

ABSTRACT

The advancement of digital technology has driven the growth of the Online Travel Agency (OTA) industry in Indonesia, making it easier for people to plan and book travel online. Agoda, as one of the global OTA platforms, holds a strategic position in the Indonesian market but faces challenges related to low customer loyalty. According to the Net Promoter Score (NPS) report, Agoda scored lower than local competitors such as Traveloka and Tiket.com, indicating a lower likelihood of customers recommending Agoda to others.

This phenomenon is noteworthy as previous studies have shown that agoda's e-service quality, perceived value, e-trust, and customer satisfaction are generally rated positively. However, these favorable perceptions have not been accompanied by an increase in Customer Loyalty. This condition highlights a research gap, especially in relation to findings that suggest e-service quality and perceived value influence customer loyalty, particularly when mediated by e-trust and customer satisfaction.

This study aims to analyze the influence of e-service quality and perceived value on customer loyalty, with e-trust and customer satisfaction as mediating variables. A quantitative approach was employed using the Partial Least Square–Structural Equation Modeling (PLS-SEM) method and Importance-Performance Map Analysis (IPMA). Data were collected through surveys of active Agoda users in Indonesia using purposive sampling.

The findings show that e-service quality has the strongest total effect on customer loyalty. The most substantial indirect effect is found in the path from perceived value to customer loyalty through e-trust, while the strongest direct effect comes from e-trust. Based on the IPMA results, e-service quality demonstrates the highest importance but relatively low performance, making it a priority area for improvement.

These findings suggest that efforts to increase customer loyalty should focus on improving the quality of digital services that are stable, informative, and aligned with user needs. The study provides practical implications for digital platforms such as Agoda to design more effective strategies that enhance customer loyalty by addressing high-impact, underperforming service areas.

Keywords: *Agoda, customer loyalty, customer satisfaction, e-service quality, e-trust, perceived value*