

THE EFFECT OF E-SERVICE QUALITY AND PRICE ON REPURCHASE INTENTION THROUGH CUSTOMER SATISFACTION ON TRAVELOKA

(Case Study of Hotel Booking at Traveloka)

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Abstract

This study aims to determine the effect of e-service quality and price on repurchase intention with customer satisfaction as a mediating variable on hotel reservation services in the Traveloka application. The phenomenon of decreasing customer loyalty and increasing complaints related to digital service quality and price mismatches in the background for the importance of this research. The research method used is quantitative with descriptive and verification approaches. Data was collected through a questionnaire of 96 respondents who had used hotel booking services at Traveloka. The analysis technique uses Structural Equation Modeling (SEM) based on Partial Least Square (SmartPLS). The results showed that e-service quality and price each have a positive influence on customer satisfaction. In addition, customer satisfaction is proven to play a mediating role between price and repurchase intention, but does not significantly mediate between e-service quality and repurchase intention. This finding implies that improving customer satisfaction, especially through appropriate and transparent pricing policies, is critical to maintaining customer repurchase intention on OTA (Online Travel Agent) platforms such as Traveloka.

Keywords: E-service quality, Price, Customer Satisfaction, Repurchase Intention, Traveloka

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh e-service quality dan harga terhadap repurchase intention dengan kepuasan pelanggan sebagai variabel mediasi pada layanan reservasi hotel di aplikasi Traveloka. Fenomena penurunan loyalitas pelanggan dan meningkatnya keluhan terkait kualitas layanan digital serta ketidaksesuaian harga menjadi latar belakang pentingnya penelitian ini dilakukan. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan deskriptif dan verifikatif. Data dikumpulkan melalui kuesioner terhadap 96 responden yang pernah menggunakan layanan pemesanan hotel di Traveloka. Teknik analisis menggunakan Structural Equation Modeling (SEM) berbasis Partial Least Square (SmartPLS). Hasil penelitian menunjukkan bahwa e-service quality dan harga masing-masing memiliki pengaruh positif terhadap kepuasan pelanggan. Selain itu, kepuasan pelanggan terbukti berperan sebagai mediasi antara harga terhadap repurchase intention, namun tidak memediasi secara signifikan antara e-service quality dan repurchase intention. Temuan ini memberikan implikasi bahwa peningkatan kepuasan pelanggan, terutama melalui kebijakan harga yang sesuai dan transparan, sangat penting untuk mempertahankan niat beli ulang pelanggan di platform OTA (Online Travel Agent) seperti Traveloka.

Kata Kunci: E-service quality, Harga, Kepuasan Pelanggan, Repurchase Intention, Traveloka

1. Introduction

According to Goodstats data quoted from Data Reportal, the number of internet users in Indonesia has continued to increase significantly since 2018. In that year, internet users were recorded at 106 million, and this number jumped to more than 185 million by 2024 (Rizti Frisca, 2024). This growth reflects the widespread use of the internet in people's lives, including in digital consumption activities such as purchasing products and services online.

However, as many as (46.1%) users research products and brands before buying, and (40.8%) use the internet to research places, vacations, and travel. This data shows that the internet is not only a means of entertainment, but has also become the main media in supporting digital economic activities, including in travel planning and booking tourism services (Andi Dwi Riyanto, 2024).

Online Travel Agent (OTA) user data taken from the Top Brand Award site. Traveloka ranks at the top of the hotel reservation platform. However, the data shows that there was a decrease from 2023 to 2024. This indicates that there are shortcomings that are the cause of the decline in the value of the Top Brand at Traveloka. Although Traveloka is still in first place. This makes Traveloka have to retain its customers by maintaining repurchase interest.

Some user reviews of the Traveloka application on the Google Play Store are related to the experience of using the application. Many users complain about the limitations of the booking features, such as the inability to choose two different room types in one transaction, which is very difficult for families or large groups. In addition, the promo system often does not provide real-time information about the availability of voucher, so users only find out that the stock has run out after filling in all the booking data.

On August 22, 2024, a reader's letter was published in Media Konsumen. The letter expressed a complaint about a significant price discrepancy between the price paid directly by the hotel when checking in. The customer felt aggrieved that the app price did not reflect in the price. This information mismatch can cause Traveloka to lose customer trust as an accommodation services provider.

Previous research results related to the mediating role of customer satisfaction on the relationship between price and repurchase intention show mixed findings. Some studies found a partial mediation effect (Pradhana Ais Nanda, 2023), while others did not find a significant mediation effect (Munawaroh & Tamriatin, 2022). Based on these differences in findings, this

study aims to reexamine the relationship between e-service quality, price, and repurchase intention, with customer satisfaction as a mediating variable, in the context of hotel bookings through Traveloka.

2. Method

This research uses a quantitative approach with descriptive and verification designs. The descriptive approach is used to describe respondents' perceptions of the variables studied, while the verification approach is used to test the influence between variables according to the hypothesis that has been formulated. The research model involves the independent variables e-service quality (X_1) and price (X_2), the dependent variable repurchase intention (Y), and the mediating variable customer satisfaction (Z).

Population and Sample

The research population is all users who have used hotel booking services in the Traveloka application. The sampling technique used purposive sampling with the criteria that respondents were ≥ 17 years old and had made at least one hotel booking at Traveloka in the last six months. The number of samples collected was 96 respondents.

Data Analysis

The method used for data analysis and hypothesis testing in this study is Structural Equation Model-Partial Least Square (SEM-PLS). Analysis using SEM-PLS usually consist of two sub-modes: measurement model (outer model) and structural model (inner model). The measurement model is carried out to test the validity and reliability, instrument test, while the structural model is used to predict the relationship between dependent variables by calculating r^2 , goodness of fit, and path coefficient. This study uses SmartPLS 4 software, and to test the hypothesis indirectly.

2.1 Variable Operations

Operational is an indication of how the variable can be measured. This study involves 4 variables consisting of 2 independent variables, namely e-service quality (X_1), and price (X_2), and 2 dependent variables, namely customer satisfaction (Z) and repurchase intention (Y). The following are the operational variables in this study:

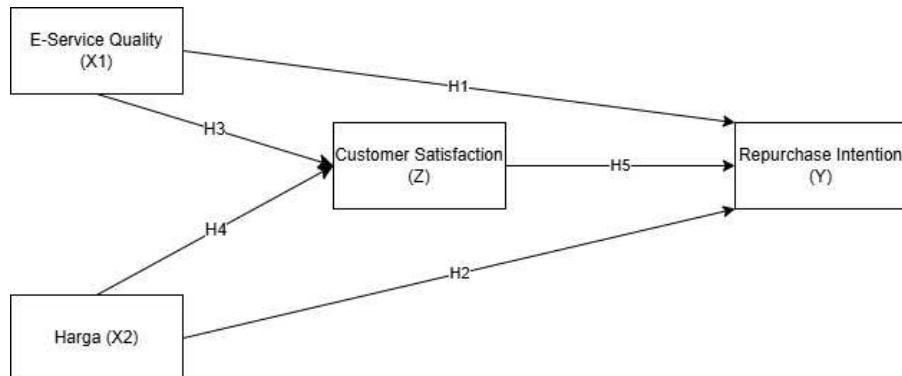
Table 1. Operational Variables

No	Variable	Variable Concept	Indicator	Scale
1	E-Service Quality (X_1)	E-service quality can be defined as the extent to which	1. Efficiency 2. System Availability	Likert

No	Variable	Variable Concept	Indicator	Scale
		a website facilitates shopping, purchasing, and delivery of products and services through efficient and effective services.	3. Fulfillment 4. Privacy 5. Responsiveness 6. Compensation	
2	Price (X ₂)	The amount of money (possibly some weighted goods) needed to obtain some combination of a product and its accompanying services.	1. Price Affordability 2. Price Conformity with Product Quality 3. Price Conformity with Benefits	Likert
3	Customer Satisfaction (Z)	Customer satisfaction can be defined as a comparison between expectations or expectations before purchase and perceptions of performance after purchase.	1. (Expected) Desire Level 2. (Desire) Desire Level 3. (Unexpected) Desire Level	Likert
4	Repurchase Intention (Y)	Customer satisfaction can be defined as a comparison between expectations or expectations before purchase and perceptions of performance after purchase.	1. Transactional Interest	Likert

Source: Processed by Researchers, 2025

2.2 Hypothesis



Source: Processed by Researchers 2025

Figure 1. Framework of Thought

H₁: E-service quality affects Repurchase Intention

H₂: Harga affects Repurchase Intention

H₃: E-service quality affects Customer Satisfaction

H₄: Harga affects Customer Satisfaction

H₅: Customer satisfaction mediates e-service quality and price on repurchase intention

3. Result and Discussion

Result

Based on the results of descriptive test, data on the characteristics of respondents based on age show a tendency to consider price transparency and ease of digital services before making repeat purchases. This is in line with the opinion of (Kotler & Armstrong, 2018) which states that prices that match customer benefits and expectations will increase the likelihood of repurchasing hotel reservation at Traveloka.

Table 2. Characteristics of Respondents by Age

No	Age	N	Percentage
1	19 – 25 Years	83	83%
2	26 – 32 Years	15	15%
3	>32 Years	2	2%
	Total	100	100%

Source: Primary Data Processed by Researchers, 2025

Furthermore, the results of the convergent validity test expressed in the factor loading, AVE, and Cronbach's Alpha values are presented in Table 3. The cross-loading value of the variables in this study shows that all indicators of each latent variable have a greater value than other latent variables. All indicators used in this study are declared valid based on the discriminant validity test. In addition, the cross-loading results of each indicator have a value of >0.7 , which means that each latent variable already has a good measure of discriminant validity. The Average Variance Extracted (AVE) value must be greater than 0.5. Table 4. Below shows that all research variables have a Cronbach's alpha value >0.7 and a composite reliability value 0.7. This measuring instrument is reliable for measuring research variables.

Table 4. Measurement Model (Outer Model)

Variable	Indicator	Loading Factor	AVE	Composite Reliability	Cronbach's Alpha
E-Service Quality	ESQ6	0,768	0,625	0,844	0,753
	ESQ7	0,764			
	ESQ8	0,837			
Price	H1	0,759	0,575	0,863	0,764
	H2	0,766			
	H5	0,702			
	H6	0,803			
Customer Satisfaction	KP1	0,750	0,679	0,901	0,781
	KP2	0,879			
	KP6	0,838			
Repurchase Intention	RI1	0,894	0,820	0,833	0,701

Variable	Indicator	Loading Factor	AVE	Composite Reliability	Cronbach's Alpha
	RI2	0,916			

Source: SmartPLS Processed Data, 2025

Table 5 R-Square

Var. Dependen	R-square	R-square adjusted
Kepuasan Pelanggan	0,512	0,502
Repurchase Intention	0,365	0,345

Source: SmartPLS Processed Data, 2025

The data presented in Table 5 shows that the r^2 value of customer satisfaction of 0,512 indicates that 51,2% of the variation in customer satisfaction can be explained by the independent constructs that affect it in the model, while the remaining 48,8% is explained by other factors outside the model. The variation in repurchase intention is explained by the constructs in the model, and the remaining 63,5% by other variables.

Hypothesis testing for this study was carried out with the help of SmartPLS (Partial Least Square) 4 software. These values can be seen from the bootstrapping results. The rule of thumb used in this study is t -statistic $>1,96$ with a significance level of p -value $>0,05$. The hypothesis testing values for this study are shown in Table 6. Based on the results of hypothesis testing, two hypotheses are accepted, and two hypotheses are not accepted.

Table 6. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P Values
e-service quality → customer satisfaction	0,246	0,270	0,113	2,174	0,032
e-service quality → Repurchase Intention	0,138	0,111	0,137	1,008	0,316
harga → customer satisfaction	0,570	0,553	0,093	6,122	0,000
harga → Repurchase Intention	0,164	0,193	0,125	1,310	0,193
kepuasan pelanggan → Repurchase Intention	0,395	0,391	0,117	3,363	0,001

Source: SmartPLS Processed Data, 2025

The indirect hypothesis testing value in this study is shown in Table 7. Based on the results of indirect hypothesis testing, only partially accepted.

Table 7. Indirect Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P Values
Harga → kepuasan pelanggan → Repurchase Intention	0,225	0,215	0,075	2,986	0,004
E-service quality → kepuasan pelanggan → Repurchase Intention	0,097	0,106	0,058	1,671	0,098

Source: SmartPLS Processed Data, 2025

Discussion

Based on the results of hypothesis testing, e-service quality has no significant effect on repurchase intention for Traveloka users in making hotel reservations. The results of this study support previous research stating that e-service quality has no significant effect on repurchase intention (Aditya et al., 2023). Price has no significant effect on repurchase intention. The results of this study support previous research by (Munawaroh & Tamriatin, 2022) which states that price has no direct influence on repurchase intention of Traveloka online travel agent users.

The results also prove that e-service quality has a significant effect on customer satisfaction. The results of this study are in line with previous research by (Daifa et al., 2025) which states that e-service quality has a positive effect on customer satisfaction in users of the online travel agent Traveloka. Price can have a positive and significant effect on customer satisfaction. The results of this study are in line with research (Kuswandi & Nuryanto, 2021) which states that price has a positive and significant effect on customer satisfaction.

The results also prove that customer satisfaction acts as a significant mediating variable between price and repurchase intention. Conversely, customer satisfaction does not act as a significant mediating variable between e-service quality and repurchase intention. Therefore, in this study, customer satisfaction as a mediating variable is only partially accepted (partial). The results of this study are not in line with the results of research (Kuswandi & Nuryanto, 2021) which states that customer satisfaction significantly mediates the effect of e-service quality on repurchase intention. The results of this study also contradict the results of research (Munawaroh & Tamriatin, 2022) which concluded that customer satisfaction cannot mediate the relationship between price and repurchase intention.

4. Conclusion

This study found that e-service quality and price have a positive effect on customer satisfaction in hotel reservations through Traveloka. Price through customer satisfaction has an influence on repurchase intention. This partial mediation underlines that a transparent and appropriate pricing policy is more decisive in driving repurchase intention than e-service quality.

The latest discovery in this study lies the mediating role of customer satisfaction in the online travel agent Traveloka, where price emerges as a more influential driver of repurchase intention than e-service quality. Unlike previous research.

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