

ABSTRACT

Traveloka is a platform that is leading in Southeast Asia online travel company that provides a wide range of travel needs. A rapid change of digital business transformation has brought Traveloka to become the first startup company which has gained the status as unicorn among other four tech startups. Unicorn is a startup company that has valuation over 1 billion US Dollars. One of the challenges faced by Traveloka is predicting their customer loyalty in using Traveloka's website, which makes Traveloka to become the only online travel service in the startups unicorn. Since the exposure of startups unicorn is relatively new in Indonesia, thus there is the need to further investigate the market's preference to continue using such startups by conducting a research related to the consumer-generated media and measuring the customer's loyalty in supporting Traveloka to become one of the startups unicorn.

This investigation applies the antecedents and consequences of trust model which describes the constructs of information quality, perceived website quality, and user satisfaction with previous experiences towards loyalty with the dimensions of referral, repurchase intention, and reject other through perceived website trust as an intervening variable. Data Collection was conducted using questionnaires technique and distributed to the Traveloka users who have domiciled in Indonesia. Data analysis conducted using the SmartPLS 3.2.9 software, which generates outer model and inner model testing. Descriptive analysis conducted in this study is needed to understand more deeply the characteristics of respondents and their assessment towards Traveloka.

Results present that there are three significant factors influencing the trust of Traveloka users to become loyal which are Information Quality, Perceived Website Quality, and User Satisfaction with previous experiences. And the trust has significant positive impact towards loyalty in the dimensions of Referral, Repurchase Intention, and Reject Other. The consumers' assessment toward loyalty in the using of Traveloka website is high and the model constructed was categorized as good and can be used to predict the loyalty of customers. Traveloka should do the competitive analysis by comparing such as user interface and user experience, the campaign and the scheme of loyalty program with competitors on their target market in the range of age 17 – 25 years old. This antecedents and consequences of trust model can be used to utilize further studies with the extensions of unexplored factors.

Keywords: *Traveloka, website, startup unicorn, the antecedents and consequences of trust model, loyalty*