

**THE IMPACT OF E-SERVICE QUALITY, SATISFACTION, AND TRUST ON LOYALTY: A
TRAVELOKA USERS OF BALI ZOO TOURS**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT**THE IMPACT OF E-SERVICE QUALITY, SATISFACTION, AND TRUST ON LOYALTY: A
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This study explores the relationship between e-service quality, customer satisfaction, trust, and loyalty among users of the Traveloka platform in booking Bali Zoo tours. Utilizing a quantitative approach with a sample size of 300 respondents, the research examines how e-service quality influences customer satisfaction and trust, ultimately driving loyalty. Key findings indicate that high-quality e-services characterized by user-friendly interfaces, efficient processes, and reliable support significantly enhance customer satisfaction. Trust, as a mediating factor, reinforces the relationship between satisfaction and loyalty, highlighting its critical role in retaining customers in competitive e-commerce environments. The study provides actionable insights for Traveloka and similar platforms to optimize digital service quality, foster trust, and boost customer loyalty, particularly in the tourism sector. These findings also benefit Bali Zoo and other attractions by demonstrating the impact of digital platforms on visitor engagement and loyalty.

Keyword: E-Service Quality, Customer Satisfaction, Customer Trust, Customer Loyalty, Traveloka Platform

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DEDICATION

This thesis is lovingly dedicated to my beloved mother and sister, who have been my pillars of strength and unwavering support throughout this journey. To my mother, whose sacrifices, wisdom, and unconditional love have been my guiding light, and to my sister, whose encouragement and belief in me have always lifted my spirits.

I also dedicate this work to the memory of my late father, whose love and values continue to inspire me every day. Though he is no longer with us, his presence remains deeply felt in my heart and achievements.

To my family, thank you for being my greatest motivation and my reason to strive for success. This accomplishment is as much yours as it is mine.

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TABLE OF CONTENT

STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENT	7
LIST OF FIGURES	9
LIST OF TABLES.....	10
CHAPTER 1- INTRODUCTION.....	11
1.1 Background.....	11
1.2 Research Problem	16
1.3 Research Questions.....	16
1.4 Research Objectives.....	17
1.5 Scope and Limitations	17
1.6 Significance of the Study	17
CHAPTER 2 -- LITERATURE REVIEW	19
2.1 Research Framework	19
2.2 E-Service Quality.....	20
2.3 Satisfaction.....	21
2.4 Loyalty	22
2.5 Trust	24
2.6 Techology Acceptance Model (TAM).....	26
2.7 Theory of Planned Behavior (TPB)	27
2.8 Previous Study Table	28
2.9 Study Differences	33
2.10 Research Model	34
2.11 Hipotesis	35
CHAPTER 3 - RESEARCH METHOD.....	36
3.1 Scope of Study	36
3.2 Units of Analysis	37
3.2.1 Population and Sampling	38
3.2.2 Sampling Technique.....	39
3.2.3 Sample Size	40
3.3 Type of Data and Collection Method	41
3.3.1 Data Types.....	41

3.3.2 Questionnaire Distribution	41
3.3.3 Data Collection Methods.....	43
3.4 Validity & Reliability Test	43
3.4.1 Validity Test.....	43
3.4.2 Reliability Test.....	43
3.5 Variableization.....	44
3.6 Data Analysis Technique	57
3.6.1 Descriptive Statistical Analysis.....	57
3.6.2 Classical Assumption Test	58
3.6.2.1 Multicollinearity Test.....	58
3.6.3.2 Heteroscedasticity Test	59
3.6.3.3 Normality Test.....	60
3.7.4.1 f-test	61
3.7.4.2 t-test.....	61
CHAPTER 4 – RESULT AND DISCUSSION	62
4.1 Profil Company – Traveloka.....	62
4.2 Profil Company – Bali Zoo.....	62
4.3 Respondent Characteristics.....	64
4.4 Pretest Validity and Reliability Test Questionnaires	64
4.6 Posttest Validity and Reliability Text Questionnaires	67
4.7 Classical Assumption Test.....	69
4.8 Descriptive Statistics Analysis.....	76
4.9 Hypothesis Test (Multi-Linear Regression)	82
4.10 Hypothesis Result Discussion.....	84
CHAPTER 5 - CONCLUSIONS AND RECOMMENDATIONS.....	90
5.1 Conclusion.....	90
5.2 Managerial Implication.....	91
5.3 Recommendation For Future Research.....	92
REFERENCES	94

LIST OF FIGURES

Figure 1 Statistical Data on Foreign Tourists Source: Ministry of Tourism and Creative Economy website (BPS, 2024)	11
Figure 2 Statistical Data on Domestic and Foreign Tourists to Bali (2022-2023) Source: Bali Province Central Statistics Agency (BPS, 2023)	12
Figure 3 Sentiment proportion for each destination (Ramadhani et al., 2024)	15
Figure 4 Conceptual Framework Source: Author, 2023	19
Figure 5 Research Model	35
Figure 6 P-PLOT Result	70
Figure 7 Histogram Result	71
Figure 8 P-Plot Result	72
Figure 9 Histogram Result	73
Figure 10 Scatterplot Result	74
Figure 11 Scatterplot Result	75

LIST OF TABLES

Table 1 Previous Study Table	33
Table 2 Study Differences.....	34
Table 3 Variableization.....	57
Table 4 Type of descriptive statistics.....	58
Table 5 VIF Interpretation.....	59
Table 6 Respondent Characteristics.....	64
Table 7 Pretest Validity E-Quality Service.....	65
Table 8 Pretest Validity Satisfaction	65
Table 9 Pretest Validity Loyalty	66
Table 10 Pretest Validity Trust.....	66
Table 11 Pretest Reability	67
Table 12 Post test Validity E-Quality Service.....	67
Table 13 Post test Validity Satisfaction.....	68
Table 14 Post test Validity Loyalty.....	68
Table 15 Post test Validity Trust	68
Table 16 Poste Test Reability	69
Table 17 One Sample Kolmogorov-Smirnov Test.....	70
Table 18 One-Sample Kolmogorov-Smirnov Test	72
Table 19 Heteroscedasticity result.....	73
Table 20 Heteroscedasticity result.....	74
Table 21 Multinollinearity Result.....	75
Table 22 Multinollinearity Result.....	76
Table 23 Descriptive Statistics E-Service Quality	77
Table 24 Descriptive Statistics Satisfaction	78
Table 25 Descriptive Statistics Loyalty	79
Table 26 Descriptive Statistics Trust.....	81
Table 27 Hipotesis Anova F-Test.....	82
Table 28 Hipotesis Anova F-Test	83
Table 29 T-Test Result.....	83
Table 30 T-Test Result.....	84