |                           | 19      | Y2.2 | 0.000 | 0.878   | 0.3610  | Valid  |
|    |                           | 20      | Y3.1 | 0.000 | 0.895   | 0.3610  | Valid  |
|    |                           | 21      | Y4.1 | 0.000 | 0.914   | 0.3610  | Valid  |

Figure 2: Validity Test Result.

### 3.3. Reliability Test

The reliability indicator is measured through the factor loadings of each item. For the internal consistency, the measurement model is examined by observing the score of

Cronbach  $\alpha$  for each construct. The construct is reliable if the Cronbach  $\alpha$  score is greater than 0.6. The following is the result of the reliability test.

| No | Variable                  | Alpha Coefficient | Standard Alpha Coefficient | Result   |
|----|---------------------------|-------------------|----------------------------|----------|
| 1. | Service Quality (X)       | 0.935             | 0.6                        | Reliable |
| 2. | Trust (Z)                 | 0.909             | 0.6                        | Reliable |
| 3. | Customer Satisfaction (Y) | 0.951             | 0.6                        | Reliable |

Figure 3: Instrument Reliability Test.

## 4. Result and Discussion

### 4.1. Respondent Profile

| Sample Profile                 | Percentage |
|--------------------------------|------------|
| <b>Sex:</b>                    |            |
| Female                         | 166        |
| Male                           | 141        |
| <b>Age:</b>                    |            |
| 16 - 30 years old              | 96         |
| 31 - 40 years old              | 104        |
| 41 - 50 years old              | 66         |
| >50 years old                  | 51         |
| <b>Job:</b>                    |            |
| Student                        | 79         |
| Private employee               | 56         |
| Civil servant                  | 85         |
| Educator                       | 87         |
| Others                         | 13         |
| <b>Monthly spending (IDR):</b> |            |
| < 1,000,000                    | 17         |
| 1,000,000 – 2,500,000          | 45         |
| 2,500,000 – 4,000,000          | 48         |
| 4,000,000 – 5,500,000          | 76         |
| > 5,500,000                    | 124        |

Figure 4: Respondent Profile.

## 5. Result of Descriptive Statistics Test

### 5.1. Service Quality

In this research, service quality is measured using 4 indicators, namely efficiency, reliability, fulfillment, and privacy, which are then elaborated into 7 items illustrated in Table 5 as follows.

| Item No.          | Questionnaire Statement  | Respondent's Answer |      |     |      |    |      |   |     |   |             | Mean |
|-------------------|--|---------------------|------|-----|------|----|------|---|-----|---|-------------|------|
|                   |  | 5                   |      | 4   |      | 3  |      | 2 |     | 1 |             |      |
|                   |  | F                   | %    | F   | %    | F  | %    | F | %   | F | %           |      |
| 1.                | Ease of operating Traveloka application                              | 141                 | 44.5 | 162 | 51.1 | 14 | 4.4  | 0 | 0   | 0 | 0           | 4.40 |
| 2.                | Traveloka provides information to customers                          | 141                 | 44.5 | 155 | 48.9 | 21 | 6.6  | 0 | 0   | 0 | 0           | 4.38 |
| 3.                | Traveloka can be incorporated anytime and anywhere                   | 155                 | 48.9 | 148 | 46.7 | 13 | 4.1  | 1 | 0.3 | 0 | 0           | 4.44 |
| 4.                | Traveloka has ease of access   | 146                 | 46.1 | 164 | 51.7 | 6  | 1.9  | 1 | 0.3 | 0 | 0           | 4.44 |
| 5.                | Traveloka provides services and facilities as promised               | 86                  | 27.1 | 183 | 57.7 | 46 | 14.5 | 2 | 0.6 | 0 | 0           | 4.11 |
| 6.                | Traveloka protects customer's data privacy                           | 93                  | 29.3 | 189 | 59.6 | 33 | 10.4 | 2 | 0.6 | 0 | 0           | 4.18 |
| 7.                | Traveloka never distributes customer's private data to other parties | 103                 | 32.5 | 175 | 55.2 | 37 | 11.7 | 1 | 0.3 | 1 | 0.3         | 4.19 |
| <b>Grand Mean</b> |  |                     |      |     |      |    |      |   |     |   | <b>4.30</b> |      |

Figure 5: Frequency Distribution of Service Quality Variable.

According to the result of the descriptive analysis about the service quality variable of Traveloka application, the grand mean score obtained is 4.30 which is categorized as very good.

### 5.2. Trust

Trust variable is measured through the indicators of ability, benevolence, and integrity which are then elaborated into 7 statement items illustrated in Table 6 as follows.

According to the result of the descriptive analysis about trust variable, the grand mean score of 4.10 is obtained which is categorized as high.

### 5.3. Customer Satisfaction

Customer satisfaction variable is measured through 4 indicators, namely overall customer satisfaction, expectation confirmation, repurcpossessese score, and willingness to recommend to others which are then elaborated into 7 statement items illustrated in Table 7 as follows.

| Item No.          | Questionnaire Statement  | Respondent's Answer |      |     |      |    |      |   |     |   |             | Mean |
|-------------------|--|---------------------|------|-----|------|----|------|---|-----|---|-------------|------|
|                   |  | 5                   |      | 4   |      | 3  |      | 2 |     | 1 |             |      |
|                   |  | F                   | %    | F   | %    | F  | %    | F | %   | F | %           |      |
| 8.                | Traveloka is able to provide hotel rooms and transportation tickets with the best quality and affordable price | 74                  | 23.3 | 160 | 50.5 | 75 | 23.7 | 6 | 1.9 | 2 | 0.6         | 3.94 |
| 9.                | Traveloka is experienced in hotel and transportation reservation service                                       | 87                  | 27.4 | 193 | 60.9 | 35 | 11.0 | 1 | 0.3 | 1 | 0.3         | 4.15 |
| 10.               | Traveloka has a good intention to provide satisfaction to its customers  | 98                  | 30.9 | 193 | 60.9 | 26 | 8.2  | 0 | 0   | 0 | 0           | 4.23 |
| 11.               | Traveloka provides the best service  | 89                  | 28.1 | 191 | 60.3 | 32 | 10.1 | 5 | 1.6 | 0 | 0           | 4.15 |
| 12.               | Traveloka fulfills the interests and needs of its customers  | 83                  | 26.2 | 172 | 54.3 | 60 | 18.9 | 2 | 0.6 | 0 | 0           | 4.06 |
| 13.               | Traveloka meets its customer's expectation   | 71                  | 22.4 | 197 | 62.1 | 46 | 14.5 | 3 | 0.9 | 0 | 0           | 4.06 |
| 14.               | Traveloka will always maintain its reputation  | 73                  | 23.0 | 213 | 67.2 | 29 | 9.1  | 1 | 0.3 | 1 | 0.3         | 4.12 |
| <b>Grand Mean</b> |  |                     |      |     |      |    |      |   |     |   | <b>4.10</b> |      |

Figure 6: Frequency Distribution of Trust Variable.

| Item No.          | Questionnaire Statement   | Respondent's Answer |      |     |      |    |      |   |     |   |             | Mean |
|-------------------|---|---------------------|------|-----|------|----|------|---|-----|---|-------------|------|
|                   |   | 5                   |      | 4   |      | 3  |      | 2 |     | 1 |             |      |
|                   |   | F                   | %    | F   | %    | F  | %    | F | %   | F | %           |      |
| 15                | Customer feels content and satisfied after using Traveloka                                  | 83                  | 26.2 | 194 | 61.2 | 37 | 11.7 | 3 | 0.9 | 0 | 0           | 4.13 |
| 16                | Using Traveloka as a hotel and transportation ticket reservation service is a good decision | 77                  | 24.3 | 189 | 59.6 | 47 | 14.8 | 4 | 1.3 | 0 | 0           | 4.07 |
| 17                | Customer is overall satisfied after using Traveloka   | 83                  | 26.2 | 195 | 61.5 | 35 | 11.0 | 3 | 0.9 | 1 | 0.3         | 4.12 |
| 18.               | Customer is satisfied after using Traveloka   | 74                  | 23.3 | 201 | 63.4 | 37 | 11.7 | 5 | 1.6 | 0 | 0           | 4.09 |
| 19.               | The service quality of Traveloka meets customer's expectation                               | 71                  | 22.4 | 200 | 63.1 | 42 | 13.2 | 4 | 1.3 | 0 | 0           | 4.07 |
| 20.               | Customer will reuse Traveloka application   | 85                  | 26.8 | 181 | 57.1 | 45 | 14.2 | 6 | 1.9 | 0 | 0           | 4.09 |
| 21.               | Customer will recommend Traveloka application to others                                     | 77                  | 24.3 | 177 | 55.8 | 55 | 17.4 | 8 | 2.5 | 0 | 0           | 4.02 |
| <b>Grand Mean</b> |   |                     |      |     |      |    |      |   |     |   | <b>4.08</b> |      |

Figure 7: Frequency Distribution of Customer Satisfaction Variable.

According to the result of the descriptive analysis about customer satisfaction, a grand mean score of 4.08 is obtained which is categorized as high.

## 6. Result of Path Analysis



| Coefficients <sup>a</sup>  |                 |                             |            |                           |        |      |
|--|-----------------|-----------------------------|------------|---------------------------|--------|------|
| Model  |                 | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|  |                 | B                           | Std. Error | Beta                      |        |      |
| 1  | (Constant)      | .690                        | .195       |                           | 3.542  | .000 |
|  | Service Quality | .792                        | .045       | .704                      | 17.612 | .000 |
| Dependent Variable: Trust<br>R: 0.704 or 70.4 %<br>R Square: 0.496<br>Adjusted R Square: 0.495 |                 |                             |            |                           |        |      |

Figure 8: The Result of Path Analysis of Service Quality on Trust.

### 6.1. How trust serves as the mediator of the correlation between service quality and customer satisfaction

According to the result of analysis in Table 8, the first structural equation can be formulated as follows:

$$Z = \beta_1 X + \epsilon_1$$

$$Z = 0.704 X + 0.709 \text{ and the score of } R_1^2 = 0.496$$

According to Table 5, it can be confirmed that the standardized beta coefficient is 0.704 with the sig t score of  $0.000 < 0.05$  and a positive  $t_{count}$  of 17.612. Therefore, it can be confirmed that  $H_1$  is accepted.

#### 2. Influence of trust and service quality on customer satisfaction

| Coefficients <sup>a</sup>   |                 |                             |            |                           |        |      |
|---|-----------------|-----------------------------|------------|---------------------------|--------|------|
| Model   |                 | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig. |
|   |                 | B                           | Std. Error | Beta                      |        |      |
| 1   | (Constant)      | .030                        | .164       |                           | .183   | .855 |
|   | Trust           | .725                        | .046       | .678                      | 15.626 | .000 |
|   | Service Quality | .251                        | .052       | .208                      | 4.802  | .000 |
| Dependent Variable: Customer Satisfaction<br>R: 0.838 or 83.8%<br>R Square: 0.702<br>Adjusted R Square: 0.700 |                 |                             |            |                           |        |      |

Figure 9: The analysis result of how X is able to influence Z through Y.

According to the analysis result in Table 9, a regression equation can be formulated as follows.

$$Y = \beta_2 Z + \beta_3 X + \epsilon_2$$

$$Y = 0.678 Z + 0.208 X + 0.545$$

According to Table 6, it can be confirmed that the standardized beta coefficient score is 0.208 with sig t score of  $0.000 < 0.05$  and positive  $t_{count}$  score of 15.626. Hence, it

can be confirmed that H<sub>2</sub> is accepted. According to Table 6, it can be confirmed that the standardized beta coefficient score is 0.678 with sig t score of 0.000 < 0.05 and positive t<sub>count</sub> score of 4.802. Hence, it can be confirmed that H<sub>3</sub> is accepted. In order to answer H<sub>4</sub>, a Sobel test is carried out (Baron and Kenny, 1986).

*Sobel Test Result*

$$t = \frac{ab}{\sqrt{(b^2 SE_a^2) + (a^2 SE_b^2)}}$$

Hence:

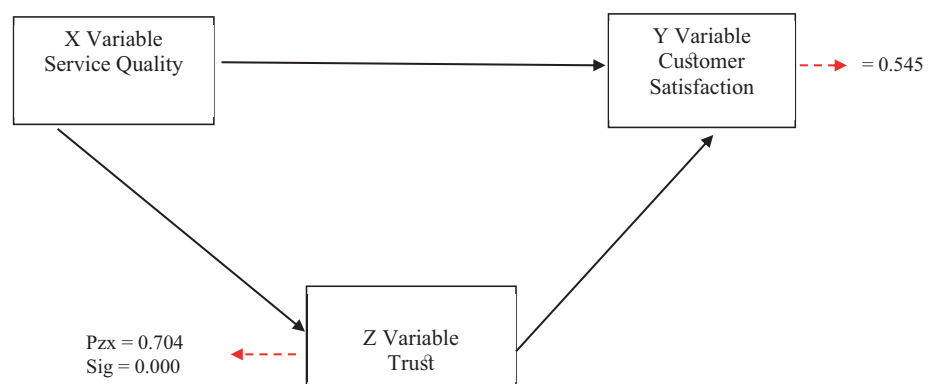
$$t = \frac{ab}{\sqrt{(b^2 SE_a^2) + (a^2 SE_b^2)}}$$

$$= \frac{0.5742}{0.0489048183}$$

$$= 11,7411744$$

According to the result of Sobel test, it can be confirmed that the t count score is 11.741 and t table score is 1.968 (t<sub>count</sub> > t<sub>table</sub>). It shows that service quality possesses significant and positive influence indirectly on customer satisfaction through trust. It is proven from the indirect influence score of 0.477, total influence of 0.685, and significance level of 11.741. Thus, it can be confirmed that H<sub>4</sub> is accepted.

According to the research result, correlation model between variables can be illustrated as follows.



**Figure 10:** Correlation Model between Research Variables.

## 7. Discussion

## **7.1. Direct Influence of Service Quality on Trust of Traveloka Application Users in Indonesia.**

According to the research result, it can be confirmed that service quality possesses significant and positive influence on trust of Traveloka application users in Indonesia. It means that the better the service quality of Traveloka perceived by the customers, the greater the customer trust to use Traveloka application. This result is reinforced the research carried out by Sharma, Sujeet K. & Sharma, M. (2018) concluding that service quality level and trust are the determining factors influencing the actual use of mobile banking in India. The gaps between their research and this research are that mobile banking in India is incorporated as their research object and SEM (Structural Equation Modeling) is incorporated as their analysis technique. The resemblance shared between both research is that the variables incorporated are service quality and trust. Therefore, customer's trust level in using services depends on the service quality level perceived by the customer. The better the service quality level perceived by the customer, the greater the trust level of a customer to use the service again indirectly. Lien Che-Hui, et al (2014) carried out research on service quality of a hospital in Taiwan. In their research, it is revealed that the provision of good service quality will have positive impact on the trust level of patients in that hospital. The gaps between their research and this research are that hospital in Taiwan is incorporated as their research object and SEM (Structural Equation Modeling) is incorporated as their analysis technique. The resemblance between both research is the variables incorporated in the research, namely service quality and trust. It is also can be confirmed that good service quality level can influence customer trust level to use the services in that hospital in Taiwan. Kundu & Datta (2015: 28) stated that the elements in service quality are expected to be able to influence the trust which conveys the trust of site and system to the customer. Hence, the process of trust can be formed by providing good service quality to the customers, both indirectly through Traveloka application/website and directly to the customers.

## **7.2. Direct Influence of Trust on Customer Satisfaction of Traveloka Application Users in Indonesia.**

According to the data analysis result, it is proven that trust possesses significant and positive influence on customer satisfaction in the use of Traveloka application in Indonesia. It means that the greater the trust level of customers to reuse Traveloka application, the greater the satisfaction level of Traveloka application. The result is reinforced the

research carried out by Lee, Kun C. & Chung, N (2009) examining the mobile banking in South Korea, where it is then found out that trust possesses significant and positive influence on satisfaction. The gaps between their research and this research are that mobile banking in South Korea is incorporated as their research object and SEM is incorporated as their analysis technique. The resemblance between both research is the variables incorporated in the research, namely trust and customer satisfaction. It is also can be confirmed that customer trust level can be observed from the customer satisfaction level on that service. Kusuma et al. (2015) stated that trust is able to influence customer satisfaction positively. Hence, it can be confirmed that the better the customer perception on trust is, the better the customer satisfaction will be.

Fatima, Johra K. & Razzaque (2014) carried out research on a banking company in Australia. In their research, it is confirmed that trust possesses significant and positive influence on customer satisfaction. The gaps between their research and this research are that banking company in Australia is incorporated as their research object and SEM is incorporated as their analysis technique. The resemblance between both research is the variables incorporated in the research, namely trust and customer satisfaction. It is also can be confirmed that good customer satisfaction level is able to influence customer trust to reuse the service. Additionally, the same 3 indicators of trust to measure customer trust level are incorporated in both researches.

Walter et al. in Ferrindewi (2008: ?) and Yu-Qian Zhu et al. (2013) stated that there is a correlation between customer trust and customer satisfaction. They proved that customer satisfaction will influence customer trust in terms of industry exchange. The process of customer satisfaction can be formed initially by providing the best service to the customers which then will generate good perception as well on customer trust level. The greater the customer trust to use Traveloka application, the greater the customer satisfaction in using Traveloka. It can be seen from the result of descriptive analysis where almost all customers of Traveloka gave positive evaluation on the statement items about trust variable. However, in the aspect of Traveloka's ability to provide quality hotel rooms and transportation tickets with affordable price is still perceived as moderate. It requires a particular attention from Traveloka since it may influence their customer satisfaction level in reusing Traveloka application in the future.

### 7.3. Direct Influence of Service Quality on Customer Satisfaction of Traveloka Application Users in Indonesia

According to the data analysis result, it is proven that service quality possesses significant and positive influence on customer satisfaction of Traveloka application users. It means that the better the service quality provided, the greater the customer satisfaction level in using Traveloka application.

The result of this research is reinforced the research carried out by Awan, Hayat M, et al. (2011) examining how service quality is able to influence customer satisfaction in conventional bank and sharia bank in urban area of Portugal. It is proven that there is correlation between the multidimensional factor of service quality and unidimensional factor of customer satisfaction which validates the importance of service quality aspect for behavioral intention (satisfaction and feeling) on the customers of conventional bank and sharia bank. The gaps between their research and this research are that conventional bank and sharia bank in Portugal are incorporated as their research object and factor analysis is incorporated as their analysis technique. The resemblance between both research is the variables incorporated in the research, namely service quality and customer satisfaction. It is also can be confirmed that good service quality level is able to influence customer satisfaction in using the service.

Miranda, Sandra et al. (2017) carried out research about how service quality is able to influence customer satisfaction of Train transportation service users in Portugal. It is confirmed that there are three different combinations from the dimension of service quality toward overall customer satisfaction. Such combination contains at least two of the three particular dimensions for railway industry, namely convenience and connection. The gaps between their research and this research are that railway transportation service company in Portugal is incorporated as their research object and linear analysis and configurative comparison are incorporated as their analysis technique. The resemblance between both research is the variables incorporated in the research, namely service quality and customer satisfaction. It is also can be confirmed that good service quality level is able to influence customer satisfaction in reusing the service.

Adeola, M. M., & Adebisi, S. O. (2014); White, C. (2015), in their research confirmed that service quality is able to influence the customer satisfaction of airlines in Nigeria. Yuen, K. F., & Thai, V. (2015) carried out research about goods shipment through ships in Singapore, concluding that service quality is able to influence customer satisfaction positively.

Moreover, other research carried out by: Awan et al. (2011); Amy Poh et al. (2012); Adeola and Adebisi (2014); Dabholkar et al. (2000); Ekinçi et al. (2008); Heung et al. (2002); Hennig-Thurau (2004); Hu et al. (2009); Hidayat, A. , Soesanto, H. & Mahfudz, M. (2017); Kaura (2013); Lai (2004); Lien and Kao (2008); Luo, X., & Homburg, C. (2007); Mucai et al. (2013) in Vadivelu Thusyanthy<sup>1</sup> & Vadivelu Tharanikaran (2017); Oliver (1993); Patricia Martínez Ignacio Rodríguez del Bosque<sup>1</sup>. 2013; Sureshchandar et al. (2002); Tan (2014); Thusyanthy and Senthilnathan (2012); Yelkur (2000); and Yuen and Thai (2015) also confirmed that service quality possesses significant and positive influence on customer satisfaction. Such result is also reinforced by the statement of Sopiah & Sangadji (2013) stating that service quality has close correlation with customer satisfaction.

Tjiptono (2016); Tan, T. A. G. (2014); Thusyanthy, V., & Senthilnathan, S. (2012); Santouridis, I., & Trivellas, P. (2010); Sarker, M. A. H., Aimin, W., & Begum, S. (2012); Padma, P., Rajendran, C., & Lokachari, P. S. (2010); Lin, C., Wu, H., & Chang, Y. (2011); Malik, S. U. (2012); Mucai, G. P., Mbaeh, E. K., & Noor, A. I. (2013); Kaura, V. (2013); Ankit, S. (2011); Muslim Amin et al. (2016); Luc Honore Petnji Yaya, Frederic Marimon, Marti Casadesus, (2011); Patricia Martínez Ignacio Rodríguez del Bosque<sup>1</sup> (2013) also proved in their research that service quality has close correlation customer satisfaction as service quality provides particular motivation for customers to build a long-term mutual relationship with the company. Therefore, it is important for companies to provide their best service quality in order to build a good relationship with their customers.

## **8. Indirect Influence of Service Quality on Customer Satisfaction through the Trust of Traveloka Application Users in Indonesia.**

According to the result of path analysis, it can be confirmed that service quality possesses significant and positive influence on trust directly or indirectly through customer trust. Such result is strengthened by the result of Sobel test proving that customer trust is a good mediating variable. It is also reinforced the result of the research carried out by: Dina Ribbink, Allard, C. R., Van Riel, Veronica Liljander, Sandra Streukens, (2004); Santouriridis, L. & Trivellas, P. (2010); WU, P.C.S., G.Y.-Y. YEH, and C.-R. HSIAO (2011), Eduardo Torres-Moraga , Cristóbal Barra , Arturo, Z., Vásquez-Parraga, Antonio Farías (2013); proving that service quality is able to influence customer satisfaction through trust.

Kundu, S. & Datta, Saroj K (2015) carried out research about how service quality is able to influence customer satisfaction through trust in the use of internet banking in India. It is confirmed that trust and satisfaction have a significant correlation and trust is the mediating variable of the service quality of internet banking service and satisfaction. The difference between their research and this research is that internet banking application in India is incorporated as their research object. The resemblances between both research are that trust variable is incorporated as intervening variable to determine the indirect correlation between service quality and customer satisfaction and path analysis is incorporated as the data analysis technique. It is also confirmed that service quality is able to influence customer satisfaction directly and indirectly through customer trust.

According to the result of the research, it can be confirmed that comparison in this research shows that the direct influence of service quality on customer satisfaction is lower than the indirect influence of the service quality on customer satisfaction through trust. It is reinforced the result of Sobel test showing that trust is a good moderating variable in mediating the correlation between service quality and customer satisfaction.

## 9. Conclusion and Suggestion

### 9.1. Conclusion

According to the aims of the research, it can be confirmed that service quality condition, customer trust, and customer satisfaction of the Traveloka application users in Indonesia is categorized as high. Service quality possesses significant and positive influence directly on customer trust, meaning that the service quality in Traveloka application is perceived as good and meets the expectation of its users and the customer trust to reuse Traveloka application is high. Customer trust possesses significant and positive influence directly on customer satisfaction of Traveloka application users in Indonesia, meaning that since the customer trust to reuse Traveloka application is high, the customer satisfaction in using Traveloka application is high as well. Service quality possesses significant and positive influence directly on customer satisfaction of Traveloka application users in Indonesia, meaning that customers perceive that service quality of Traveloka application is excellent and it causes the customer satisfaction in using Traveloka application is high. Service quality possesses indirect influence on customer satisfaction through customer trust of Traveloka application users in Indonesia, meaning that the high service quality service perceived by customers in using Traveloka

application will improve the customers trust in reusing Traveloka application which then will improve customer satisfaction in the future. Hence, it can be confirmed that customer trust is able to serve as the mediator of the correlation between service quality variable and customer satisfaction variable.

## 9.2. Suggestion

According to the conclusions of this research, several suggestions which are expected to be beneficial theoretically for future similar research and practically for related parties such as Traveloka online travel agent company are proposed as follows.

1. For Traveloka Management
2. Traveloka company needs to improve its service quality even more, particularly in the aspect of keeping their promise of both service and facilities to its customers.
3. In order to improve customer trust to keep using Traveloka application as one of the best online travel agent applications in the customers mind, Traveloka should work on its weakness, particularly in the aspect of its ability to provide hotel reservation and transport ticket with affordable price and high quality. In this research the customer trust is quite low, making it a noteworthy matter for Traveloka to improve its customer trust.
4. In order to improve customer satisfaction on Traveloka services, Traveloka must correct its shortcomings in providing services to its customers. Traveloka should provide a criticism and suggestion service in its application, enabling Traveloka to monitor the complaints of its customers those complaints can be incorporated as evaluation material for Traveloka to improve its service quality, generating satisfaction for its customers so that they will recommend Traveloka application to other people.

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