

DAFTAR SINGKATAN

3P	:	Philosophy, Principle, Practice
3S	:	Solid, Speed, Smart
API	:	Application Programming Interface
ASITA	:	Association of the Indonesian Tours & Travel Agencies
B2B	:	Bussines to Bussines
B2C	:	Bussines to Customer
CTA	:	Corporate Travel Agent
GM	:	General Manager
IATA	:	International Air Transport Association
IdEA	:	Indonesian E-Commerce Association
IFA	:	Imagine, Focus, Action
MICE	:	Meetings, Incentives, Conferences, and Events
PCO	:	Profesional Convergence Organizer
OTA	:	Online Travel Agent
QCD	:	Quality, Service, Delivery
SEM	:	Structural Equation Modelling
		Service Excellent, Insfrastruktur Prima, Grab Market,
SIGMA	:	Melayani dengan Antusias, Aktif 24x7
SPSS	:	Statistical Package for the Social Sciences
VIF	:	Variance Inflation Factor