

Abstract

This research was conducted on the Travelio. Travelio is an website and application on a smartphone and an account created with several user data, this website dan application aims to improve service efficiency in the company. Through this website and application users can renting apartments, villas and houses remotely, in addition users get information on available rooms, available houses, transaction history, and apartment locations. This study aims to examine the effect of E-Service Quality simultaneously and partially on Users Satisfaction of Travelio in Bandung City.

The variable used in this study, E-Service Quality (X1) is defined as an extension of the ability of a site to facilitate shopping, purchasing, and distribution activities effectively and efficiently. (Chase et all in Jonathan, 2013) consisting of indicators, Efficient and reliable services, Fulfillment, Scurity / Trust, Site Aesthetic, Responsiveness, and Ease of Use, and User Satisfaction (Y) is the extent to which a product level is perceived in accordance with buyer expectations (Kotler in Sangadji and Sopiah, 2013: 181). Consisting of indicators using the service again, the user will recommend the service to others, the service as expected, the user never complains.

The method used in this study is quantitative with the type of descriptive analysis research. Sampling is done by nonprobability sampling method with the number of respondents 400 respondents. Data collection in this study was carried out by conducting online questionnaires distributed to all respondents, namely, users of Travelio consisting of dari Student/College Student 136 respondents, Government Employees/State-owned enterprises 44 respondents, Private Sector Employees 112 respondents, Entrepreneur 92 respondents, and others 16 respondents. Data analysis techniques using multiple regression analysis and descriptive analysis.

Based on the results of simultaneous hypothesis testing, E-service quality value have a significant effect on users satisfaction Travelio application users in Bandung City. This is evidenced by $F_{count} > F_{table}$ ($47,722 > 2,20$) and the significance level is $0,000 < 0.05$. Based on the results of the partial test, it was found that E-service quality had a significant effect on user satisfaction. Based on the determination coefficient obtained that the influence of Independent Variables consisting of E-Service Quality on the dependent variable namely User Satisfaction is 75% while the remaining 24,5% is influenced by other factors like brand image and e-loyalty that not examined in this study.

Keywords: E-Service Quality, User Satisfaction