

ABSTRACT

Along with the development of the use of internal technology, online travel agent business, or commonly called travel sites began to grow following the advancement of technology and the internet. One of the popular travel agents in Indonesia is Traveloka.com. According to Alexa.com and Jakpat, Traveloka is the most popular online travel agent site in Indonesia which is measured by the number of visitors and transaction activities on the Traveloka website. However, based on Trustedcompany.com many consumers who gave poor ratings on Traveloka service, Consumers also expressed his disappointment at the Trusted Company website, consumer disappointment stated the lack of trust or ease of consumers in using Traveloka site. From the information mentioned, it can be seen that the influence of e-service quality to customer satisfaction.

Through this research will be done measuring customer ratings of ease of use variables, website design, reliability, system availability, privacy, responsiveness, empathy, experience, trust, and customer satisfaction. In addition, this study evaluates the effect of ease of use variables, website design, reliability, system availability, privacy, responsiveness, empathy, experience, trust, to customer satisfaction customers Traveloka.com

Methods of data collection is done through the distribution of questionnaires using Google Docs. From the questionnaires in the scatter obtained 385 valid questionnaires. The method used is descriptive and causal with the type of analysis used is a quantitative analysis by using descriptive analysis, multiple linear regression, F test, and T test. Data processing is done using SPSS 20.

Based on the evaluation of the effects of variables on customer satisfaction in the results obtained that all variables experiencee-service quality shows a high value, means to show a good preview of the variables. While based on the evaluation of the influence of variables on customer satisfaction obtained that the variables experience, trust, website design, and privacy proved to have a significant positive effect.

Based on the results of the research, to improve customer satisfaction, Traveloka should prioritize experience, trust, website design, and privacy, with kualiat service that exceeds other travel agent online. For example by improving the impression of a good use experience, designing sites attractive and easy to use, and improve the security of users in transacting.

Keywords: Quality of Electronic Services; Consumer satisfaction