

ABSTRACT

The development of the digital era followed by the large number of internet users creates opportunities for example in the business field, which is marked by the various kinds of e-commerce in the world, especially in Indonesia. These opportunities can be used optimally for traveling needs.

The purpose of this study is to determine the influence of website quality on visitor attitudes and interest in participating in online co-creation on Traveloka's website as the most popular e-commerce in Indonesia with the highest number of website visitors.

The method used in this study is a quantitative method by collecting questionnaire data from 412 respondents with a random sampling technique of the population of Traveloka website visitors who have visited and made transactions on the Traveloka website analyzed using path analysis techniques and processed using SPSS 26 statistical software.

The results of this study indicate that there is an influence between website quality on user attitudes for the ease of use, interactivity, and web design variables, there is an influence between user attitude towards online interest in co-creation, and there is an influence between website quality on co-creation for interactivity and web design variables.

The limitation in this study is the short data collection time so that researchers get uneven respondents, so the researchers suggest to spread more to other cities throughout Indonesia. The instruments used in this study in the form of questionnaires, the researchers suggest further research to conduct face-to-face interviews to obtain in-depth answers and input from respondents. This study is also not comprehensive because it only looks at the influence of the Traveloka company co-creation in terms of website quality through user attitude, then for further research needs if interested in researching using the output approach can examine in terms of products or services produced.

Keywords: attitude, co-creation, ease of use, interactivity, Traveloka, web design, website quality.