E-Service Quality, Promotion and Price Perception on Loyalty of Traveloka Users

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Abstract – This research was conducted to determine the effect of each variable, e-service quality, promotion, and price perception on loyalty users. The type of research used is quantitative analysis, the data collectiontechnique used is multiple linear regression analysis. Furthermore, the samplingtechnique used is random sampling with a total of 105 respondents. The results showed that from the third factor, price perception had apositive and significant effect, while the quality of e-service and promotion had a positive and insignificant effectIt is hoped that Traveloka will continue to strive to improve the quality of e-service quality, promotions and price perception to help increase loyalty, so that more and more people use the Traveloka application in Jakarta..

Keywords: E-service quality, promotion, price perception and loyalty

I. INTRODUCTION

The development of technology in the world is growing from time to time. The development of technology that is currently growing rapidly began to affect various aspects of life. One aspect that has changed is the communication media and information systems.

Survey data by the Indonesian Internet Service Providers Association (APJII) in the second quarter of 2019 – 2020, internet users in Indonesia reached 196.71 million out of a total population of 266.91 million. The data shows that 73.7% of Indonesia's population has become internet users. In 2018, internet users in Indonesia reached 171.17 million people.(Association of Indonesian Internet Service Providers/Asosiasi Penyelenggara Jasa Internet Indonesia, 2020)[1]

One example of a company in Indonesia that is engaged in online services is Traveloka which is engaged in providing ticket booking services for accommodation and transportation online which was initiated in March 2012. Starting from the difficulty of finding a flight ticket that suits his wishes, Ferry Unardi, a young entrepreneur who graduated from Purdue University, United States of America who now serves as the Managing Director of Traveloka, feel challenged to try in e-commerce business armed with the knowledge, education and experience he had in America. He also invited two of his friends, Derianto Kusuma and Albert, to take part in it. Prices displayed on the Traveloka website have been compiled from a network of official sources. Now Traveloca serves ticket reservations from 17 airlines including Garuda Indonesia, Citilink, Lion Air, Sriwijaya Air, Batik Air, Wings Air, Kalstar, Jetstar and so on for more than 5,769 routes in Asia-Pacific. (Prayogo & Sutisna, 2018)[2].

Traveloka was launched as a metasearch site in October 2012 and is now continuously improving its comprehensive services to include direct ticket bookings. In September 2013, this site was ranked first as a flight booking and flight search service site (outside the official airline website), based on data from the leading internet analytics company, ComScore. (Siqueira et al., 2019)[3]. The Traveloka application provides many interesting products in its application, such as: Airplane and Train Tickets, Lodging, Internet and Credit Packages, Traveloka Eats, Xperience, Paylater, Car Rental, Bill, Airport Shuttle, JR Pass (Japan Rail Pass). In Indonesia, Traveloka is not the only application for online transportation and accommodation services, there are other applications similar to Traveloka, such as PegiPegi, Booking.com, Tiket.com and many more. Based on ratings on the Google Play Store, some of these applications have almost the same rating as Traveloka. All three of them received a rating of 4.7 out of 5.0, while Traveloka received a rating of 4.8 out of 5.0 out of a total of 1 million reviews. To maintain user loyalty, there are three important components, namely e-service quality, promotion and price perception that must be considered by every company engaged in online services.

E-service quality is a meeting between consumer expectations without direct interaction in the services provided. E-service quality has been increasingly recognized as an important channel, through which customer needs can be automatically provided through the internet throughout the consumption life cycle. Kotler, P., & Keller, 2009[4] states that promotion is a variety of ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold. Sales promotion is a means to encourage consumers to make purchases of a product or service. Regarding promotional strategies, Traveloka provides many attractive promos such as discount promotions.

According to Zeithaml, in Kusdyah (2012)[5] Price perception relates to how price information is fully understood and gives deep meaning to consumers. Price perception becomes a consumer's assessment of the comparison of the amount of sacrifice with what will be obtained from products and services. Meanwhile, according to Too in Haryanto & T.J (2009)[6] consumer loyalty is defined as a consumer's relationship to a product that is manifested in the form of a desire to repurchase and recommend it to others.

II. LITERATURE REVIEW
E-Service Quality(X_1)

E-service quality has been increasingly recognized as an important channel, through which customer needs can be automatically provided through the internet throughout the consumption life cycle. E-service quality is defined as "the extent to which a website facilitates shopping, purchasing and delivery efficiently and effectively". (Felicia, 2016)[7].
Felicia (2016)[7] identified several dimensions of e-service quality related to customer expectations , namely:

- Responsiveness (responsiveness), namely the ability to help customers and availability to serve customers well.
- Empathy (empathy), namely a sense of caring to give individual attention to customers, understand customer needs, and easy to contact.
- Reliability (reliability), namely the ability to perform services as promised promptly, accurately, and satisfactorily.

Promotion (X_2)

Promotion is a tool used in marketing to communicate with consumers. As good as the company's products, if consumers do not know and know the product or have never heard of the product, then consumers will not buy it. Therefore, promotion is one of the most important elements in marketing. (Reynaldi, 2018)[8]
The promotion objectives according to Kotler and Armstrong (2008:205) in Reynaldi, (2018)[8] are:

1. To encourage short-term customer purchases or improve long-term customer relationships.
2. Encourage retailers to sell new goods and provide more inventory.
3. Advertise the company's products and provide more room for movement.
4. For salespeople, it is useful to get more sales force support for old or new products or encourage salespeople to get new customers.

Price Perception (X_3)

Perception is a process of an individual in selecting, organizing, and translating the incoming information stimulus into a comprehensive picture, while price perception is how consumers see prices as high, low and fair prices. .(Setyarko, 2016)[9]. Basically, consumers in assessing the price of a product do not depend only on the nominal value of the price but on their perception of the price. Companies must set the right price in order to be successful in marketing their goods or services. (Setyarko, 2016)[9]
In Lily & Yurike (2015)[10] perceived price is formed by 2 (two) main dimensions, namely:

1. Perceived Quality: Customers tend to prefer products that are expensive when the information obtained is the price of the product. Customers' perceptions of the quality of

a product are influenced by their perceptions of the brand name, store name, warranty provided (after sale services) and the country that produces the product.

2. Perceived Monetary Sacrifice: In general, customers perceive that price is the cost incurred or sacrificed to get the product. However, customers have different perceptions of the costs incurred even for the same product.

Loyalty (Y)

Loyalty literally means loyalty, namely one's loyalty to an object. Mowen and Minor (1998) in (n.p, 2020)[11] define loyalty as a condition in which customers have a positive attitude towards a brand, are committed to the brand, and intend to continue their purchase in the future. According to Zeithaml et. al. (1996) in Sugiharto (2017)[12] the ultimate goal of the company's success in establishing relationships with its customers is to form strong loyalty. Indicators of strong loyalty are: say positive things (say positive things), recommend friends (recommend to friends) and continue purchasing (Making purchases continuously).

III. METHODS

The data collection technique that will be used in this study is to distribute questionnaires to application users, both those who have used the Traveloka application and those who will use the application. The questionnaire distributed to Traveloka application users consists of four questions which include e-service quality, promotion, price perception and loyalty using a Likert scale. This questionnaire will be distributed indirectly via the internet using Google Form. The sampling technique used in this research is probability sampling technique and random sampling method. So that every Traveloka application user in Jakarta has the same opportunity to be selected as a sample.

The research method used is descriptive quantitative research with data analysis using the SPSS 22 statistical program computer assistance.

The dimensions of the E-Service Quality (X_1) variable used are:
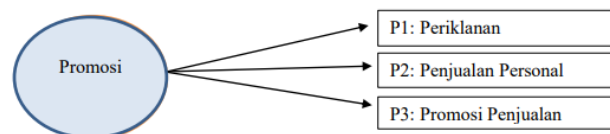
Figure 1. Dimensions of E-Service Quality (X_1)
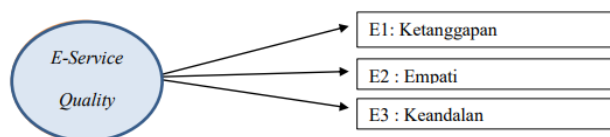
The dimensions of the Promotional Variable (X_2) used are:
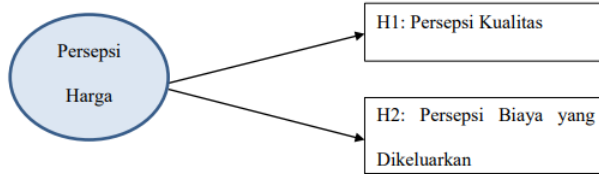
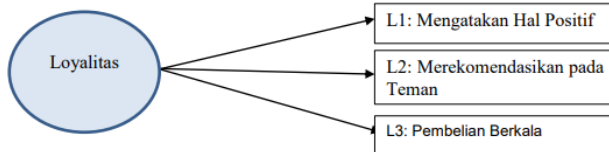Figure 2. Promotion Dimensions (X_2)

The dimensions of the Price Perception Variable (X_3) used are:
Figure 3. Dimensions of Price Perception (X_3)

The dimensions of the Loyalty Variable (Y) used are:
Figure 4. Dimensions of Loyalty (Y)

IV. RESULTS AND DISCUSSION
Description of Respondents Characteristics
Description of the characteristics of the respondents in this study:
Table 1 Characteristics of Respondents by Age

No	Usia	Frekuensi (F)	Persentase (%)
1	19 - 41	91	87,2
2	42 - 64	14	12,8
	Jumlah	**105**	**100**

Sumber: Hasil survey 2021, (diolah)

Table 2 Characteristics of Respondents by Gender

No	Jenis Kelamin	Frekuensi (F)	Persentase (%)
1	Laki-Laki	49	46,7
2	Perempuan	56	53,3
	Jumlah	**105**	**100**

Table 3 Characteristics of responden by domicile

No	Domisili	Frekuensi (F)	Persentase (%)
1	Jakarta Pusat	33	31,4
2	Jakarta Barat	14	13,3
3	Jakarta Timur	27	25,7
4	Jakarta Utara	13	12,4
5	Jakarta Selatan	18	17,1
	Jumlah	**105**	**100**

Sumber: Hasil survey 2021, (diolah)

Table 4 Characteristics of respondend by education

No	Pendidikan	Frekuensi (F)	Persentase (%)
1	Kurang dari SMA/SMK	2	1,9
2	SMA/SMK	32	30,5
3	D3	13	12,4
4	S1	46	43,8
5	S2	11	10,5
6	S3	1	1
	Jumlah	**105**	**100**

Sumber: Hasil survey 2021, (diolah)

Table 5 Characteristics of responden by occupation

No	Pekerjaan	Frekuensi (F)	Persentase (%)
1	Dosen	4	3,8
2	ASN	2	1,9
3	Guru	3	2,9
4	Wiraswasta	4	3,8
5	Karyawan Swasta	53	50,5
6	Mahasiswa	26	24,8
7	Lainnya	13	12,4
	Jumlah	**105**	**100**

Sumber: Hasil survey 2021, (diolah)

Table 6 Characteristics of responden based on income

No	Pendapatan	Frekuensi (F)	Persentase (%)
1	Kurang dari Rp 1.000.000	22	21
2	Rp 1.000.000 – Rp 5.000.000	31	29,5
3	Rp 5.000.000 – Rp 10.000.000	35	33,3
4	Diatas Rp 10.000.000	17	16,2
	Jumlah	**105**	**100**

Sumber: Hasil survey 2021, (diolah)

Validity test and reliabilty test
The results of testing the validity of this research can be seen from the following table (table 8) where all indicators in each variable are declared valid because the calculated r value is greater than r table (0.1918). So that all these items can be used in further research for hypotheses.
Based on the results of reliability testing, it is known that the Cronbach's Alpha coefficient value, all variables have a Cronbach's Alpha coefficient value greater than 0.600 (shown in table 7). This indicates that each research instrument has a good level of reliability or reliable.

Table 7 Reliablity test

Variabel	Cronbach's Alpha	Alpha	Keterangan
E-Service Quality	0,815	0,600	Reliabel
Promosi	0,710	0,600	Reliabel
Persepsi Harga	0,900	0,600	Reliabel
Loyalitas	0,874	0,600	Reliabel

Sumber: Hasil pengolahan data SPSS, 2021

Table 8 Validity Test Results

Item Pertanyaan	r hitung	r tabel	Keterangan
E-Service Quality			
E-Service Quality1	0,804	0,1918	Valid
E-Service Quality2	0,780	0,1918	Valid
E-Service Quality3	0,874	0,1918	Valid
E-Service Quality4	0,748	0,1918	Valid
Total E-Service Quality	1	0,1918	Valid
Promosi			
Promosi1	0,780	0,1918	Valid
Promosi2	0,609	0,1918	Valid
Promosi3	0,759	0,1918	Valid
Promosi4	0,772	0,1918	Valid
Total Promosi	1	0,1918	Valid
Persepsi Harga			
Persepsi Harga1	0,872	0,1918	Valid
Persepsi Harga2	0,900	0,1918	Valid
Persepsi Harga3	0,872	0,1918	Valid
Persepsi Harga4	0,886	0,1918	Valid
Total Persepsi Harga	1	0,1918	Valid
Loyalitas			
Loyalitas1	0,861	0,1918	Valid
Loyalitas2	0,871	0,1918	Valid
Loyalitas3	0,872	0,1918	Valid
Loyalitas4	0,829	0,1918	Valid
Total Loyalitas	1	0,1918	Valid

Sumber: Hasil pengolahan data SPSS, 2021

Classic assumption test :
1) Normality Test
Normality testing is carried out using the regression model for residual unstandardized testing as shown in table 8 below:
Table 9 Normality test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		105
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.95233203
Most Extreme Differences	Absolute	.122
	Positive	.078
	Negative	-.122
Kolmogorov-Smirnov Z		1.249
Asymp. Sig. (2-tailed)		.088

a. Test distribution is Normal.
b. Calculated from data.
Sumber: Hasil pengolahan data SPSS, 2021

This states that the regression model meets the assumption of normality and is feasible to use to predict the dependent variable based on the input of the independent variable because asymp.Sig (2-tailed) = 0,088 > 0,05.

2) Multicollinearity Test

Based on the results of the multicollinearity test in the table below, the variables of e-service quality, promotion and price perception have a VIF value < 10 and a tolerance value > 0.1 so that the regression model does not occur multicollinearity.

Table 10 Multicollinearity test

Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	.109	1.374		.079	.937		
	E-Service Quality	.124	.102	.096	1.213	.228	.589	1.698
	Promosi	.063	.119	.049	.531	.596	.438	2.286
	Persepsi Harga	.754	.093	.698	8.092	.000	.499	2.004

a. Dependent Variable: Loyalitas

Sumber: Hasil pengolahan data SPSS, 2021

3)

Heteroscedasticity Test

Heteroscedasticity test results can be seen in table 11 below:

Table 11 Heteroscedasticity test

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.693	.829		3.247	.002
	E-Service Quality	-.022	.062	-.045	-.359	.721
	Promosi	-.127	.072	-.261	-1.776	.079
	Persepsi Harga	.076	.056	.187	1.355	.178

Sumber: Hasil pengolahan data SPSS, 2021

Based on the results of the heteroscedasticity test in the table above, it shows that all variables have a significance value > 0.05. This indicates that there is no heteroscedasticity.
The assumptions of normality, multicollinearity and heteroscedasticity in the regression model can be met. Regression and correlation analysis can be done for this research.
Hypothesis test
Multiple Linear Regression Analysis
A summary of the results of data processing can be seen in table 12 below:
Table 12 Regression analysis

Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.109	1.374		.079	.937
	E-Service Quality	.124	.102	.096	1.213	.228
	Promosi	.063	.119	.049	.531	.596
	Persepsi Harga	.754	.093	.698	8.092	.000

a. Dependent Variable: Loyalitas

Sumber: Hasil pengolahan data SPSS, 2021

Based on this table, regression equation is $Y = 0,109 + 0,124X_1 + 0,063X_2 + 0,754X_3$, with Y is loyality, X_1 = e-service quality, X_2 = promotion and X_3 = price perception. The meaning of this regression equatioan are :

1. If e-service quality, promotion and price pereception are constan or zero than the loyality point will be 0,109 units
2. If e-service quality increases by one unit than the loyality poin will increase 0,124 units assuming promotion and price perception are constan
3. If promotion increases by one unit than loyality poin will increase 0,063 units assuming e-sevice quality and price perception are constan
4. If price perception increases by one unit than loyality will increase 0,754 units assuming e-service quality and promotion are constans.

t test
The result of t test based on table 12.
a. Hypothesis Testing E-Service Quality (X_1) on Loyalty (Y)
H_1: E-service quality has a significant positive effect on user loyalty.
The test results with SPSS version 22 were obtained for the e-service quality variable (X_1), the t value = 1.213 with a significance level of 0.228. By using a significance limit of 0.05, the significance value is greater than the 5% level, so that e-service quality (X_1) has no effect and is not significant, which means H_1 is rejected. Thus, the first hypothesis cannot be accepted.
This shows that the e-service quality specified in user loyalty will not determine the level of loyalty of users to the application. Consumers will compare the Traveloka application with other similar applications, so that users can determine the application that is suitable for a long period of time. The e-service quality provided by Traveloka is not necessarily what the users expect. where in this case users or potential users will expect better e-service quality.
b. Promotional Hypothesis Test (X_2) on Loyalty (Y)
H_2: Promotion has a significant positive effect on user loyalty.
The test results with SPSS version 22 were obtained for the promotion variable (X_2), the t value = 0.531 with a significance level of 0.596. By using a significance limit of 0.05, the significance value is greater than the 5% level, so that promotion (X_2) has no effect and is not significant, which means H_2 is rejected. Thus, the second hypothesis cannot be accepted.
This means that the promotion will not increase the loyalty of its users. These results explain that promotions cannot be a reference for potential users and a consideration for the application to be used. In fact, there are many promotional characteristics of the Traveloka application that do not meet the criteria as expected by users, in which case users or potential users will expect promotions that run according to their expectations.
c. Price Perception Hypothesis Test (X_3) on Loyalty (Y)
H_3 : Price perception has a significant positive effect on user loyalty.
The test results with SPSS version 22 obtained for the price perception variable (X_3) obtained the value of t count = 8.092 with a significance level of 0.000. By using a significance limit of 0.05, the significance value is smaller than the 5% level, so that the perception of price (X_3) has a positive and significant effect, which means H_3 is accepted. Thus, the third hypothesis can be accepted.
This shows that the perception of the price determined will determine user loyalty to the application. Users will compare price perceptions of the Traveloka application with other applications, so that consumers can make choices for a long period of time. That there are many characteristics of the price perception of the Traveloka application in the price perception variable.
F test
The results of the F test calculations are carried out to see if the independent variable (X) has a joint effect on the variable (Y) can be seen in table 13 below:

Table 13 F test

UJI F

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	661.251	3	220.417	56.160	.000[a]
	Residual	396.406	101	3.925		
	Total	1057.657	104			

a. Predictors: (Constant), Persepsi Harga, E-Service Quality, Promosi
b. Dependent Variable: Loyalitas

Sumber: Hasil data 2021, (diolah)

The results of the F test can be seen in column F. It is associated with the proposed hypothesis, namely: the results of statistical calculations show the calculated F value = 56,160 with a significance of 0.000 <0.05. This means that together e-service quality, promotion and price perception have a significant influence on the loyalty of Traveloka application users in Jakarta.

Coefficient of Determination Analysis (R^2)

Table 14 coefficient of determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791[a]	.625	.614	1.98111

a. Predictors: (Constant), Persepsi Harga, E-Service Quality, Promosi

Sumber: Hasil data 2021, (diolah)

Based on the data above, it is known that the R square obtained is 0.614. This means that 61.4% of user loyalty can be explained by the variables of e-service quality (X_1), promotion (X_2), and price perception (X_3), while the remaining 38.6% user loyalty is influenced by other variables not examined in this study.

V. CONCLUTION

This study aims to determine the variables of e-service, quality, promotion, and price perception on the loyalty of Traveloka application users in Jakarta. The conclusion is that various e-service quality will not affect the loyalty of Traveloka application users in Jakarta. Likewise, the promotions offered will not affect the loyalty of Traveloka application users in Jakarta. However, the perception of the right price will affect the loyalty of Traveloka

application users in Jakarta. And together, e-service quality (X_1), promotion (X_2), and price perception (X_3) will affect the loyalty of Traveloka application users in Jakarta.

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