The Relationship between Perceived Value and E-Service Quality towards E-Loyalty As Mediated By E-Satisfaction in Tiket.Com

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ABSTRACT *: This study explores the relationship between perceived value, electronic service quality (e-servqual), e-satisfaction, and e-loyalty at Tiket.com. Using a quantitative research method, data was gathered through an online survey of Tiket.com users. The results show that both perceived value and e-servqual positively influence e-satisfaction, which in turn leads to e-loyalty. The study finds that the correlationt of e-servqual on e-loyalty is stronger when it is mediated by e-satisfaction rather than direct. This indicates that enhancing service quality to improve customer satisfaction is key to building loyalty. The study emphasizes the need to continually improve service quality aspects such as efficiency, fulfillment, availability, and security, as well as elements of perceived value like quality, emotional, pricing, and social value. By focusing on these areas, Tiket.com can improve customer satisfaction and loyalty, securing sustainable growth in the competitive online travel industry. Recommendations include optimizing digital platforms, collecting customer feedback, and customized services to better meet customer needs and expectations.*

KEYWORDS - *Perceived Value, Electronic Service Quality, E-Satisfaction, E-Loyalty*

I.   INTRODUCTION

Indonesian citizens have eagerly embraced digital technology, spending an average of 3 hours and 20 minutes on social media daily (GWI, 2022). The Association of Indonesian Internet Service Providers (APJII) reported that in 2024, the number of internet users in Indonesia reached 221,563,479, representing 79.5% of the population, a 1.4% increase compared to the previous year. This consistent growth over the past five years highlights the changing internet usage landscape in Indonesia, especially among Generation Z (34.40%) and millennials (30.62%). Such high internet penetration makes Indonesia an attractive market for travel opportunities. The Ministry of Tourism and Creative Economy (Kemenparekraf) noted that tourism's contribution to Indonesia's GDP increased to 3.83% in 2023, with future projections aiming for 5.5% according to the National Medium Term Development Plan (RPJMN) 2020-2024. The growth in tourism is supported by the rise of online travel agents (OTAs) that simplify travel-related transactions.

PT Global Tiket Network, known as Tiket.com, was established in 2011 and has become a leading online travel agency (OTA) in Indonesia. Tiket.com has attracted over 15 million users through its platforms on iOS and Android, offering services such as flight tickets, hotel bookings, car rentals, and event tickets. Despite its significant market presence, Tiket.com faces intense competition from other major OTAs like Traveloka and Agoda. The online travel market is highly competitive, with each OTA striving to innovate and improve services to capture a larger market share. The rapid development of internet and fintech technologies has been crucial for OTAs, allowing them to offer faster and more convenient services, which are essential in meeting the rising demands of digital consumers. Tiket.com initially offered airline and hotel ticket services via its website and later expanded to a mobile application in 2014, further accelerating its growth after being acquired by Blibli in 2016. Despite achieving a record of 8 million transactions in 2018, Tiket.com faced a downturn during the COVID-19 pandemic due to travel restrictions and reduced consumer activity. Although the travel industry is recovering, Tiket.com is challenged by declining sales and low customer loyalty in a highly competitive market. Customer dissatisfaction remains a significant issue, as indicated by a decline in Tiket.com's Popular Brand Index (PBI). Research suggests that customer satisfaction, driven by perceived value and e-service quality, is crucial for building loyalty and maintaining sales. Therefore, this study aims to analyze consumer behavior on Tiket.com, focusing on improving customer satisfaction and loyalty to strengthen its market position and competitiveness.

II.   LITERATURE REVIEW

2.1 Perceived Value

According to Kotler and Keller (2016), perceived value is considered one of the key marketing strategies for maintaining a company's competitive edge through brand loyalty. This is because perceived value offers something unique to customers, helping them differentiate one brand from another. Customers will

naturally prefer the brand that provides the most beneficial value to them. As a result, they will remain loyal to that brand, helping the company succeed in the competition. Perceived value is the customer's overall assessment of the usefulness of services or products, based on the benefits they receive compared to the costs they incur (Li and Shang, 2020). In other words, perceived value is the difference between the benefits customers receive and the costs they perceive with different options (Kotler, 2000). This perceived value is closely related to the service quality provided by a company.

2.2 Electronic Service Quality
Rowley (2006) defines electronic service (e-service) as deeds, efforts, or performances delivered through information technology. Service quality is increasingly recognized as essential in electronic commerce because online comparisons of product features are costless, feasible, and easier than traditional methods. Thus, service quality is crucial for successful e-commerce (Santos, 2003). E-Service Quality includes customers' overall perceptions or evaluations of the online service experience (Santos, 2003). This covers both pre- and post-website service aspects (Zeithaml et al., 2002). High-quality service makes customers feel valued and respected, which strengthens their loyalty. Good service quality leads to positive experiences that customers want to repeat. Enhancing service quality, especially in the OTA industry, can significantly add value from the customers' perspective (Desveaud et al., 2024). Previous research has defined e-service quality as the extent to which a website efficiently and effectively facilitates shopping, purchasing, and delivery (Parasuraman, Zeithaml, & Malhotra, 2005). It is about meeting consumer expectations without direct interaction (Pearson, Tadisina, & Griffin, 2012).

2.3 Electronic Satisfaction
E-satisfaction has gained importance in e-commerce research. Generally, e-satisfaction is defined as an evaluation of the online shopping experience based on traditional retail experiences (Bansal et al., 2004). Anderson and Srinivasan (2003) describe e-satisfaction as the contentment of the customer with their prior purchasing experience with a specific e-commerce firm. E-satisfaction occurs when a product or service meets or exceeds customer expectations. Satisfied customers are more likely to make repeat purchases and stay loyal to the brand. Additionally, if customers experience exceptional quality or service, they may become enthusiastic brand advocates. Ho and Lee (2007) assessed the dimensions of information quality, security, website functionality, customer relationships, and responsiveness. In online retailing, customer e-satisfaction can be defined as the customer's evaluation of an e-retailer's service based on their prior purchasing experience. Their e-travel quality service scale demonstrated strong predictive capability regarding online customer satisfaction and loyalty intention (Ho and Lee, 2007).

2.4 Electronic Loyalty
Kotler & Keller (2016) define brand loyalty as a customer's consistent choice to buy products and services from the same brand rather than switching to competitors, showing a commitment to continue using a specific brand. Loyal customers not only provide steady revenue but also act as brand advocates, driving positive word of mouth and referrals. Schultz and Bailey (2000) described customer/brand loyalty in the digital age as an evolution from a traditional product-driven concept, controlled by marketers, to a distribution-driven, customer-driven concept, enabled by technology. E-loyalty continues to attract the attention of many researchers. According to Winatapradja (2013), brand loyalty measures how close a customer's relationship is with a brand. Typically, loyal customers will keep buying even if other products offer more advantages. E-loyalty is closely linked to key elements like service quality, perceived value, and customer satisfaction (Rodriguez et al., 2020). In e-commerce, e-loyalty includes both attitudes and behaviors. It is defined as the favorable attitude of consumers towards an e-retailer's service, leading to positive repeat behaviors such as visiting the website and making purchases (Rodriguez et al., 2020). Several studies (Chang and Chen, 2009; Chiu et al., 2009; Cyr et al., 2010; Lin and Wang, 2006; Srinivasan et al., 2002) have found that e-satisfaction significantly impacts consumer e-loyalty, suggesting that e-retailers can influence e-loyalty through e-satisfaction. Improvements in e-satisfaction positively affect consumers' repeat purchase behavior (Vijay et al., 2019).

2.5 Research Hypotheses
2.5.1 Perceived Value and E-Satisfaction
Perceived value directly affects e-satisfaction, making it essential for companies to ensure client satisfaction by delivering value that aligns with the perceived value (Yogaswara and Pramudana, 2022). Zeithaml's research outlined four consumer definitions of value: (1) value is low price, (2) value is whatever I want in a product, (3) value is the quality I get for the price I pay, and (4) value is what I get for what I give (Zeithaml, 1988). When clients believe that a product or service offers high value for the price they pay, they are more likely to be satisfied. Kamilova & Nasimov (2021) found that perceived value significantly impacts e-satisfaction. Previous

studies, such as Sakti et al. (2023), also concluded that perceived value has a significant positive effect on e-satisfaction.

Thus:

H1= Perceived value significantly and positively correlated with E - satisfaction.

2.5.2 E-Servqual and E-Satisfaction

The concept of service quality in marketing includes e-service quality, which refers to services provided to customers via the internet. Online services make transactions more efficient in terms of time and cost (Juwaini et al., 2022). E-service quality covers pre-purchase, purchase, and post-purchase activities, involving the evaluation, selection, purchase, and fulfillment of products and services through websites (Piercy, 2014). Research has shown that e-service quality positively impacts e-satisfaction (Goutam and Gopalakrishna, 2018; Al-khayyal et al., 2020; Sundaram et al., 2017; Avania and Widodo, 2021; Rodriguez et al., 2020).

Thus:

H2= E-servqual significantly and positively correlated with E-satisfaction.

2.5.3 E-Satisfaction and E-Loyalty

E-loyalty is defined by several researchers as a customer's intention to revisit and repurchase from an e-commerce site, even when other options are available (Cyr, 2008). E-satisfaction is attitudinal and is considered the key factor influencing e-loyalty in both online and offline settings (Li et al., 2015). The concept of loyalty has been widely studied, with findings suggesting that satisfied customers are more likely to return to a website (Vijay et al., 2019). Numerous studies have shown that loyalty is affected by e-satisfaction (Shafiee and Bazargan, 2018; Al-khayyal et al., 2020; Sundaram et al., 2017; Juwaini et al., 2022; Hendrayati et al., 2020). However, this contradicts Goutam and Gopalakrishna's (2018) research, which found that e-satisfaction does not impact cognitive loyalty.

Thus:

H3= E-satisfaction significantly and positively correlated with E-loyalty.

2.6 Research Framework

To address the research question in this thesis, the author developed a research framework to guide the study toward its objective, as shown in Figure 1. This conceptual framework also helps the author formulate hypotheses based on the earlier literature review, which forms the foundation of this research. The study involves four main variables: X, Y, and Z. The X variables are Perceived Value (X1) and E-Service Quality (X2), which are the independent variables that will influence the Y variable, E-loyalty. Finally, the Y variable will be influenced by Customer Satisfaction, represented as the Z variable.
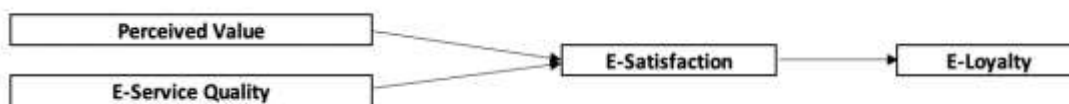

Figure 1. Research Framework

III. RESEARCH METHOD

3.1 Research Design

This study uses a quantitative research design to analyze the causal relationships between e-service quality, e-satisfaction, and e-loyalty for Tiket.com. Data will be collected through an online questionnaire distributed to Tiket.com customers via various channels, including email and social media. The research process begins with preliminary research, gathering information from relevant journal articles and documents to establish a foundational understanding of the topic. The questionnaire distribution will take place from June to July 2024. The collected data will be analyzed to determine the impact of e-service quality on e-satisfaction and e-loyalty. A Likert scale will be used in the structured questionnaire to measure variables of e-service quality. The aim is to gather at least 200 responses using incidental sampling, ensuring a representative sample.

Measurement Model

Based on Table 1. the validity and reliability of observed variables were examined using convergent validity, discriminant validity, and composite reliability analysis. Convergent validity was measured by the average variance extracted (AVE) value. In this study, all latent variables had an AVE value above 0.5, indicating good convergent validity.

Table 1. Convergence and Composite Reliability

Latient Construct	Cronbach's Alpha	A.V.iE	C.R	R2
Piercieivied Valuie (X1)	0.969	0.639	0.970	
iE-Siervicie Quality (X2)	0.956	0.574	0.957	
iE-Satisfaction (Z)	0.874	0.800	0.876	0,571
iE-Loyalty (Y)	0.877	0.802	0.880	0,389

Discriminant validity is defined as the degree of uniqueness of one construct compared to other constructs (Chen, Aryee, and Lee, 2005). According to Fornell and Larcker's criteria, if the square root of the AVE value is greater than the correlation of a construct with other constructs, then the discriminant validity of the construct is confirmed. From Table 2, it is evident that the discriminant validity of the construct has been established.

Table 2. Correlation Matrix of Tiket.com

	EL	ES	ESQ	PV
E-Loyalty	0.895			
E-Satisfaction	0.626	0.894		
E-Servqual	0.583	0.698	0.757	
Perceived Value	0.622	0.689	0.671	0.789

Structural Model Analysis

The structural model analysis includes information about the regression coefficient and the statistical t-test value. These values allow the researcher to test the hypothesis. More detailed results of the structural model analysis are presented in Table 3.

Table 3. Structural Model Analysis of Tiket.com

Hypothesis	Path	Path Coefficient	T-Statistics	P-Value	Result
H1	PV -> ES	0.401	5.358	0,000	Accepted
H2	ESQ -> ES	0.428	6.319	0,000	Accepted
H3	ES -> EL	0.626	14.705	0,000	Accepted

According to Table 1. Which shown the results of this study found that the coefficient of determination for the E-Satisfaction variable was 0.571. This means that 57.1% of the variation in e-satisfaction is influenced by perceived value and e-servqual variables. Additionally, the study found that the coefficient of determination for the e-loyalty variable was 0.389. This indicates that 38.9% of the variation in e-loyalty is influenced by perceived value, e-servqual, and e-satisfaction variables. Furthermore, Table 3 shows that the path value between perceived value and e-satisfaction is $\beta = 0.401$ with a t value of 5.358, and the path value between e-servqual and loyalty is $\beta = 0.428$ with a t value of 6.319. From these path values, it can be concluded that hypothesis H1 (Perceived value has a significant influence on e-satisfaction) and H2 (E-Servqual has a significant effect on e-loyalty) are supported. Table 3 also shows that the path value between e-satisfaction and loyalty is $\beta = 0.626$ with a t value of 14.705, supporting hypothesis H3 (e-satisfaction has a significant effect on e-loyalty).

3.2 The Structural Model

This study will use the structural equation model (SEM) technique with PLS (Partial Least Square) software. The high collectibility of SEM makes it easier for researchers to connect theory and data. The study

used a partial least square (PLS) approach based on components or variants. The PLS approach is an alternative to the covariance-based SEM approach, shifting towards a variant-based method (Hair et al., 2013).
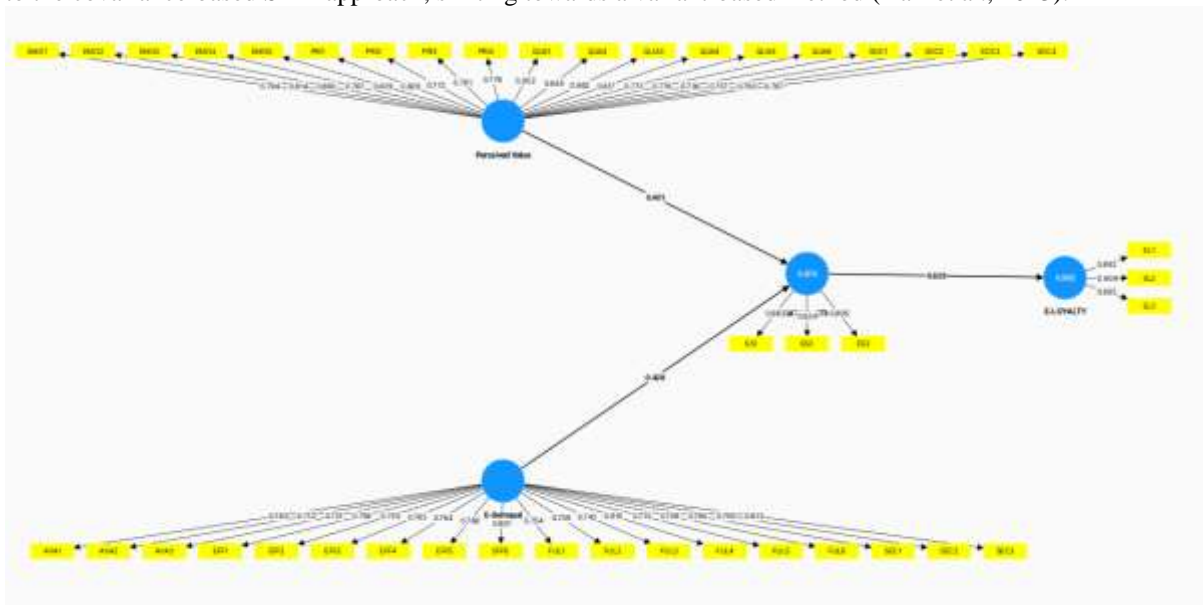

Figure 2. The Framework of Structural Model Analysis

IV. RESEARCH RESULTS

4.1 Perceived Value to E-Satisfaction

The analysis of perceived value on e-satisfaction among Tiket.com customers shows a significant and positive relationship. Perceived value, which includes dimensions such as quality, emotional, price, and social value, directly influences customer satisfaction. Hypothesis testing indicates that customers who perceive greater value in the services provided by Tiket.com are more satisfied. This aligns with the research by Sweeney and Soutar (2001), which stated that perceived value is a multifaceted construct that influences customer satisfaction through various pathways. Quality value, as an element of perceived value, ensures that customers receive reliable and well-executed services, which boosts their presence in the platform. Emotional value, gained from pleasant and enjoyable experiences with the application, increasing customer satisfaction by creating positive feelings and attachment to the service. Price value, which reflects the cost-effectiveness of the service, reassures customers that they are getting good value for their money, leading to higher satisfaction levels. Finally, social value, which includes the prestige and social acceptance gained from using the service, contributes to overall satisfaction by fulfilling customers' social and psychological needs.

Research by Avania and Widodo (2021) supports these findings, demonstrating that perceived value is a crucial determinant of e-satisfaction. Therefore, Tiket.com must continually enhance these dimensions of perceived value to maintain and increase customer satisfaction. Implementing strategies that focus on improving service quality, providing enjoyable user experiences, offering competitive pricing, and enhancing the social appeal of the service can significantly boost customer satisfaction.

4.2 Electronic Service Quality to E-Satisfaction

Electronic service quality (e-servqual) has been found to have a significant and positive impact on e-satisfaction among Tiket.com customers. E-servqual is evaluated through dimensions such as efficiency, fulfillment, availability, and security. Hypothesis testing confirms that higher e-service quality is associated with increased customer satisfaction, aligning with the findings of Parasuraman, Zeithaml, and Malhotra (2005), and Goutam and Gopalakrishna (2018). Efficiency, which includes the ease of use and speed of transactions, ensures that customers can quickly and effortlessly complete their bookings, leading to higher satisfaction. Fulfillment, related to the accuracy and reliability of service delivery, ensures that customers' expectations are met without errors, thereby increasing satisfaction. Availability, which involves the consistent availability and uptime of the service, reassures customers that they can rely on the platform at all times. Security, which includes protecting customers' personal and financial information, builds trust and confidence in the service, further increasing satisfaction. Bernardo, Marimon, and Alonso-Almeida (2012) also described the importance of these e-servqual dimensions in creating a satisfactory user experience. For Tiket.com, maintaining high standards in these areas is crucial for ensuring customer satisfaction. Strategies to improve website performance, streamline booking processes, ensure reliable service delivery, and enhance security measures are essential for sustaining high levels of customer satisfaction.

4.3 E-Satisfaction to E-Loyalty

Hypothesis testing confirms that there is a significant and positive correlation between e-satisfaction towards e-loyalty which can be measured by satisfied customers are more likely to show loyalty behaviors, such as repeat purchases and positive word-of-mouth recommendations. This finding aligns with the research by Vijay et al. (2019), which highlight that customer satisfaction is a key driver of loyalty in the e-commerce context. E-satisfaction, which results from positive customer experiences and high perceived value, leads to increased customer retention and advocacy. Satisfied customers are more inclined to return to Tiket.com for future bookings, resulting on loyalty. They are also more likely to recommend the service to others, contributing to positive word-of-mouth and attracting new customers. For Tiket.com, increasing customer satisfaction through continuous improvement in service quality and perceived value is essential for creating e-loyalty. Satisfied customers not only provide a stable revenue stream through repeat purchases but also act as brand ambassadors, enhancing the company's reputation and attracting new customers. Ensuring high levels of customer satisfaction through effective service delivery, competitive pricing, and enjoyable user experiences is crucial for building a loyal customer base.

V. CONCLUSION

This study shows that electronic service quality (e-servqual) is crucial for customer satisfaction and loyalty at Tiket.com. The findings indicate that when customers perceive high e-servqual, their satisfaction increases, leading to greater loyalty. The indirect effect of e-servqual on loyalty through customer satisfaction is stronger than the direct effect. This highlights the importance for Tiket.com to meet and exceed customer expectations to build and maintain a loyal customer base in the competitive digital market. To enhance customer satisfaction and loyalty, Tiket.com should improve e-service quality by optimizing the performance of its website and app, ensuring reliable service delivery, maintaining high service availability, and strengthening security measures. Additionally, Tiket.com should focus on increasing perceived value by delivering high-quality services, offering competitive pricing, and ensuring a pleasant user experience. Key strategies to achieve these goals include gathering customer feedback through a voice of customer (VoC) program, improving the user interface, strengthening customer support, and using data analytics for personalized services. Implementing these steps will help Tiket.com secure a loyal customer base and succeed in the competitive online travel industry.

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