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TRAVELOKA WEBSITE QUALITY ON CUSTOMER SATISFACTION AND PURCHASE INTENTION FOR UNIVERSITY IN INDONESIA

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Abstract

The aim of this study is to investigate the relationship between website quality on consumer satisfaction and purchase intention for university student in Indonesia. A theoretical framework is used for this study. A total of 401 questionnaires were collected to empirically test the measurement and structural model. The results are based on SEM analysis and equation modelling by using Lisrel software. The findings confirm this study reveal that Traveloka website quality influences customers' satisfaction, which in turn affects ones intention to purchase. The strongest determinants of website quality are website functionality and website security and privacy. This study is able to help those who are in the hospitality industry and can also help future researchers as a guide for their research in the same or relevant scope of study. This study contributes to the field of e-commerce marketing, online travel agent and e-tourism research. The results of this study help E-commerce companies to retain their customers, and thus, gain long-term value for the company. In online travel agent companies, the competition is tight. Hence, it is very important that customers have a pleasant experience and return repeatedly to create value for the company.

Keywords: Customer Satisfaction, Online Travel Agent Website, Purchase Intention, Website Quality.
