

The Influence of Ease of Use and Service Quality on Loyalty in Traveloka Platform

Reza Darmadji¹, Citra Kusuma Dewi^{1*}

^{1*} Master of Management Study Program, School of Economics and Business, Telkom University, Indonesia

Corresponding Author: citrakusumadewi@telkomuniversity.ac.id ^{1*}

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Abstract: *This study aims to test the quality of service and smoothness of use on loyalty mediated by satisfaction and brand image in the context of Traveloka as one of Indonesia's leading online travel agent (OTA) platforms. Despite growing attention to digital service experiences, limited research has integrated these four constructs within a comprehensive model. This study uses quantitative techniques by applying a survey to 400 Traveloka users who have made transactions in the past 6 months. Information will be analyzed from Structural Equation Modeling with Partial Least Squares techniques. The study resulted that the perception of smooth use and service quality contributed to satisfaction and brand image. Then satisfaction and brand image contributed to loyalty. This study confirms the partial mediation function of satisfaction and brand image on the relationship between each independent variable and its dependent variable. These findings indicate that digital usability and service performance indirectly shape customer loyalty through perception and emotional responses. Overall, the study contributes to the understanding of loyalty formation on OTA platforms and provides practical implications for improving interface design and service delivery strategies to strengthen consumer retention related to strict digital tourism.*

Introduction

The rapid growth of internet users reaching 5.16 billion globally and 212.9 million in Indonesia as of 2023 has significantly transformed the travel and tourism sector ((Badan Pusat Statistik, 2024; Yonatan, 2023)). In Indonesia, digitalization has reshaped consumer preferences, leading to a 37% increase in e-commerce transactions, with the travel sector contributing around 40% (Rachmawati, 2024). Online travel agent (OTA) platforms such as

Traveloka have gained popularity by offering integrated services, a user-friendly interface, and competitive pricing (Rinaldi et al., 2024). As a leading OTA and one of Indonesia's unicorn startups, Traveloka has leveraged its strong brand image to enhance customer loyalty (Nadino Rinaldi et al., 2024).

However, increasing competition among OTAs has placed greater emphasis on maintaining service quality and enhancing user experience. Research shows that Service quality and perceived ease of use contribute to satisfaction and brand image, which are key drivers of customer loyalty (Afinia & Tjahjaningsih, 2024; Lisani & Indrawati, 2020)). Despite growing literature on these variables, few studies have tested them within an integrated model, especially in the Indonesian OTA context.

Previous research has generally focused on direct relationships between individual variables. However, studies that simultaneously examine the influence The contribution of service quality and smoothness of use to loyalty mediated by satisfaction and brand image. So this study wants to test empirically comprehensive model to explain customer loyalty on the Traveloka platform by integrating both functional and emotional factors.

Theoretically, this study offers empirical support for a model that incorporates both usability and psychological aspects of the digital travel experience. Practically, it providing knowledge that contributes to the OTA platform which is useful for developing loyalty through service consistency, user-centered design, and satisfaction management.

Practically, This makes a contribution that can be useful for OTA platforms which are useful for developing loyalty through service consistency, user-centered design, and satisfaction management. Therefore, this study seeks to empirically test an integrated loyalty model in the OTA context using Traveloka as the research setting.

Research Method

This study is quantitative in nature using a cross-sectional survey method to examine the contribution of each predetermined variable. The data collection technique was conducted using a survey strategy, where data were gathered through questionnaires (Indrawati et al., 2023). The quantitative design was chosen to enable statistical testing of relationships between constructs and to ensure generalizability based on a sufficiently large sample.

Population and Sample

To collect the data, a structured digital questionnaire will be used and distributed through social media and digital platforms over a period of four weeks. The survey was self-administered to ensure respondent anonymity and to reduce interviewer bias. Initially distributed, it will be tested on 30 participants to ensure reliability and clarity the instrument, and necessary revisions were made based on feedback.

The population in this study includes Traveloka users in Indonesia who have made at least one transaction within the past six months. Then to determine the sample, purposive sampling is used or only participants are selected with relevant experience in using Traveloka were selected. A total of 400 valid responses were obtained and analysed.

Table 1 produces a gender distribution showing a stable proportion, with 53.3% men and 46.8% women. From a geographical perspective, the dominant participants come from Java Island (26.5%), followed by Sumatra (16.3%), Kalimantan (15.3%), Sulawesi (13.5%), Bali and Nusa Tenggara (13.3%), other islands (15.0%), and Papua (0.3%).

The dominant age group among respondents was 20–25 years (19.8%), followed by 26–30 years (19.0%), 31–35 years (17.8%), over 40 years (15.8%), under 19 years (15.0%), and 36–39 years (12.8%). Regarding occupation, private employees made up the largest group (19.8%), followed by civil servants (18.0%), students (17.0%), entrepreneurs (16.3%), state-owned enterprise employees (15.8%), and others (13.3%).

From the aspect of monthly income, the majority of participants found it to be around IDR 1,000,000 and 5,000,000 (23.8%), followed by IDR 10,000,000–15,000,000 (20.3%), IDR 5,000,001–10,000,000 (19.8%), more than IDR 15,000,000 (19.0%), and less than IDR 1,000,000 (17.3%).

Table 1. Demographic Profile of Respondents (N = 400)

Variable	Category	Frequency	Percentage (%)
Gender	Male	213	53.3
	Female	187	46.8
Island of Origin	Java	106	26.5
	Sumatra	65	16.3
	Kalimantan	61	15.3
	Sulawesi	54	13.5
	Bali and Nusa Tenggara	53	13.3
	Others	60	15.0
	Papua	1	0.3
Age	Under 19 years	60	15.0
	20–25 years	79	19.8
	26–30 years	76	19.0
	31–35 years	71	17.8
	36–39 years	51	12.8
	40 years and above	63	15.8
Occupation	Student	68	17.0
	Private employee	79	19.8
	Civil servant (ASN)	72	18.0
	State-owned enterprise (BUMN)	63	15.8
	Entrepreneur	65	16.3
	Others	53	13.3
Monthly Income	< IDR 1,000,000	69	17.3
	IDR 1,000,000–5,000,000	95	23.8
	IDR 5,000,001–10,000,000	79	19.8
	IDR 10,000,000–15,000,000	81	20.3
	> IDR 15,000,000	76	19.0

Source: Respondent Survey

Instrument and Measurement

This study utilized a structured questionnaire as the primary instrument to measure the five core latent variables. The measurement items were obtained from previously validated

studies, ensuring their relevance. All items will be projected on a five-point Likert scale, ranging from 1 (strongly disagree) -5 (strongly agree). The complete indicators and corresponding sources are summarized below.

Table 2. Measurement Items and Sources

Variable	Items	Source
Perceived Ease of Use (PEOU)	<ol style="list-style-type: none"> 1. The platform is easy to navigate. 2. The platform has well-organized categories. 3. The platform allows users to reach pages with minimal clicks. 4. The platform loads pages quickly. 5. The platform does not consume much time. 6. The platform is easy to use. 	Tang et al. (2023)
Service Quality (SQ)	<ol style="list-style-type: none"> 1. The platform provides reliable services. 2. The platform delivers services as promised. 3. The platform provides fast service to users. 4. The platform is responsive to user requests. 5. The platform is designed with users' best interest in mind. 6. The platform is designed to meet user needs. 	Wattoo & Iqbal (2022)
Brand Image (BI)	<ol style="list-style-type: none"> 1. Having a good impression of travel and tourism services is important. 2. Brand image is an important factor in selecting travel and tourism services. 3. A positive brand image in consumers' minds is crucial for travel and tourism services. 	Chinelato & Hoyos Vallejo (2024)
Customer Satisfaction (CS)	<ol style="list-style-type: none"> 1. I am satisfied with this service compared to other services. 2. Overall, I feel satisfied with this service. 3. Choosing this service was the right decision. 4. This service meets my expectations. 	Dam & Dam (2021)
Customer Loyalty (CL)	<ol style="list-style-type: none"> 1. I will make purchases through this platform again. 2. I will recommend this platform to my friends. 3. I will revisit this platform when I need the service again. 4. I will speak positively about this platform to others. 	Dam & Dam (2021)

Data Analysis Techniques

The data will be analyzed using SEM-PLS by implementing SmartPLS version 4.0. SEM-PLS is determined to be useful in handle complex models of various latent variables and its suitability for predictive studies from the smallest to medium sample scales. The analysis consisted of two stages:

Outer model evaluation, which tested construct reliability and validity using indicator loadings, discriminant validity, average variance extracted (AVE), and composite reliability (CR).

Inner model evaluation, which examined the structural relationships through predictive relevance (Q^2), path coefficients, R^2 values, and effect scale (f^2). Bootstrapping with 5000 samples is useful to assess the significance of each path.

Conceptual Framework

This study develops a conceptual model by integrating variables from two previous studies: Dam & Dam (2021) who looked for relationships between each variable; and Tang et al. (2023), which develops the assumption of smoothness of use to be used as a determinant of user satisfaction of digital platforms. From this assumption, the study will develop the assumption of smoothness of use to be used as a prediction and include satisfaction and brand image as mediation to test its function to suspend Traveloka consumer loyalty.

A model is proposed to examine the contribution of each variable that has been determined in this study. The model examines how the role of perception and service supports loyalty for online travel.

The conceptual framework used in this research is presented in the following figure:

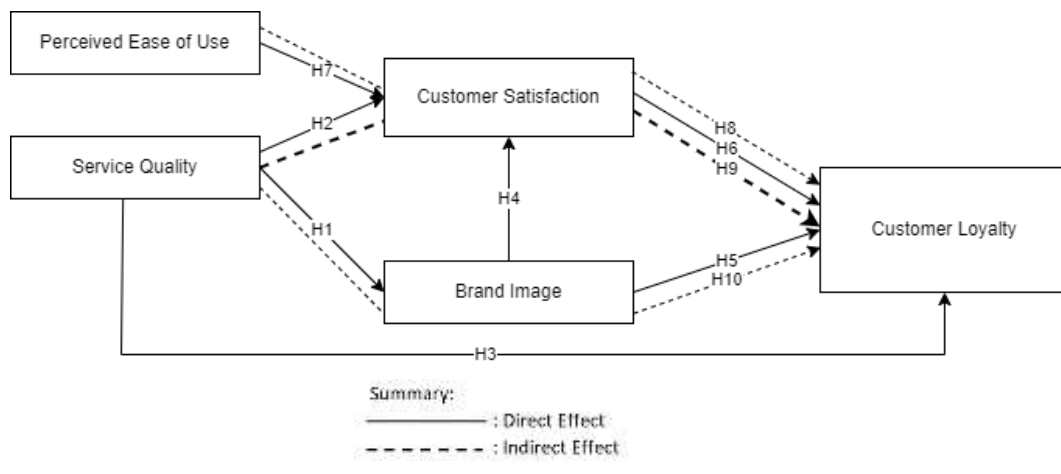


Figure 1. Conceptual Framework

Result and Discussion

In this study, the SEM analysis method is applied, or a type of multivariate statistics that is useful for examining complex relationships between variables. SEM is suitable for studies that include mediating variables, because it can assess measurement and structural aspects simultaneously. Specifically, this research applies the Partial Least Squares approach (PLS-SEM), which is known for its robustness in exploratory studies and predictive modeling, particularly when dealing with complex models of multiple indicators and constructions (Hair et al., 2022).

PLS-SEM is selected due to its ability to accommodate non-normal data distribution and to maximize the explained variance (R^2) in dependent variables. Useful analysis reviews the relationship between each variable that has been determined in this study. All analyses were conducted using SmartPLS software version 4.0. The resulting output from the PLS algorithm serves as the basis for hypothesis testing and interpretation of the model.

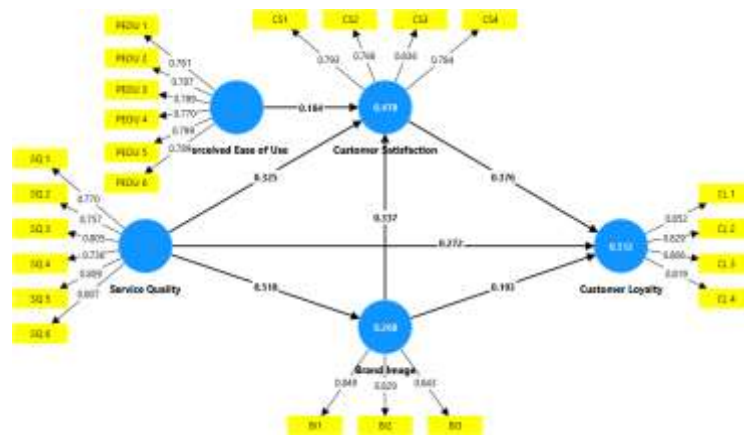


Figure 2. Full Structural Model (PLS Algorithm)

Inner Model Evaluation

The model functions to review the relationship between endogenous and exogenous variables. Figure 3 illustrates the bootstrapped path model used for testing the significance of these relationships.

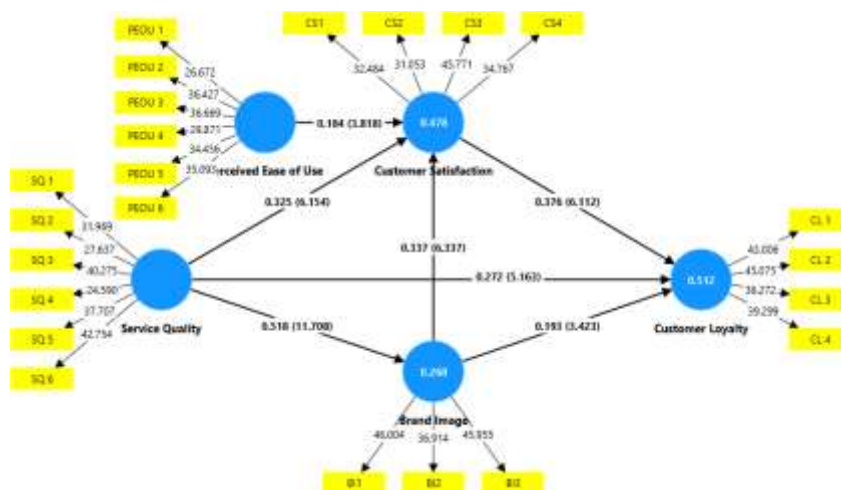


Figure 3. Full Structural Model (Bootstrapping)

Based on the visual results, the following structural equations were obtained:

$$\begin{aligned}
 BI &= 0.518 SQ \\
 CS &= 0.325 SQ + 0.337 BI + 0.184 PEOU \\
 CL &= 0.272 SQ + 0.193 BI + 0.376 CS
 \end{aligned}$$

Information:

- SQ = Service Quality
- BI = Brand Image
- CS = Customer Satisfaction
- PEOU = Perceived Ease of Use
- CL = Customer Loyalty

The structural model was evaluated using several indicators including predictive relevance (Q^2), R-square (R^2), and effect size (f^2).

R-Square Test (R^2)

The R-square value is used to measure the percentage of endogenous variable variability explained exogenously. Serves as a coefficient of determination for endogenous constructs. According to Hair et al. (2022), a higher R-square value indicates a better proposed model. Chin (1998) suggests the following thresholds: an R-square of 0.67 is substantial, 0.33 is moderate, and 0.19 is weak.

Table 3. R-Square Test Results

Endogenous	Path	R-square
Brand Image	-	0,268
Service Quality -> Brand Image	0,518	0,268
Customer Satisfaction	-	0,478
Service Quality -> Customer Satisfaction	0,325	0,190
Brand Image -> Customer Satisfaction	0,337	0,198
Perceived Ease of Use -> Customer Satisfaction	0,184	0,090
Customer Loyalty	-	0,512
Service Quality -> Customer Loyalty	0,272	0,161
Brand Image -> Customer Loyalty	0,193	0,107
Customer Satisfaction -> Customer Loyalty	0,376	0,244

From Table 1, the R-square of brand image is 0.268 or 26.8% of its variation can be explained by service quality. The difference of 73.2% is affected by aspects outside the study.

For satisfaction, the R^2 produced was around 0.478 or 47.8% of the variance, which was explained by the perception of smoothness of use, brand image and quality. The largest influence comes from Brand Image ($\beta = 0.337$ or 19.8%), followed by Service Quality ($\beta = 0.325$ or 19.0%), and lastly Perceived Ease of Use ($\beta = 0.184$ or 9.0%).

The Customer Loyalty variable has an R-square result of 0.512 or 51.2% of the variance is explained by satisfaction, brand image and service quality. Among these, Customer Satisfaction contributes the most ($\beta = 0.376$ or 24.4%), followed by Service Quality ($\beta = 0.272$ or 16.1%) and Brand Image ($\beta = 0.193$ or 10.7%).

Prediction relevance (Stone-Geisser's Q^2)

In the context of PLS-SEM, the Q^2 value (Stone-Geisser's Q^2) measure the predictive relevance of the model. Q^2 values above zero indicate that the model has relevance for endogenous variables (Hair et al., 2022). The test was conducted by implementing a blindfolding design.

Table 4. Q^2 predictive relevance test

Endogenous	Q^2	Information
Brand Image	0,187	Have predictive relevance
Customer Loyalty	0,346	Have predictive relevance
Customer Satisfaction	0,297	Have predictive relevance

From Table 2, all endogenous variables produce Q^2 above zero, or are characterized by the model having predictive relevance.

PLS Predict

PLS Predict is used to assess robustness of the external model prediction. The analysis distinguishes the prediction error (RMSE) of linear regression (LM) and PLS-SEM.

Table 5. PLS Predict Test Results

Endogenous Indicator	$Q^2_{predict}$	PLS-SEM_RMSE	LM_RMSE	PLS-SEM_RMSE - LM_RMSE
BI1	0,185	0,768	0,768	0,000
BI2	0,180	0,773	0,775	-0,002
BI3	0,191	0,713	0,704	0,010
CL 1	0,281	0,689	0,696	-0,007
CL 2	0,231	0,734	0,747	-0,013
CL 3	0,245	0,711	0,729	-0,017
CL 4	0,232	0,776	0,778	-0,002
CS1	0,241	0,722	0,732	-0,010
CS2	0,239	0,735	0,747	-0,012
CS3	0,232	0,747	0,759	-0,012
CS4	0,263	0,654	0,662	-0,008

Source: SmartPLS(2025)

Based on the table above, most indicators show negative RMSE differences, meaning the PLS-SEM model performs better than the LM benchmark in terms of predictive accuracy. Therefore, the model has high predictive capability.

Test Effect size (f^2)

The effect size (f^2) looks at the contribution of each exogenous variable to the endogenous one variable in the structural model. According to Hair et al. (2022), f^2 values are classified as follows: 0.02 = small, 0.15 = medium, and 0.35 = large.

Table 6. Test Effect size (f^2)

Hip	F-Square	Category
<i>Service Quality -> Brand Image</i>	0,366	Big
<i>Service Quality -> Customer Satisfaction</i>	0,134	Small
<i>Service Quality -> Customer Loyalty</i>	0,092	Small
<i>Brand Image -> Customer Satisfaction</i>	0,147	Small
<i>Brand Image -> Customer Loyalty</i>	0,047	Small
<i>Customer Satisfaction -> Customer Loyalty</i>	0,159	Keep
<i>Perceived Ease of Use -> Customer Satisfaction</i>	0,047	Small

The Effect size value (f^2) shows how much impact or influence a variable has in a structural model. The larger the Effect size value (f^2) indicates that the variable has a fairly important role and has a fairly high effect on the endogenous variable.

An examination of Table 4 uncovers that the Benefit Quality variable features a significant affect on Brand Picture, with an Impact measure esteem of 0.366, which falls into the expansive category (> 0.35). In differentiate, the relationship between Client Fulfillment and Client Devotion incorporates a direct impact, with an Effect size value (f^2) of 0.159, categorizing it as medium (> 0.15). The remaining variable relationships are classified as having a small effect, with Effect size values (f^2) below the 0.15 threshold.

Multicollinearity

To assess the presence of multicollinearity, which occurs when independent variables exhibit high intercorrelations, we employed the VIF test. The results of this test, conducted using SmartPLS software, are presented below.

Table 7. Variance Inflation Factor (VIF) Test

Hip.	VIVID
<i>Brand Image -> Customer Loyalty</i>	1,642
<i>Brand Image -> Customer Satisfaction</i>	1,475
<i>Customer Satisfaction -> Customer Loyalty</i>	1,830
<i>Perceived Ease of Use -> Customer Satisfaction</i>	1,381
<i>Service Quality -> Brand Image</i>	1,000
<i>Service Quality -> Customer Loyalty</i>	1,636
<i>Service Quality -> Customer Satisfaction</i>	1,509

As appeared in Table 5, the Fluctuation Expansion Calculate (VIF) values for all autonomous factors are less than 5, showing the nonappearance of multicollinearity among these factors.

Goodnes of Fit

The Goodness-of-Fit (GoF) test, particularly evaluated through the Standardized Root Cruel Square Leftover (SRMR) esteem, is utilized to assess the generally fit and achievability of the proposed demonstrate.

Table 8. Goodnes of Fit (GoF)

GoF Index	Estimated model
SRMR	0,062
d_ ULS	1,059
d_ G	0,275
Chi-square	645,654
NFI	0,861

Based on table 4.20, it is known that the SRMR value is $0.062 < 0.08$, indicating that the model is fit.

Hypothesis Test

Following the validation of the measurement and structural models, hypothesis testing was conducted to address the research questions. This process aimed to ensure whether the null hypothesis is rejected favour of the alternative hypotheses. A total of ten hypotheses were tested in this study, and the results are presented as follows.

Table 9. Recapitulation of Hypothesis Test Results

Hip	Original sample (Path)	T statistics	P values	Conclusion Ha
<i>Direct Effect</i>				
<i>Service Quality -> Brand Image</i>	0,518	11,708	0,000	H1 Accepted
<i>Service Quality -> Customer Satisfaction</i>	0,325	6,154	0,000	H2 Accepted
<i>Service Quality -> Customer Loyalty</i>	0,272	5,163	0,000	H3 Accepted
<i>Brand Image -> Customer Satisfaction</i>	0,337	6,337	0,000	H4 Accepted
<i>Brand Image -> Customer Loyalty</i>	0,193	3,423	0,000	H5 Accepted
<i>Customer Satisfaction -> Customer Loyalty</i>	0,376	6,112	0,000	H6 Accepted
<i>Perceived Ease of Use -> Customer Satisfaction</i>	0,184	3,818	0,000	H7 Accepted
<i>Indirect Effect</i>				
<i>Perceived Ease of Use -> Customer Satisfaction -> Customer Loyalty</i>	0,069	3,303	0,000	H8 Accepted
<i>Service Quality -> Customer Satisfaction -> Customer Loyalty</i>	0,122	4,723	0,000	H9 Accepted
<i>Service Quality -> Brand Image -> Customer Loyalty</i>	0,100	3,333	0,000	H10 Accepted
<i>Service Quality -> Brand Image -> Customer Satisfaction -> Customer Loyalty</i>	0,066	3,737	0,000	-
<i>Total Effect</i>				
<i>Service Quality -> Customer Loyalty</i>	0,560	13,638	0,000	-

Discussion

Service Quality and Brand Image

This study found that service quality contributes to brand image, with a path coefficient of 0.518 and R^2 of 0.268. This finding indicates that aspects such as reliability, responsiveness, and service consistency play a crucial role in forming positive brand perception. The majority of users perceive Traveloka's service performance to be in line with the promises made, leading to a strengthened brand image in the minds of consumers. This result is consistent with Traveloka's current branding efforts, which highlight convenience, integrated services, and professionalism in its digital offerings. Given the highly competitive OTA industry in Indonesia, a favourable brand image becomes a strategic asset, not only supporting user acquisition but also reinforcing trust and user retention.

Service Quality and Customer Satisfaction

Service quality also significantly affects customer satisfaction, with a path coefficient of 0.325 and R^2 of 0.190. The findings suggest that high service quality particularly in terms of accuracy and speed positively impacts users' sense of satisfaction when engaging with Traveloka. Users noted that the platform responded effectively to their needs, particularly during booking processes and post-transaction interactions. From the descriptive analysis, it is evident that users assess Traveloka's service quality positively, although improvement in response speed remains an area of concern. These results underscore the importance of delivering not only accurate but also timely services, particularly for time-sensitive transactions such as flight and hotel bookings.

Service Quality and Customer Loyalty

This study describes whether service quality contributes to customer loyalty, with a path coefficient of 0.272 and R^2 of 0.161. While customer satisfaction mediates this relationship, the direct path suggests that users tend to develop loyalty when service expectations are consistently met. In the OTA environment where switching costs are minimal, dependable and seamless service delivery becomes a competitive advantage. The findings suggest that loyal customers not only reuse the platform but also show a tendency to recommend it to others, indicating the strategic role of service quality in building long-term consumer relationships.

Brand Image and Customer Satisfaction

The brand image of Traveloka positively influences customer satisfaction, as shown by a path coefficient of 0.337 and R^2 of 0.198. A favourable perception of the brand—reflected in user confidence, perceived credibility, and consistency in messaging—tends to shape customer expectations prior to service usage. When these expectations are met, satisfaction naturally follows. The consistent presentation of Traveloka's visual identity, interface design, and promotional communication contributes to the perception of reliability and professionalism, which strengthens the emotional connection between users and the brand.

Brand Image and Customer Loyalty

Brand image contributes to loyalty, from the results of the path coefficient of 0.193 and R^2 0.107. This indicates that a strong brand image not only affect initial engagement, but also the likelihood of repeat usage and word-of-mouth recommendation. Customers who associate the platform with professionalism, ease of use, and value for money are more inclined to exhibit loyal behaviour. This effect is reinforced by Traveloka's loyalty programs such as Traveloka Priority and Traveloka Points, which enhance brand association and increase user commitment.

Customer Satisfaction and Customer Loyalty

Satisfaction arises as a strong predictor of loyalty, with a path coefficient of 0.376 and R^2 of 0.244. This reflects the idea that when users experience a service that matches or exceeds their expectations—both functionally and emotionally—they are more likely to return. The platform's ease of use, transparency in pricing, and minimal friction during transactions play key roles in achieving this satisfaction. Additionally, satisfied customers tend to become brand advocates, promoting the platform organically through personal networks.

This finding supports the strategic importance of prioritising satisfaction as a core component of loyalty development.

Perceived Ease of Use and Customer Satisfaction

The study finds that perceived ease of use significantly influences customer satisfaction, with a path coefficient of 0.184 and R^2 of 0.090. Respondents noted that the Traveloka application is easy to navigate, with clear menus, intuitive features, and smooth transaction processes. These attributes reduce user effort and decision-making time, thus contributing positively to their experience. The descriptive statistics support this, showing that ease of use scores high among users, although opportunities exist to further improve interface responsiveness and loading speed.

Indirect Effect: Perceived Ease of Use → Customer Satisfaction → Customer Loyalty

There is an indirect contribution from loyalty to the perception of smooth usage mediated by satisfaction with evidence of a path coefficient of 0.069. This characterizes if the benefits of a user-friendly application interface extend beyond operational efficiency and translate into emotional satisfaction, which in turn fosters loyalty. Users who feel comfortable and supported while using the platform tend to develop a preference for the service, increasing their intention to reuse and recommend it.

Indirect Effect: Service Quality → Customer Satisfaction → Customer Loyalty

This study produces a mediating contribution between satisfaction and loyalty and service quality, with a path coefficient of 0.122. While service quality alone can directly influence loyalty, its effect is significantly enhanced when users are also satisfied with the service. This layered relationship suggests that satisfaction acts as an emotional filter through which service performance is evaluated, making it a critical variable in strengthening user commitment.

Indirect Effect: Service Quality → Brand Image → Customer Loyalty

Lastly, the results show that brand image mediates the relationship between service quality and customer loyalty, with a path coefficient of 0.100. High service quality enhances perceptions of the brand, which subsequently leads to increased loyalty. This mediation highlights the dual strategic role of service quality—not only as a functional enabler of satisfaction but also as a symbolic builder of brand equity. A strong brand image, supported by reliable service, reduces uncertainty and builds emotional security, both of which are crucial for customer retention in digital service platforms like Traveloka.

Conclusion

This study comprehensively investigates the influence of perceived ease of use and service quality on customer loyalty, with brand image and customer satisfaction serving as mediating variables, in the context of Traveloka as a leading online travel agent (OTA) in Indonesia. Using Structural Equation Modeling with the Partial Least Squares (SEM-PLS) approach, the results confirm that all five variables are significantly interrelated in shaping user loyalty.

The study found that service quality contributed strongly to satisfaction and brand image, and smoothness of use significantly contributed to satisfaction. Then satisfaction and brand image are found to positively influence customer loyalty. Among the variables studied,

customer satisfaction exerts the strongest direct impact on loyalty, indicating that user experience satisfaction plays a central role in fostering repeat usage and advocacy.

The study describes that service quality and smoothness of use responses contribute indirectly to customer loyalty, which is mediated by satisfaction and brand image. These results emphasize the need for digital platforms like Traveloka to integrate both functional elements (such as interface design and service reliability) and emotional responses (such as trust and satisfaction) in their strategy to retain customers.

From a theoretical standpoint, the study provides empirical support for a comprehensive model that combines usability, service performance, brand image, and satisfaction in explaining loyalty within the digital travel platform context. It extends prior literature by simultaneously testing both direct and mediated relationships in one integrative framework.

Practically, the findings offer actionable insights for online travel service providers. Maintaining high standards in usability and service delivery, while continuously strengthening brand positioning and user satisfaction, can lead to stronger customer retention and loyalty. Although user perceptions of Traveloka across all observed variables were favorable, certain areas such as service responsiveness and personalization remain opportunities for strategic improvement.

This research is not without limitations. The study focuses exclusively on Traveloka users in Indonesia and relies on cross-sectional data, which may limit the generalizability and causal interpretation of the results. Additionally, the model did not account for external moderating factors such as pricing sensitivity, frequency of travel, or demographic differences.

Future research may consider conducting comparative studies across different OTA platforms or expanding the analysis to include cross-national samples. Longitudinal approaches could also be employed to assess how user perceptions and loyalty evolve over time. Including moderating variables may provide a deeper understanding of the conditions under which loyalty is most effectively built.

In conclusion, the variables of perceived ease of use, service quality, brand image, customer satisfaction, and customer loyalty are demonstrated to be interconnected and critical in influencing user behavior in the online travel service context. Building loyalty in digital tourism requires attention not only to technical functionality and service excellence but also to the psychological factors that shape how users perceive and connect with the brand.

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