The Influence of Application Quality and Trust on Satisfaction and Repurchase Intention of Traveloka Consumers

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Abstract

This study aims to analyze and examine the effect of application quality and trust on the satisfaction and repurchase intention of Traveloka consumers. There are taken into consideration by Traveloka in determining strategies to maintain consumer repurchase intention through satisfaction by increasing application quality and trust in the future. Further research is expected to add other variables, such as brand image, price, sales promotion, and so forth. This research design employs an explanatory research design. The population in this study involves all Traveloka consumers. The sampling technique applied non-probability sampling with a purposive sampling method. The sample was obtained from 140 respondents with the criteria of consumers who have made a purchase on the Traveloka application more than once in a year and are 16 years old or have an ID card. This study uses quantitative data. The source of data is primary data. Methods of data collection using a questionnaire via a google form. The analytical method used is path analysis. The results show that: Application quality and trust has a significant effect on satisfaction, application quality and trust has a significant effect on repurchase intention, satisfaction has a significant effect on repurchase intention.

I. Introduction

Business development and competition around the world are moving faster and tighter. Business actors, both small, medium, and large scale, are required to quickly adapt to changes and are required to be able to read every opportunity that exists in order to retain and increase consumers. Consumers will stay with a preferred product if they get satisfaction after using or consuming a product. It is possible that consumers will also repurchase a product. Today or known as the industrial era 4.0, information technology is increasingly sophisticated, consumer desires are increasingly diverse, and competition is very tight. Companies must be able to have adequate information and technology.

Kompas.com reported in 2021 the results of reports from the social media management platform HootSuite and marketing agency We Are Social which stated that Indonesian internet users reached 202.6 million people or 73.7% of the total population. As many as 195.3 million people or 96.4 percent of them access the internet via mobile devices, such as smartphones and feature phones. They use cellular and WiFi connections to access the internet. The average age of internet users is 16-64 years with a lot of time used to access the internet, around 5 hours a day. Indonesian internet users most likely

access social media with a total of 170 million people. The results of a survey of mobile internet users conducted by We Are Social and Hootsuite found that mobile internet users in Indonesia reached 195.3 million, both accessing the internet using cellular data or wifi. This number reaches 96.4% of the total internet users in Indonesia, where 96% or about 187 million people use smartphones to access the internet. However, only 2.5% of the features are utilized by internet users. The average time per day used to play on the internet is approximately 5 hours and 4 minutes.

Traveloka is a technology company in Southeast Asia that provides access for people to find and book a variety of transportation, accommodation, activities and lifestyle, and financial services. As a lifestyle super app in Southeast Asia, Traveloka has a complete product portfolio including transportation services such as airline tickets, buses, trains, car rental, airport transfers, as well as various accommodation options, including hotels, apartments, guest houses, homestays, resorts, and villas (traveloka.com). Traveloka was established in 2012 and its founders are Ferry Unardi, Derianto Kusuma, and Albert. The initial concept of Traveloka was to compare flight prices from various sources. Then in 2013 Traveloka turned into a flight ticket booking site and in 2014 Traveloka added a hotel or lodging booking service feature on its website, namely Traveloka.com. Based on the results of a survey from DailySocial.id in collaboration with the Jakpat cellular survey in 2018 to smartphone users in Indonesia, Travelokaoccupies the first position as an online travel agency most in demand by customers. Traveloka is deemed to provide a better service than Tiket.com, Pegipegi, Airy, and other competitors. Changes in consumer behavior that tend to be dynamic have a positive impact on Traveloka because of the ease of purchasing transportation tickets. Consumers also experience changes in consumption patterns,

Customer satisfaction is one of the things that the company wants to achieve. According to Sunyoto (2013), consumer satisfaction is the level of satisfaction of a person after comparing the perceived results with his expectations. Consumer satisfaction arises after they feel there is a match between expectations and performance given. If the performance matches expectations, the customer will give an expression of taste (Maulana, 2016). Satisfaction is one of the central issues in marketing studies because satisfaction is consumer response to the product or service provided. Famiyeh et al. (2018) and Sivadas& Jindal (2017) states that satisfaction is the key to sustainable business activities. Therefore, organizations must work hard to achieve these conditions. Satisfaction is also dynamic (Sangpikul, 2018), meaning that it develops following the ever-changing needs and desires of consumers and does not have a standard rule regarding changes in consumer tastes. Companies must be able to provide satisfaction to consumers, such as by providing products that have better quality and lower prices than competitors. Consumer satisfaction can generate consumer interest to use or repurchase in the future (Putro et al., 2014). Research conducted by Rahmawati et al. (2018) obtained the results that satisfaction has a significant and positive effect on repurchase intention.

Repurchase intention is one of the things that companies want. Repurchase intention according to Tan et al. (2017), is the desire of consumers to buy or come back to the same provider. Research on the effect of consumer satisfaction and repurchase intention has been conducted by Rahmawati et al. (2018) and also done by Vista in the same year. Both of these studies have the same results, namely consumer satisfaction has a positive and significant effect on repurchase intention. If the consumer is satisfied, then the repurchase intention will be higher. There are many factors that can affect customer satisfaction and

repurchase intention, both internally and externally. Two of these factors are application quality and trust.

Application quality or good application quality will make consumers happy with interesting features. Consumers have certain expectations of the application, its functionality, and it can work. The function of the product that is actually felt by consumers is actually the consumer's perception of product quality (Etta and Sopiah, 2013). Application quality is also an important factor that influences consumers in choosing the desired application according to their needs. Widodo et al. (2016) explain that the quality of the application is not to meet the criteria that the company wants but to meet the criteria of consumers. If the application quality shown is in accordance with consumer expectations, it can encourage the emergence of a sense of satisfaction in consumers after using the application. Lestari et al. (2020) revealed that application quality has a positive and significant effect on consumer satisfaction. Traveloka always maintains application quality performance for the convenience and satisfaction of consumers. So that consumers do not switch to other applications.

Trustor consumer trust also has an influence on repurchase intention. The results of research by YuliSetiariniDiahet al. (2021) stated that Trust has a positive and significant effect on repurchase intention. Trust is a factor that influences customer intentions and behavior in the online market because there is a high risk of uncertainty in online transactions. According to YuliSetyariniDiah et al. (2021), a person can gain trust from a product, usually, it can be a reference in making a purchase. So the higher the level of consumer confidence, the higher the desire to make repeat purchases. Research conducted by Lee, et al (2011) says that trust has a significant effect on repurchase intention. Companies must build a reputation and trust that can make consumers continue to buy. There are many ways that can be used to increase trust such as how to treat consumers well. The quality of treatment given can give a sign that the company cares about consumers. Traveloka has provided this through customer service which is available 24 hours.

II. Review of Literature

According to Lestari et al., (2020) application quality is an application made to make it easier for users by making attractive designs without errors when used. The quality of the application is not to meet the criteria that the company wants, but to meet the criteria that consumers want (Widodo et al., 2016). Widodo et al. (2016) stated that four indicators that can be used to measure application quality are as follows.
1. Ease of use (ease of use)
2. Access speed (response time)
3. Application system reliability (reliability)
4. Flexibility
5. Security

Sudaryana (2020) states that trust is the trust of certain parties towards others in conducting transactional relationships based on a belief that the person he trusts will fulfill all his obligations properly as expected. Trust is an important factor because it can be the basis of a mutually beneficial cooperative relationship in the future. Trust can be measured by indicators, namely ability, benevolence, and integrity (Setyoparwanti, 2019).

Satisfaction is a person's level of satisfaction after comparing the perceived results with his expectations (Sunyoto, 2013). A good company has a goal to make consumers happy by only promising what it can do, then giving more than promised (Shinta, 2011). Indicators of consumer satisfaction according to Rondonuwu (2013), among others:

1. Fulfilling consumer expectations
2. Desire to use the product
3. Recommend to another party

Tan, Karina, and Brahmin (2017) explain repurchase intention as a consumer's desire to buy or come back to the same provider. Repurchaseintention can occur after consumers use certain products or services by starting the process of evaluating the product or service. The specific form of repurchase intention or purchase intention is an interest that reflects the expectation to repurchase the same product, service, or brand (Junaidi and Sugiharto, 2015). Nikbin et al. (2011) stated that there are three indicators that can be used, namely.

1. Desire to reuse
2. Top choice for next purchase
3. Interested in trying other types of products

III. Research Method

This research design uses explanatory research. The population in this study is all consumers who use the Traveloka application. The sampling technique used non-probability sampling with the purposive sampling method. The sample used was 140 respondents with several criteria. This study uses qualitative data which is used as quantitative data. The source of data in this study is primary data. Methods of data collection using a questionnaire via a google form. The analytical method used is path analysis.

IV. Result and Discussion

4.1 Result

Table 1. Hypothesis Test Results

Hypothesis	Sig.	Description
$X1 \rightarrow Z$	0.000	H1 accepted
$X2 \rightarrow Z$	0.775	H2 rejected
$X1 \rightarrow Y$	0.000	H3 accepted
$X2 \rightarrow Y$	0.000	H4 accepted
$Z \rightarrow Y$	0.000	H5 accepted

Source: SPSS 23. Output

The following are the results of hypothesis testing in the study based on Table 2 below.

a. Effect of application quality on satisfaction

Based on Table 1, it can be seen that the results of testing the effect of the application quality variable on product satisfaction have a significance value of 0.000, the value is smaller than 0.05 so it can be concluded that H0 isrejected and H1 is accepted, which means that application quality has a significant effect on Traveloka consumer satisfaction.

b. The effect of trust on satisfaction

Based on Table 1, it can be seen that the results of testing the influence of the trust variable on satisfaction have a significance value of 0.775, the value is greater than 0.05 so it can be concluded that H0 is accepted and H2 is rejected, which means that trust has no significant effect on Traveloka consumer satisfaction. c. Effect of application quality on repurchase intention

Based on Table1 it can be seen that the results of testing the effect of the application quality variable on repurchase intention have a significance value of 0.000, then the value is smaller than 0.05 so it can be concluded that H0 is rejected and H3 is accepted, which means that application quality has a significant effect on repurchase intention of Traveloka consumers.

c. The effect of trust on repurchases intention

Based on Table1 it can be seen that the results of testing the effect of the application quality variable on repurchase intention have a significance value of 0.000, then the value is smaller than 0.05 so it can be concluded that H0 is rejected and H3 is accepted, which means that application quality has a significant effect on repurchase intention of Traveloka consumers.

d. Effect of satisfaction on repurchase intention

Based on Table1 it can be seen that the results of testing the influence of the trust variable on repurchase intention have a significance value of 0.000, then the value is smaller than 0.05 so it can be concluded that H0 is rejected and H4 is accepted, which means that trust has a significant effect on repurchase intention of Traveloka consumers.
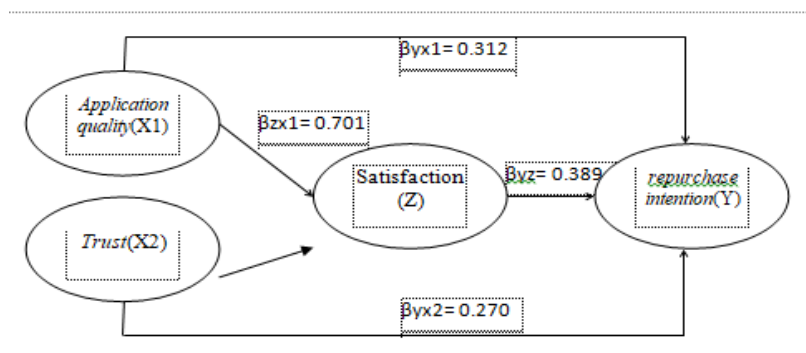

Figure 1. *Path Analysis Model after Trimming Theory*

4.2 Discussion
a. Effect of Application Quality on Satisfaction

Based on the results of path analysis and hypothesis testing, it was found that application quality had a significant effect on Traveloka's customer satisfaction, so H0 was rejected and H1 was accepted. The better application quality will have an impact and also affect satisfaction. The results of this study are in line with the research of YulisetiariniDiahet al. (2018) stated that application quality has a positive effect on satisfaction. Lestariet al. (2020) concluded that application quality has a significant effect on satisfaction.

b. The Effect of Trust on Satisfaction

Based on the results of path analysis and hypothesis testing, it was found that trust had no significant effect on Traveloka's customer satisfaction, so H0 was accepted and H2 was rejected. This shows that although the level of consumer confidence in Traveloka is good, it does not necessarily increase consumer satisfaction in using Traveloka. The results of this study are not in line with the results of research conducted by Mahendra and Indriyani (2018) which states that trust has a significant effect on consumer satisfaction. These results are in line with research conducted by Maweyet al. (2018) which states that trust does not have a significant effect on consumer satisfaction. There are other factors that have a stronger influence on Traveloka's customer satisfaction.

c. Effect of Application Quality on Repurchase Intention

Based on the results of path analysis and hypothesis testing, it was found that application quality had a significant effect on the repurchase intention of Traveloka consumers, so H0 was rejected and H3 was accepted. The better the application quality, the more impact and influence on satisfaction so that customers will become loyal later. The results of this study are in line with the results of research by YulisetiariniDiahet al. (2021) which revealed that application quality has a positive and significant effect on repurchase intention.

d. The Effect of Trust on Repurchase Intention

Based on the results of path analysis and hypothesis testing, it was found that trust has a significant effect on the repurchase intention of Traveloka consumers, so H0 is rejected and H4 is accepted. The better the trust, the more Traveloka consumers will make repeat purchases through the Traveloka application. The results of this study are in line with the results of research conducted by YulisetiariniDiahet al. (2021) stated that trust has a positive and significant effect on repurchase intention. This supporting research will strengthen the statement that trust has an effect on repurchase intention.

e. Effect of Satisfaction on Repurchase Intention

Based on the results of path analysis and hypothesis testing, it was found that satisfaction had a significant effect on repurchase intention at Traveloka, so H0 was rejected and H5 was accepted. The more satisfied consumers are, the more consumers intend to make repeat purchases at Traveloka. The results of this study are in line with the results of research conducted by Rahmawati et al. (2018) stated that consumer satisfaction has a significant and positive effect on repurchase intention. This supporting research will strengthen the statement that consumer satisfaction has an effect on repurchase intention.

V. Conclusion

Application quality significant effect on customer satisfaction with Traveloka. The statement shows that H1 is accepted, meaning that the higher the quality of the Traveloka application will increase the satisfaction of Traveloka consumers. Consumers need applications of good quality so that it will increase Traveloka customer satisfaction. Trust has no significant effect on Traveloka consumer satisfaction. The statement shows H2 is rejected, meaning that the higher the trust does not determine Traveloka's customer satisfaction. Application quality significant effect on the repurchase intention of Traveloka consumers. The statement shows that H3 is accepted, meaning that the higher the application quality, the higher the repurchase intention of Traveloka consumers.

Consumers need an application of good quality in order to increase the repurchase intention of Traveloka consumers. Trust has a significant effect on the repurchase intention of Traveloka consumers. The statement shows that H4 is accepted, meaning that the higher the trust, the higher the repurchase intention of Traveloka consumers. Consumers need high trust so that it will increase the repurchase intention of Traveloka consumers. Satisfaction has a significant effect on the repurchase intention of Traveloka consumers. The statement shows that H5 is accepted, meaning that the higher satisfaction will increase the repurchase intention of Traveloka consumers. Consumers will make repeat purchases if they are satisfied with the application. Satisfaction has a significant effect on the repurchase intention of Traveloka consumers. The statement shows that H5 is accepted, meaning that the higher satisfaction will increase the repurchase intention of Traveloka consumers. Consumers will make repeat purchases if they are satisfied with the application

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