JURNAL MANAJEMEN DAN PERBANKAN
Vol. 12 Edisi 1 (Februari 2025, 28-46)

Influence of Ease of Use and E-Service Quality on Intention to Reuse with Customer Satisfaction as a Mediating Variable in Online Travel Agent Traveloka

E-Service Quality, Kepuasan Pelanggan, dan Kemudahan Penggunaan: Faktor Penentu Minat Menggunakan Kembali Traveloka

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DOI: 10.55963/jumpa.v12i1.724

Abstract - The rapid development of technology and the opportunities within the tourism sector in Indonesia have been significantly influenced by the emergence of online travel agents (OTAs), which have made tourism activities more effective and efficient. This study aims to analyze the impact of perceived ease of use and e-service quality on intention to reuse, with customer satisfaction serving as a mediating variable in the context of the online travel agent Traveloka. The research employs the structural equation modeling - partial least squares (SEM-PLS) method, using smart PLS 4.1.0.3 as the analysis tool, based on data from 100 respondents in the Greater Jakarta area (Jabodetabek) who use Traveloka. The results of the study indicate that perceived ease of use significantly influences intention to reuse, perceived ease of use significantly influences customer satisfaction, e-service quality significantly influences intention to reuse, e-service quality significantly influences customer satisfaction, customer satisfaction significantly influences intention to reuse, perceived ease of use influences intention to reuse with customer satisfaction as a mediating variable, and e-service quality influences intention to reuse with customer satisfaction as a mediating variable. This study shows that user satisfaction has a significant mediating role between e-service quality and reuse intention, which has not been widely discussed in previous studies. These results deepen the understanding of how factors related to user experience can increase retention of digital payment services.

Keywords: Ease of Use, E-Service Quality, Customer Satisfaction, Intention to Reuse.

Abstrak *- Perkembangan teknologi dan peluang sektor pariwisata di Indonesia berkembang pesat dengan menghadirkan online travel agent yang membantu kegiatan pariwisata menjadi efektif dan efisien. Penelitian ini bertujuan untuk menganalisis pengaruh kemudahan penggunaan dan e-service quality terhadap minat menggunakan kembali dengan kepuasan pengguna sebagai variabel mediasi pada online travel agent Traveloka. Penelitian dilakukan dengan menggunakan metode structural equation model - partial least square (SEM-PLS) dengan alat analisis smart PLS 4.1.0.3 berdasarkan data dari 100 responden di wilayah Jabodetabek yang menggunakan Traveloka. Hasil penelitian menunjukkan kemudahan penggunaan berpengaruh terhadap minat menggunakan Kembali, kemudahan penggunaan berpengaruh terhadap kepuasan pengguna, e-service quality berpengaruh terhadap minat menggunakan Kembali, e-service quality berpengaruh terhadap kepuasan pengguna, kepuasan pengguna berpengaruh terhadap minat menggunakan Kembali, kemudahan penggunaan berpengaruh terhadap minat menggunakan kembali dengan kepuasan pengguna sebagai variabel mediasi, dan e-service quality berpengaruh terhadap minat menggunakan kembali dengan kepuasan pengguna sebagai variabel mediasi.*

Kata Kunci*: Kemudahan Penggunaan, E-Service Quality, Kepuasan Pengguna, Minat Menggunakan Kembali.*

INTRODUCTION

Technological developments are occurring very rapidly with the utilization of all fields that are assisted in carrying out activities so that the innovations provided, one of which is from the internet media, are increasingly creative and effective. According to data provided by the Indonesian internet service providers association (APJII) on Ahdiat, (2024), the internet penetration rate continues to increase in Indonesia from 2022 to 77.01%, increasing in 2023 to 78.19% and peaking in 2024 reaching 79.5% of the total national population. This development is a potential in the tourism sector in Indonesia that can be utilized to encourage effective and relevant marketing to attract foreign and domestic tourists so that

the sustainability of tourism business activities can increase after the Covid-19 pandemic. The report provided on the website of the Ministry of Tourism and Creative Economy in January 2023 showed that foreign tourist visits to Indonesia had grown by 503.34% from the previous year, with the number of foreign tourists reaching 735,947 people. However, this achievement is a decrease of 17.78% from the previous month, namely December 2022, which reached 895,123 foreign tourists. From the records of the Central Statistics Agency (BPS) reported on Rachmawati (2024), the number of domestic tourists in November 2023 showed that the trips taken reached 60.33 million trips, with a total of 749.1 million people from January 2023 to November 2023. BPS also noted that the increase in the room occupancy rate (TPK) rose to 56.72% or increased by 3.7% month-to-month (mtm) and increased by 2.31% year-on-year (yoy). In the process, the tourism sector was helped by the creation of online travel agents (OTA). Rinaldi & Santoso (2018) stated that an online travel agent (OTA) is a tourism business that is run using the internet with the business-to-consumer (B2C) concept, namely by connecting companies that market products or services with users who will use products or services by providing information according to tourism needs. The scope of online travel agent (OTA) business activities is to provide convenience for purchasing plane, train, or hotel tickets as well as easy access to financial services. One of the companies that contributes is Traveloka.

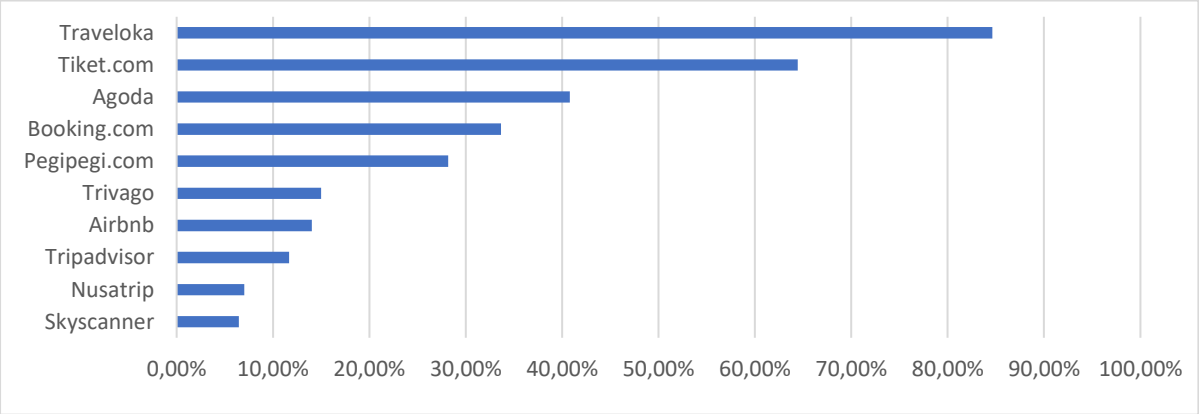

Figure 1. Statistics of the Most Popular Online Travel Agents Among Consumers in Indonesia as of June

Source: http://statista.com/ (2024).

According to a survey conducted by Nurhayati-Wolff (2024) regarding the most popular online travel agents (OTA) until June 2023, Traveloka is ranked first with a percentage of 84.62%, using Traveloka from a total of 6,055 respondents from Indonesia. With Tiket.com in second place with a percentage of 64.43%, Agoda is ranked third with a percentage of 40.79%, with a percentage of 33.64%, followed by Pegipegi.com with a percentage of 28.16%. Traveloka's business process can be said to be good and positive, but competitors in the online travel agent (OTA) sector are growing and have innovations that can threaten Traveloka's existence. The report provided by Ibrahim (2023) shows Traveloka users who became victims of hackers with a total loss of IDR 6,882,200.

From the victim's confession, the best information and solutions were not obtained from Traveloka. This is important for Traveloka to pay attention to as the process of tight business competition progresses. What needs to be considered is the ease of use and quality of service received by users to create user satisfaction in exchange for reusing the application. Hasyim & Ali (2022) stated that the interest in reusing or the intention to reuse is a sense of satisfaction received by users in using products that meet the desired and needed expectations. Interest plays an important role in psychological factors to help encourage individuals to use or purchase the same place in the future. This happens because of several factors, such as user satisfaction, ease of use, and e-service quality or electronic service quality, according to research that has been conducted. Visakha & Keni (2022) showed the results of the study that user convenience affects the interest in reusing, with e-satisfaction or electronic user satisfaction as a mediating variable. The same thing can be seen in the results of the study by Purwanti & Adialita (2024) that e-service quality has a positive and significant effect on the interest in reusing, with customer satisfaction as a mediating variable. However, this is in contrast to the research of Asih et al. (2022)

that customer satisfaction cannot mediate the effect of service quality on the intention to reuse. Purnomo & Nurhadi (2023) explain that customer satisfaction is the result of individual considerations that are assessed from the perception of product performance with expectations according to needs, and has a major role and influence on decisions that will occur in the future. Research by Ramadhani & Amar (2023) and Maharani et al. (2023) shows that satisfaction affects the intention to reuse. Ease of use and e-service quality are considered important to gain public attention and focus so that the intention to reuse can be achieved. Setiawan et al. (2020) state that ease of use is a measure of understanding of a computer, where individuals believe that the computer can be easily understood and used. Research by Priskilia & Sitinjak (2020) and Brahmanta & Wardhani (2021) shows that ease of use has a positive effect on the intention to reuse. Research by Yusuf et al. (2021) and Sanusi et al. (2022) provided results that ease of use has a positive and significant effect on consumer satisfaction. This study is in contrast to the results obtained by Silva et al. (2023), which showed no significant effect between ease of use and intention to reuse. Research by Huwaida et al. (2021) showed that ease of use did not affect satisfaction. Waluya et al. (2019) define e-service quality as the ability of a website that describes information to provide a satisfying experience for users who want to shop, make purchases, and receive delivery of products or services that can facilitate the process effectively and efficiently. This effective and efficient process helps companies to create a sense of satisfaction and consumer interest in reuse, by Research by Sembiring et al. (2023) and Waluya et al. (2019), which shows that e-service quality affects intention to reuse. Research by Akhmadi and Research by Akhmadi & Martini (2020) shows that e-service quality affects satisfaction. Ciputra & Prasetya, (2020) research shows that there is no significant influence between e-service quality on user satisfaction. The novelty of this study is the use of user satisfaction variables as a mediator. In addition, the application of SEM-PLS is used to analyze more complex relationships between variables and a deep focus on e-service quality factors to increase the reuse of digital services. Based on the background and research gaps, the author is interested in researching the effect of ease of use and e-service quality on the intention to reuse, with user satisfaction as a mediating variable. This research will later provide theoretical impacts in strengthening the technology acceptance model and electronic service quality, as well as practical implications that can be directly applied by digital service companies, such as Traveloka.

LITERATURE REVIEW

Service Marketing

Kotler et al. (2021) define services as a form of action or performance carried out by one party and offered to another party. Services do not have a physical form and do not result in ownership of goods or products. There are characteristics of services that influence the design of marketing programs, namely: intangibility, inseparability, variability, and perishability. Based on the understanding and characteristics above, it can be concluded that service marketing is the process of designing, promoting, and providing services that meet the needs and desires of consumers, taking into account the typical characteristics of services such as intangibility, inseparability, variability or diversity, and durability.

Reuse Interest

Hasyim & Ali (2022) state that the reuse interest or intention to reuse is a sense of satisfaction received by users in using products that meet the desired and needed expectations. Sairaga & Maulana, (2023) stated that the interest in reusing is a condition that occurs in individuals when using an application from the success of acceptable technology so that a sense of interest is created to continue using the technology sustainably so that it can be said that the interest in reusing is the main factor in the success of a business activity. Purwanti & Adialita, (2024) explain the indicators of interest in reusing, namely: (1) transactional interest, interest that occurs due to encouragement that has economic benefits and financial value, such as providing price discounts for users who have loyalty, so that users are encouraged to make transactions or purchases. (2) Preferential interest, interest that is formed from experience in using features or services that suit user preferences, so that they are encouraged to reuse products or services. (3) Explorative interest, interest in reusing with different options, because they are interested in new features or services, so that they are triggered to explore.

User Satisfaction

Purnomo & Nurhadi (2023) explain that customer satisfaction is the result of individual considerations that are assessed from the perception of product performance with expectations according to what is needed, and has a major role and influence on decisions that will occur in the future. Yundari & Wardana (2019) state that consumer satisfaction is the result received by business actors for the response from users of products or services. If the quality of service is by expectations users will feel satisfied, if the quality of service is not by expectations, it will have an impact on feelings of disappointment. It can be concluded that user satisfaction is a perception that arises from the use of products or services with feelings of pleasure or satisfaction because the products or services used have performance that meets user expectations. Yundari & Wardana (2019) mention indicators of user satisfaction, namely: (1) enjoying using the product is a feeling of pleasure that arises from satisfaction or pleasure in using services, such as attractive features, or can provide value to users. (2) Can satisfy needs, the product provided is effective in meeting user needs by providing solutions or benefits desired by users. (3) Loyal to using the product, being loyal to a product is a positive impact on satisfaction with the experience of using the product, so that users can be consistent over a certain period.

Ease of Use

Setiawan et al. (2020) stated that ease of use is a measure of understanding of a computer, which individuals believe that the computer can be easily understood and used. Rahmawati & Wati (2023) explained that the perception of ease of use is a measure of users' ability to feel using financial technology services without requiring excessive effort. It can be concluded that ease of use is an individual's assessment of a technology service that does not require much effort in its operation because the processes and steps involved are easy to learn and easy to use. Sanusi et al. (2022) mention indicators of ease of use, namely: (1) easy to learn or easy to learn, a system that is easy to learn can be measured by the ease with which users find information both from applications and other media. (2) Easy to understand or easy to understand, a system that is easy to understand can be measured by the display and explanation of information that can provide a clear picture and understanding to users. (3) Add skills, a system that adds skills can be measured by users having additional insight into the technology used, so that it helps in using other applications or media.

E-Service Quality

Waluya et al. (2019) defines e-service quality as the ability of a website that describes information to provide a satisfying experience for users who want to shop, make purchases, and receive delivery of products or services that can facilitate the process effectively and efficiently. Akhmadi & Martini (2020) explains that e-service quality can be interpreted as an overall assessment of customers regarding the quality of electronic services based on previous experiences. It can be concluded that e-service quality is an individual's assessment of the quality of receiving information and carrying out financial transaction activities in the form of purchases, sales, or delivery of services with the help of online technology services that help speed up and ease performance in these transaction activities. Purwanti & Adialita, (2024) in his research mentioned indicators of e-service quality, namely: (1) application service quality is considered efficient, effective, and satisfying; applications that have good service quality will be able to provide solutions quickly, effectively, and according to user needs. (2) Responsiveness, user service assistance in solving user problems, helps provide solutions to complaints received from users. (3) Security, applications that help protect users' data so as not to provide or share personal data with anyone. (4) Design, the application design is considered user-friendly with application features that provide a friendly appearance by providing easy-to-understand features. (5) Performance, application performance is fast for users to access, and maximum access speed can help users experience smoother and more efficient use of it.

The relationship between the grand theory and the topic of this research is that these theories are used to explain the factors that influence customer decisions to reuse digital services, namely online travel agents. The exogenous/independent variables in this study are ease of use and e-service quality; the endogenous/dependent variables are reuse intention and user satisfaction, and the mediating variable is user satisfaction. The framework for this study is as follows:

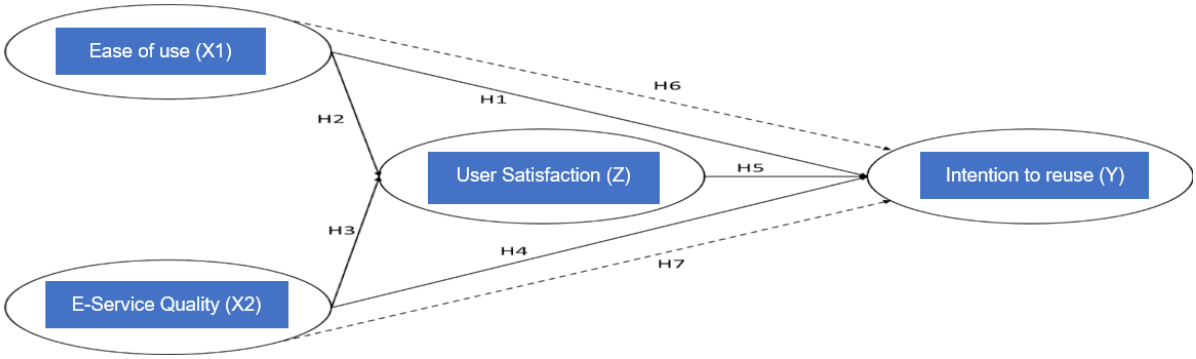

Figure 2. Framework of Thought

Figure 2 shows ease of use, variable x_1, e-service quality, variable x_2, intention to reuse, variable y, and user satisfaction, variable z. The basis of the framework is the results of research by Priskilia & Sitinjak, (2020) and Brahmanta & Wardhani, (2021) which shows that the effect of ease of use on purchase intention is significant. Then, the effect of ease of use on user satisfaction is significant according to research by Yusuf et al., (2021) and Sanusi et al., (2022). The effect of e-service quality on intention to reuse shows significant results according to research conducted by Sembiring et al., (2023) and Waluya et al., (2019). Furthermore, e-service quality has a significant effect on user satisfaction based on research conducted by Akhmadi & Martini, (2020). The brand awareness variable has a significant effect on the purchase intention variable, based on research conducted by Ramadhani & Amar, (2023) and Maharani et al., (2023). The framework also describes an indirect relationship, namely the ease of use variable on the intention to reuse through user satisfaction, and the indirect relationship of the e-service quality variable on the intention to reuse through satisfaction. In connection with several of these things, the following hypothesis is formulated:

H_1: Ease of use has a significant effect on the intention to reuse.
H_2: Ease of use has a significant effect on user satisfaction.
H_3: E-service quality has a significant effect on the intention to reuse.
H_4: E-service quality has a significant effect on user satisfaction.
H_5: User satisfaction has a significant effect on the intention to reuse.
H_6: Ease of use has a significant effect on the intention to reuse with user satisfaction as a mediating variable.
H_7: E-service quality has a significant effect on the intention to reuse with user satisfaction as a mediating variable

RESEARCH METHOD

Research Design

The author uses descriptive research, Hardani et al., (2020) which explains that descriptive research is research conducted by analyzing data regularly and measurably which produces percentages and tendencies such as research conducted through surveys, interviews and observations. The author also uses a quantitative data collection technique research method to determine the influence between independent variables or exogenous variables and dependent variables or endogenous variables. Sugiyono, (2020) explains that the quantitative research method is a method based on the philosophy of positivism which is used to research certain populations or samples using random sampling techniques. Data collection is carried out with research instruments and data analysis is quantitative or statistical with the main aim of testing the established hypothesis.

Unit of Analysis

The exogenous variables in this study consist of ease of use and e-service quality. Meanwhile, the endogenous variables of this study consist of user satisfaction and interest in reusing. The unit of analysis in this study is Traveloka online travel agent users in Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek). The study was conducted from October 2023 to April 2024. The study was conducted by distributing questionnaires via Google Forms to several Traveloka Online Travel agent users.

Operational Variables

Operation variables are an indication of how variables can be measured. This study involves 4 variables consisting of 2 exogenous variables, namely ease of use (x_1) and e-service quality (x_2), 2 endogenous variables, namely user satisfaction (z) and intention to reuse (y). Below are the operational variables in the study:

Table 1. Operational Variables

No	Variable	Variable Concept	Indicator	Scala
1	Ease of use	Ease of use refers to the effectiveness and efficiency of a system that is clear and easy to understand.	1. Easy to learn 2. Easy to understand 3. Add skills	Likert
2	E-Service Quality	E-Service Quality refers to the quality of service provided through technology or systems	1. The quality of application services is efficient, effective, and satisfactory. 2. Responsiveness or responsiveness of service 3. Security or application security that protects users' data 4. The design or application design is considered user-friendly 5. The performance or application performance is quickly accessed by users	Likert
3	User satisfaction	User satisfaction refers to the response or feedback from users who feel that their expectations of a service are met and their needs.	1. Enjoy using the product 2. Can satisfy needs 3. Loyal to using the product	Likert
4	Reuse intention	Reuse intention refers to the response of users who feel satisfied and want to reuse products that have been used.	1. Ttransaksional intention 2. Preferensial intention 3. Eksploratif intention	Likert

Source: Researcher.

Population and Sample

The population in this study was users of the online travel agent Traveloka in Jakarta, Bogor, Depok, Tangerang, and Bekasi. This study used a nonprobability sampling technique. The technique used is purposive sampling. Sugiyono, (2020) stated that purposive sampling is a sampling determination technique with considerations according to the selected research. Hair et al., (2019) added as a general rule in measuring sampling using 5 times the number of indicators studied. Hair et al., (2019) added that regarding the sample size in the use of the structural equation model (SEM), suggestions were given for measuring samples with a minimum number of samples at 100 with basic characteristics using a model containing five or less constructs with more than three questions each and having a strong correlation in each question with a minimum value of 0.6 or higher. In this study, there are 17 indicators, using the formula Hair et al., (2019) = 17 indicators × 5 = 85 samples. The researcher concluded to use 100 samples according to the guidelines and characteristics of sampling Hair et al., (2019).

Types of Data and Data Sources

The types of data used in this study are primary and secondary data. The data source used in this study is a questionnaire given to respondents through the help of the google form application. Secondary data sources can be obtained from research that contributes to certain events, such as books, journals, and articles obtained from the internet.

Data Collection Methods and Techniques

This study uses a Likert scale that will be used in the questionnaire. Sugiyono, (2020) explains that the measurement scale can help to provide a clear picture of the assessment of the variables being measured. The Likert scale is used to measure the attitudes, opinions, and perceptions of respondents. The Likert scale used in the form of a checklist is explained by Sugiyono, (2020), namely:

"STS = "Strongly disagree" with a score of 1
"TS" = "Disagree" with a score of 2
"RG" = "Undecided" with a score of 3
"ST" = "Agree" with a score of 4
"SS" = "Strongly agree" with a score of 5

Interval data classification is carried out to calculate the value of each indicator, which is then divided or grouped into indicator categories. The study used 100 samples with 5 classes or scales used. The highest value can be obtained from the multiplication of the sample and the highest value in the sample, namely 100 x 5 = 500. While the lowest value is obtained from the sample, and the lowest value in the sample, namely 100 x 1 = 100. The interval calculation is explained as follows:

Interval = (500-100) / 5 = 80 (1)

Based on this calculation, the interval classification of the assessment data is grouped as follows:

Table 2. Interval Data Clasification

Evaluation	Weight
Very good	421 - 500
Good	341 - 420
Average	261 - 340
Bad	181 - 260
Very bad	100 -181

Source: Data processed.

Data Analysis Techniques

Researchers use data analysis techniques using structural equation modeling (SEM) based on components or variants (component-based) with partial least squares (PLS) assisted by the smartPLS application version 4.1.0.3. Hair et al., (2019) explain that SEM is a multivariate analysis that involves structural equation modeling that uses statistical techniques simultaneously or together to analyze several separate multiple regression equation variables. There are two components in PLS, namely the measurement model that can show the results of convergent validity and discriminant validity. The structural model is a model that describes the relationship between hypotheses.

Measurement Model (Outer Model)

Hair et al., (2019) stated that the measurement model or outer model is a component or part of a theoretical path model that contains indicators and their relationships with constructs. Hair et al., (2019) stated that constructs are also referred to as latent variables which in the structural model are displayed in the form of circles or ovals.

Validity Test

Hair et al. (2019) explained that the validity test begins by checking the loading factor value. An item is declared valid if it has a loading factor value above 0.708. Convergent validity measures how well an indicator represents the construct being measured, which is evaluated through the average variance extracted (AVE). The AVE value is accepted if it reaches 0.50 or more, indicating that the construct or latent variable can explain at least 50% of the variance of its indicator. Hair et al. (2019) explained that discriminant validity measures how unique an indicator is in representing a latent variable compared to its correlation with other latent variables. The test is carried out using the Fornell-Larcker criterion, where the diagonal value of the correlation of the latent variable with itself must be greater than the correlation with other latent variables. If there is a smaller value, improvements can be made by removing the indicator with the lowest outer loading value. The Fornell-Larcker criterion compares the AVE value of the latent variable with itself and other latent variables. Discriminant validity testing also uses the cross-loading method on latent variables. Hair et al. (2019) explained that a high cross-loading value that does not match the measurement model indicates a problem in discriminant validity. If this

problem occurs, it is advisable to check the correlation to identify errors in the latent variables. The problematic latent variables are then removed, and the calculation is repeated to avoid a lack of cross-loading.

Reliability Test

Hair et al., (2019) explained that cronbach's alpha (CA) is a measure of the consistency of indicators in latent variables, with a value range of 0–1, which assumes the same indicator loading. The minimum CA value is 0.70, while values above 0.95 are considered unrealistic because the indicators are likely to be too excessive or less varied. Composite reliability (CR) according to Hair et al., (2019), also measures the consistency of indicators in latent variables, but without the assumption of the same indicator loading. The accepted CR value is a minimum of 0.70 and no more than 0.95, to ensure that the indicators are valid and reliable in measuring latent variables.

Structural Model (Inner Model)

Hair et al., (2019) explained that the structural model or inner model is a path model that connects exogenous variables or independent variables to endogenous variables or dependent variables.

R-Square

Hair et al., (2019) explained that R-squared measures the predictive strength of the model, with values between 0 and 1. A value of 0 indicates no relationship, while 1 indicates a very strong relationship. A value of 0.75 is considered substantial, 0.50 moderate, and 0.25 weak.

Goodness of Fit

Hair et al., (2017) explained that goodness of fit measures the extent to which a theoretical structure or model represents the reality of the observation results. The model must calculate the fit of the data, including variables and indicators, using the goodness of fit index formula explained by Hair et al., (2017) as follows: $GoF = \sqrt{Average\ AVE\ \times Average\ R^2}$ (2)

Path Coefficient

Hair et al., (2019) explained that the path coefficient shows the direction of the relationship between variables, both positive and negative. Its value is in the range of -1 to 1; values between -1 to 0 indicate a negative relationship, while 0 to 1 indicate a positive relationship.

Hypothesis Testing (T-Test)

Significance testing is carried out using the t-statistic with the bootstrapping method. Hair et al., (2019) explained that bootstrapping is a random resampling technique to produce 5,000 subsamples of the original data. This test determines the significance of the coefficient, where the hypothesis is rejected if the t-statistic exceeds the specified minimum value. The two-tailed hypothesis method is used to test positive and negative results. Hair et al., (2019) stated that the test is significant if the t-statistic > 1.96 and the p-value < 0.05 with a significance level of 5%.

Mediation Testing

The mediation effect in research refers to the indirect relationship between variables. Hair et al., (2019) explained that mediation occurs when the mediator variable explains the relationship between two latent variables, with the indirect effect indicating the contribution of the mediator. The mediation effect test was carried out after the bootstrapping procedure using the specific indirect effect option in SmartPLS. The mediation test is considered significant if the t-statistic > 1.96 and the p-value < 0.05 with a significance level of 5%. Hair et al., (2019) also explained that there are two types of mediation effects. The full mediation effect occurs when the direct relationship is not significant but becomes significant after considering the indirect relationship through the mediator. Meanwhile, the partial mediation effect occurs when the direct relationship is significant and remains significant after taking into account the indirect relationship through the mediator.

FINDINGS AND DISCUSSION

Findings

Respondents' Income

59% of respondents have incomes between IDR 5,000,000-IDR 9,999,999; 36% have incomes between IDR 10,000,000-IDR 19,999,999; 5% have incomes below IDR 5,000,000 and 3% have incomes above IDR 20,000,000.

Frequency of Traveloka Use

84% of respondents use Traveloka more than twice, and 16% of respondents only use Traveloka once.

Descriptive Statistics

Hardani et al., (2020) explain that descriptive research is conducted by analyzing data regularly and measurably, which produces percentages and tendencies, such as research conducted through surveys, interviews, and observations.

Table 3. Recapitulation of Respondents for Ease of Use Variables

Indicator	Statement	SD	D	AV	A	SA	Total Score	Category
Easy to learn	The instructions and guides provided by Traveloka are easy to learn.	6	72	9	56	205	348	Good
Easy to understand able	Traveloka service information is displayed clearly and relevantly, and is easy to understand.	16	42	48	64	155	325	Average
Add skills	The configuration and setting features provided by Traveloka are easy to set up, making it easier for me to become skilled in using them	5	34	78	76	165	358	Good
Average score		344						Good

Source: Data processed.

Based on the table, the indicator with the highest score is add skills, with the statement “the configuration and setting features provided by Traveloka are easy to set up, making it easy for me to become skilled in using it”, which obtained a total score of 358 and is categorized as good. The indicator with the lowest score is easy to understand, with the statement “Traveloka service information is displayed clearly and relevantly and is easy to understand”, which obtained a total score of 325 and is categorized as sufficient. The overall average score is 344, which is categorized as good. Recapitulation of respondents for the reuse interest variable.

Table 4. Recapitulation of Respondents of User Satisfaction Variables

Indicator	Statement	SD	D	AV	A	SA	Total Score	Category
Happy to use the product	Traveloka helps make your travel experience smoother and more enjoyable.	5	34	57	36	250	382	Good
Can satisfy needs	I am satisfied using Traveloka because it suits my needs and meets my expectations.	12	22	51	28	265	378	Good
Loyal to using the product	I choose to remain loyal to Traveloka and not use other online travel agents.	13	20	63	88	170	354	Good
Average score		371						Good

Source: Data processed.

Based on table 4, the indicator with the highest score is happy using the product, with the statement "Traveloka helps the travel experience become smoother and more enjoyable," which obtained a total score of 382 and is categorized as good. The indicator with the lowest score is loyal to using the product, with the statement "I choose to remain loyal to using Traveloka and not use other online travel agents,"

which obtained a total score of 354 and is categorized as good. The overall average score is 371, which is categorized as good.

Table 5. Recapitulation of Respondents of E-Service Quality Variables

Indicator	Statement	VB	B	AV	G	VG	Total Score	Category
The quality of the application service is efficient, effective, and satisfactory	The responsiveness of the service provided by Traveloka is responsive, friendly to users, helps solve problems, and provides the right solutions.	5	24	87	76	175	367	Good
Responsiveness	The responsiveness of the service provided by Traveloka is responsive, friendly to users, helps solve problems, and provides the right solutions.	5	22	84	28	245	384	Good
Security	Traveloka provides security for personal data and information as well as guarantees safe and reliable payment transactions. Traveloka provides security for personal data and information as well as guarantees safe and reliable payment transactions.	1	46	30	116	185	378	Good
User-friendly Design	Traveloka's design and features are in line with the latest innovation trends and provide product recommendations according to preferences.	1	38	60	68	215	382	Good
Performance	Traveloka has a fast application performance to access and is accurate in providing information.	1	20	93	56	220	390	Good
Average score		383						Good

Source: Data processed.

Based on table 5, the indicator with the highest score is performance. The application performance is quickly accessed by users, with the statement “Traveloka has an application performance that is fast to access and accurate in providing information”, which obtained a total score of 390 and is categorized as good. The indicator with the lowest score is the quality of application service that is efficient, effective, and satisfaying, with the statement “the responsiveness of the service provided by Traveloka is responsive, friendly to users, helps solve problems and provides the right solustions”, which obtained a

total score of 367 and is categorized as good. The overall average score is 383, which is categorized as good.

Table 6. Recapitulation of Respondents for the Intention to Reuse Variable

Indicator	Statement	SD	D	AV	A	SA	Total Score	Category
Transactional intention	I am interested in using Traveloka again if there are discounts and promotions.	14	26	60	32	225	357	Good
Preferential intention	I am interested in using Traveloka again because of the personalization of the application.	5	22	69	76	210	382	Good
Explorative intention	I am always interested in paying attention to the latest Traveloka product or service information.	14	26	6	36	310	392	Good
Average		377						Good

Source: Data processed.

Based on the indicator with the highest score is explorative interest, with the statement "I am always interested in paying attention to the latest Traveloka product or service information," which obtained a total score of 392 and is categorized as good. The indicator with the lowest score is transactional interest, with the statement "I am interested in using the Traveloka indicator if there are discounts and promotions," which obtained a total score of 357 and is categorized as good. The overall average value is 377, which is categorized as good. Based on the bootstrapping results, the indicator with the highest t-statistic value is the relationship between e-service quality (x_2) and user satisfaction (z), with a value of 4,880. While the indicator with the lowest t-statistic value is the relationship between e-service quality (x_2) and intention to reuse (y), with a value of 2,741.

Measurement Model

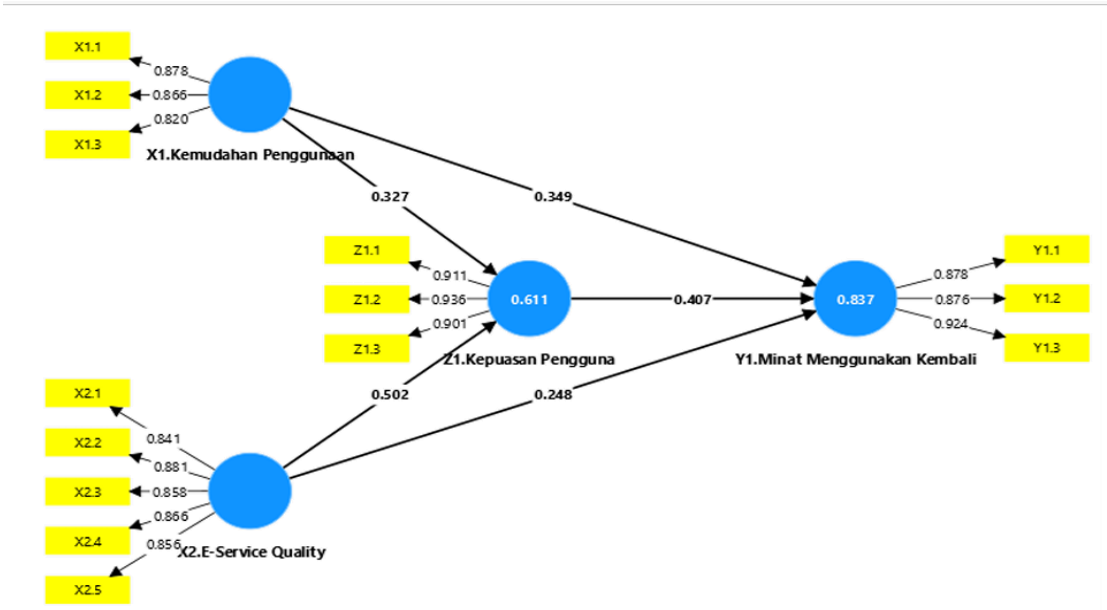

Figure 3. Loading Factor

Source: Output smartPLS, data (2024).

Convergent Validity

Hair et al., (2019) explained that convergent validity is a measure used to evaluate how well the relationship between indicators and constructs is, so that it can explain the construct being measured.

Table 7. Loading Factor

	X1 (Ease of Use)	X2 (E-Service Quality)	Z (User Satisfaction)	Y (Intention in Reuse)
X1.1	0.878			
X1.2	0.866			
X1.3	0.820			
X2.1		0.841		
X2.2		0.881		
X2.3		0.858		
X2.4		0.866		
X2.5		0.856		
Z1.1			0.911	
Z1.2			0.936	
Z1.3			0.901	
Y1.1				0.878
Y1.2				0.876
Y1.3				0.924

Source: Output smartPLS, data (2024).

Hair et al., (2019) explained that in conducting a validity test, the values contained in the loading factor were checked. This test can be declared valid because the loading factor is above 0.708.

Table 8. Average Variance Extracted (AVE)

	Average variance extracted (AVE)
X_1 (ease of use)	0.731
X_2 (e-service quality)	0.741
Z (user satisfaction)	0.839
Y (intention in reuse)	0.798

Source: Output smartPLS, data (2024).

Hair et al., (2019) stated that the average variance extracted (AVE) is the average value of the square of the loading of all indicators owned by each construct or latent variable. The acceptable AVE measurement is 0.50 or higher 0.50. In the research conducted, all indicators can be declared valid and meet the requirements of convergent validity.

Discriminant Validity Test

Hair et al., (2019) explained that discriminant validity is a measure used to evaluate how unique an indicator in a latent variable can represent the latent variable itself when faced with how much the latent variable correlates with other latent variables.

Table 9. Cross Loadings

	X1 (ease to use)	X2 (E-Service Quality)	Z (User Satisfaction)	Y (Intention in reuse)
X1.1	0.878	0.624	0.609	0.725
X1.2	0.866	0.689	0.622	0.709
X1.3	0.820	0.655	0.595	0.694
X2.1	0.748	0.841	0.61	0.752
X2.2	0.642	0.881	0.655	0.742
X2.3	0.640	0.858	0.599	0.678
X2.4	0.649	0.866	0.640	0.677
X2.5	0.622	0.856	0.730	0.688
Z1.1	0.678	0.715	0.911	0.794
Z1.2	0.645	0.666	0.936	0.775
Z1.3	0.632	0.687	0.901	0.746
Y1.1	0.738	0.709	0.716	0.878
Y1.2	0.685	0.732	0.653	0.876
Y1.3	0.793	0.762	0.872	0.924

Source: Output smartPLS, data (2024).

The research conducted can be declared valid and follows the assessment standards for cross-loadings, with the value of the latent variable being greater than the value of other latent variables.

Table 10. Fornell-Larcker Criterion

	X1 (Ease of Use)	X2 (E-Service Quality)	Z (Ease of Use)	Y (Intention in Reuse)
X_1 (ease of use)	0.855			
X_2 (e-service quality)	0.767	0.861		
Z (user satisfaction)	0.712	0.753	0.916	
Y (intention in reuse)	0.830	0.823	0.843	0.893

Source: Output smartPLS, data (2024).

Based on table 10, it can be concluded that the values contained in the table have met the requirements of the Fornell-Larcker criterion, that the correlation value of the latent variable with the latent variable itself is greater than the value of the latent variable with other latent variables.

Reliability Test

Table 11. Cronbach's Alpha dan Composite Reliability

	Cronbach's alpha	Composite reliability
X_1 (easy to use)	0.815	0.891
X_2 (e-service quality)	0.912	0.935
Z (user satisfaction)	0.904	0.940
Y (intention in reuse)	0.873	0.922

Source: Output smartPLS, data (2024).

Hair et al., (2019) explained that reliability testing is used by looking at the cronbach's alpha (CA) value, with a minimum value of 0.70 and a maximum reliability value of 0.95. Table 11 shows valid and reliable results.

Structural Model Evaluation (Inner Model)

Hair et al., (2019) explained that the structural model or inner model is a path model that connects exogenous variables or independent variables to endogenous variables or dependent variables.

Table 12 R-Square (R^2)

	R-square	R-square adjusted
Z (user satisfaction)	0.611	0.603
Y (intention in reuse)	0.837	0.832

Source: Output smartPLS, data (2024).

Table 12 shows the R-squared value for user satisfaction (Z) of 0.611 and for reuse intention (Y) of 0.837. Hair et al., (2019) stated that a value of 0.75 is considered substantial, a value of 0.50 is considered moderate, and a value of 0.25 is considered weak. This shows that the relationship between exogenous variables and user satisfaction (Z) has a moderate value, and shows that the relationship between exogenous variables and reuse intention (Y) has a substantial value or has a close relationship. In the adjusted R-square value, there is a value for user satisfaction (Z) of 0.603 which explains that 60.3% of the user satisfaction value is in ease of use and e-service quality and the remaining 39.7% is explained by other factors. The adjusted R-square value is also found in reuse intention (Y) of 0.832, which explains that 83.2% of the reuse intention value is in ease of use, e-service quality, and user satisfaction, while the remaining 16.8% is in other factors.

Table 13. Goodness of Fit

Variables	AVE	R-square
X_1 (ease to use)	0.731	
X_2 (e-service quality)	0.741	
Z (user satisfaction)	0.839	0.611
Y (intention to reuse)	0.798	0.837
Average	0.778	0.724
Goodness of fit	0.750	

Source: Output smartPLS, data (2024).

In table 13, the goodness of fit value obtained is 0.750, which indicates a level of conformity of 75% between the model and the reality of the observation results in the research conducted.

Table 14. Path Coefficient

	X_1 (ease to use)	X_2 (e-service quality)	Z (user satisfaction)	Y (intention to reuse)
X_1 (ease to use)			0.327	0.349
X_2 (e-service quality)			0.502	0.248
Z (user satisfaction)				0.407
Y (intention to reuse)				

Source: Output smartPLS, data (2024).

Table 14 shows the path coefficient between exogenous returns and endogenous returns. The ease of use variable on user satisfaction and interest in reusing shows positive results. The e-service quality variable on user satisfaction and interest in reusing shows positive results. The user satisfaction variable on interest in reusing positive results.

Mediation Test

Table 15. Spesific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X_1 (ease to use) -> X_3 (user satisfaction) -> Y (intention to reuse)	0.133	0.132	0.059	2.251	0.024
X_2 (e-service quality) -> X_3 (ease to use) -> Y (intention to reuse)	0.205	0.2	0.048	4.253	0

Source: Output smartPLS, data (2024).

The results of the hypothesis test show that both hypotheses are accepted. The sixth hypothesis (h_6) shows that ease of use has a positive and significant effect on the intention to reuse with user satisfaction as a mediating variable, with a t-statistic value of 2.251 > 1.96 and a p-value of 0.024 < 0.05. The seventh hypothesis (h_7) concludes that e-service quality has a positive and significant effect on the intention to reuse with user satisfaction as a mediating variable, with a t-statistic value of 4.253 > 1.96 and a p-value of 0.000 <0.05.

Hypothesis Test (T-Test)

Table 16. Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics (|O/STDEV|)	P values
X_1 (ease to use) -> Y (intention to reuse)	0.349	0.346	0.087	4.026	0.000
X_1 (ease to use) -> Z (user satisfaction)	0.327	0.322	0.110	2.967	0.003
X_2 (e-service quality) -> Z (user satisfaction)	0.502	0.509	0.103	4.880	0.000
X_2 (e-service quality) -> Y (intention to reuse)	0.248	0.257	0.090	2.741	0.006
Z (user satisfaction) -> Y (intention to reuse)	0.407	0.400	0.085	4.791	0.000

Source: Output smartPLS, data (2024).

Hair et al. (2019) stated that the test can be said to be significant if it has a value above 1.96. The following is a hypothesis that shows the influence of exogenous returns on endogenous returns can be accepted or rejected. The results of the hypothesis test show that all hypotheses are accepted. The first hypothesis (H_1) shows that ease of use has a positive and significant effect on the interest in using returns with a t-statistic value of 4.026 >1.96 and a p-value of 0.00 < 0.05. The second hypothesis (H_2)

concludes that ease of use has a positive and significant effect on user satisfaction with a t-statistic value of 2.967 > 1.96 and a p-value of 0.003 < 0.05. Furthermore, the third hypothesis (H_3) shows that e-service quality has a positive and significant effect on user satisfaction with a t-statistic value of 4.880 > 1.96 and a p-value of 0.000 < 0.05. The fourth hypothesis (H_4) shows that e-service quality has a positive and significant effect on the intention to reuse again, with a t-statistic value of 2.741 > 1.96 and a p-value of 0.006 < 0.05. Finally, the fifth hypothesis (H_5) shows that user satisfaction has a positive and significant effect on the intention to reuse again, with a t-statistic value of 4.791 > 1.96 and a p-value of 0.000 < 0.05.

Discussion

Based on the tests that have been carried out on each variable, the results of the study can be described as follows:

The Effect of Ease of Use on Intention to Reuse

Setiawan et al., (2020) stated that ease of use is a measure of understanding of a computer, that individuals believe the computer can be easily understood and used. Devi & Matoati, (2022) revealed that easy-to-use technology applications or services will be used continuously rather than applications that are considered difficult to use. This is in line with research conducted by Priskilia & Sitinjak, (2020) The results of the perception of ease of use have a positive influence on the interest in reusing Go-Pay services. This influence is thought to be because most respondents are millennials whose daily activities are assisted by digital technology so they require ease of use because it provides convenience. The easier a technology is to use, the higher the interest in reusing it. This study shows a t-statistic value of 4.026 > 1.96 and a p-value of 0.000 < 0.05, so the hypothesis is accepted. The results can be concluded that ease of use has a positive and significant effect on reuse interest. This is in line with research conducted by Priskilia & Sitinjak, (2020) and Brahmanta & Wardhani, (2021) which has resulted in ease having a positive and significant effect on reuse interest.

The Effect of Ease of Use on User Satisfaction

Rahmawati & Wati, (2023) explain that the perception of ease of use is a measure of users' ability to feel using financial technology services without requiring excessive effort. Sugianto, (2019) stated in a study that one of the factors that influences the level of user satisfaction of the Traveloka application is the ease of use of technology that provides efficiency and effectiveness of the time given to users; the easier the technology is to use, the higher the user satisfaction. In this study, the t-statistics value is 2.967 > 1.96, and the p-value is 0.003 < 0.05, so the hypothesis is accepted. These results can be concluded that ease of use has a positive and significant effect on user satisfaction. This is in line with research conducted by Sugianto, (2019), Yusuf et al., (2021) and Sanusi et al., (2022) which has resulted that ease of use has a positive and significant effect on user satisfaction.

The Influence of E-Service Quality on User Satisfaction

Akhmadi & Martini, (2020) explains that e-service quality can be interpreted as an overall assessment of customers towards the quality of electronic services based on previous experiences. Ginting et al., (2023) stated that by providing good e-service quality, it will produce a good response from users because they feel satisfied with the experience of using services that are considered useful and have interactive features, the higher the e-service quality provided, the higher the user satisfaction. In this study, the t-statistics value is 4.880 > 1.96, and the p-value is 0.000 < 0.05, so the hypothesis is accepted. These results can be concluded that e-service quality has a positive and significant effect. This is in line with research conducted by Akhmadi & Martini, (2020) which has the results that e-service quality has a positive and significant effect on user satisfaction.

The Influence of E-Service Quality on Intention to Reuse

Waluya et al. (2019) define e-service quality as the ability of a website that describes information to provide a satisfying experience for users who want to shop, make purchases, and receive delivery of products or services that can facilitate the process effectively and efficiently. Sembiring et al., (2023) in their research showed that the results of electronic service quality have a positive and significant effect on intention to reuse, this is driven by user trust in the electronic system used and social influence so that it helps influence user interest in reusing the BRImo application, the higher the e-service quality provided, the higher the interest in reusing. In this study, the t-statistics value is 2.741 > 1.96, and the

p-value is 0.006 < 0.05, so the hypothesis is accepted. These results can be concluded that e-service quality has a positive and significant effect on intention to reuse. This is in line with research conducted by Sembiring et al. (2023) and Waluya et al. (2019), which shows that the results of e-service quality have a positive and significant effect on the intention to reuse.

The Influence of User Satisfaction on the Intention to Reuse

Yundari & Wardana, (2019) stated that consumer satisfaction is the result received by business actors for the response from users of products or services. if the service quality is in accordance with expectations, users will feel satisfied, if the service quality is not in accordance with expectations, it will have an impact on feelings of disappointment. Maharani et al., (2023) stated that customer dissatisfaction with a product or service can cause them to switch to another brand rather than reuse. If they are satisfied with the brand, they tend to reuse in the future; the higher the satisfaction, the higher the interest in reuse. In this study, the t-statistics value of 4.791 > 1.96 and p-value 0.000 < 0.05, then the hypothesis is accepted. These results can be concluded that user satisfaction on the intention to reuse has a positive and significant effect. This is in line with research conducted by Ramadhani & Amar, (2023) and Maharani et al., (2023) which shows that user satisfaction results have a positive and significant effect on reuse intention.

The Effect of Ease of Use on Intention to Reuse with User Satisfaction as a Mediating Variable

Visakha & Keni, (2022) in their research stated that user satisfaction can influence reuse intention based on the perception of ease of use. This occurs in companies that provide payment gateway services by implementing a focus on user needs that facilitate non-cash transactions in various features such as online transportation orders, food delivery, and others. This can be concluded with the convenience provided, assisted by the satisfaction felt by users, helping to grow user interest in reuse. In this study, the t-statistics value of 2.251 > 1.96 and p-value 0.024 < 0.05, then the hypothesis is accepted. These results can be concluded that ease of use has an effect on reuse intention with user satisfaction as a mediating variable, having a positive and significant effect. From the positive and significant influence, this mediation test has a partial mediation effect because there are positive results on the direct and indirect influence. This is in line with the research conducted by Visakha & Keni, (2022) which has research results that e-satisfaction can mediate and provide a positive and significant influence between perceived ease of use and intention to reuse.

The Effect of E-Service Quality on Reuse Intention with User Satisfaction as a Mediating Variable

Hasyim & Ali, (2022) stated that e-service quality can increase reuse intention if consumers have high satisfaction, This satisfaction is measured from consumer feelings comparing user expectations with the success of use received, This success is achieved by the availability of applications that can be downloaded on various Android and IOS platforms and can be applied when making transactions at MSMEs, health facilities and retail stores, the higher the e-service quality provided can provide satisfaction to users so that the interest in reuse is higher. In this study, the t-statistics value is 4.253> 1.96, and the p-value is 0.000 <0.05, so the hypothesis is accepted. These results can be concluded that e-service quality affects reuse intention, with user satisfaction as a mediating variable having a positive and significant effect. From the positive and significant influence, this mediation test has a partial mediation effect because there are positive results on the direct and indirect influence. This is in line with research conducted by Hasyim & Ali, (2022) and Purwanti & Adialita, (2024) which showed that e-service quality results have a positive and significant effect on reuse intentions mediated by user satisfaction.

Previous studies, such as those conducted by Devi & Matoati (2022) and Priskilia & Sitinjak (2020), focused on promotion, ease of use, and brand image in influencing the reuse intentions of digital payment services. Meanwhile, this study adds the dimension of user satisfaction as a mediating variable between e-service quality and reuse intentions, which has not been found in previous studies. Several previous studies used a linear regression approach or other quantitative methods. This study uses structural equation modeling (SEM) based on partial least squares (PLS) with the help of the smartPLS application version 4.1.0.3, which is more suitable for data with small samples and complex relationships between variables. This study shows that user satisfaction has a significant mediating role between e-service quality and reuse intention, which has not been discussed in previous studies. These

results deepen the understanding of how factors related to user experience can increase the retention of digital payment services.

The study highlights that *ease of use* significantly influences user satisfaction, which in turn impacts reuse intention, reinforcing the Technology Acceptance Model (TAM). It provides empirical support for the role of user-friendly design in enhancing user experience, particularly relevant for AI, VR, and UI/UX-based technologies. Furthermore, the research highlights the significance of e-service quality in promoting user satisfaction and loyalty. Responsive and helpful services are crucial in building long-term customer relationships, especially on global platforms like Facebook, Instagram, and TikTok. Practical implications for Traveloka include improving the clarity of service information, enhancing UI/UX for better usability, conducting regular system and service audits, and boosting customer service responsiveness. To strengthen user loyalty, Traveloka can introduce targeted promotions, loyalty rewards, and interactive campaigns to retain users and attract those considering competitors.

CONCLUSION

The study concludes that ease of use has a positive and significant impact on both user satisfaction and intention to reuse, showing that user-friendly features on Traveloka encourage repeated use and user satisfaction. Similarly, e-service quality positively affects user satisfaction and reuse intention, indicating that high-quality digital services enhance loyalty. Additionally, user satisfaction itself significantly influences reuse intention, emphasizing its key role in maintaining user loyalty. Both ease of use and e-service quality influence reuse intention through user satisfaction as a mediating factor, confirming its strategic importance in enhancing user retention. Academic recommendations include exploring ease of use in newer technologies like AI, VR, and UI/UX design across a broader context, investigating e-service quality on global platforms such as Facebook, Instagram, and TikTok, expanding user satisfaction analysis to B2B settings (e.g., Traveloka's partners) and internal stakeholders, and examining reuse intention in small-scale or individual services like content creators on TikTok or YouTube.Practical recommendations for Traveloka are improving the "easy to understand" aspect (score 325) by presenting clear, relevant service information without intrusive ads, enhancing e-service quality by auditing app performance and improving responsiveness, friendliness, and problem resolution, and strengthening user loyalty with rewards like discounts or exclusive promos. Boost transactional interest with interactive promotions such as vouchers or giveaways. These findings and recommendations offer valuable insights for future research and provide strategic input for digital service providers, particularly in the online travel industry.

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