

**THE EFFECT OF E-SERVICE QUALITY, PRICE, AND MEDIA  
ADVERTISING TOWARDS CUSTOMER SATISFACTION AND RE-  
PURCHASE INTENTION ON ONLINE TRAVEL AGENT  
“TRAVELOKA.COM”**

THESIS



*Created by:*  
**OZA SYAFRIANI**

1920522069

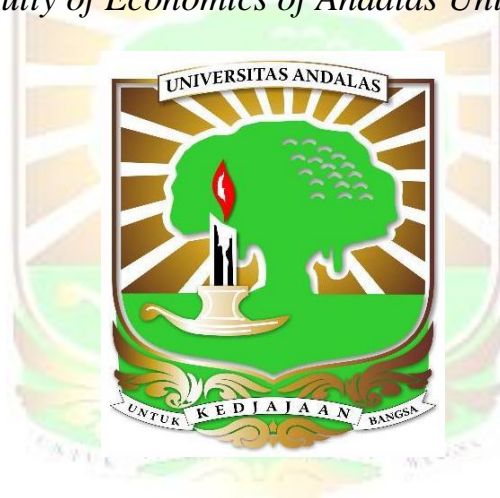
**STUDY PROGRAM MAGISTER MANAGEMENT  
FACULTY OF ECONOMIC  
ANDALAS UNIVERSITY  
2021**

**THE EFFECT OF E-SERVICE QUALITY, PRICE, AND MEDIA  
ADVERTISING TOWARDS CUSTOMER SATISFACTION AND RE-  
PURCHASE INTENTION ON ONLINE TRAVEL AGENT**

**“TRAVELOKA.COM”**

**THESIS**

*Submitted as One of the Requirements for Achieving a Master Degree in  
Management in the Program Master of Management Studies in the  
Faculty of Economics of Andalas University*



*Created by:*

**Oza Syafriani**

1920522069

Supervisor :

**Dr. Yulia Hendri Yeni, SE, Akt, MT**

**STUDY PROGRAM MAGISTER MANAGEMENT  
FACULTY OF ECONOMIC  
ANDALAS UNIVERSITY  
2021**

**THE EFFECT OF E-SERVICE QUALITY, PRICE, AND MEDIA  
ADVERTISING TOWARDS CUSTOMERS SATISFACTION AND  
REPURCHASE INTENTION ON ONLINE TRAVEL AGENT  
“TRAVELOKA.COM”**

**Oza Syafriani<sup>1</sup>, Dr. Yulia Hendri Yeni, SE, Akt, MT<sup>2</sup>**

*Magister Management. Economic Faculty.*

*Universitas Andalas*

[siojhajaja@gmail.com](mailto:siojhajaja@gmail.com), [yuliahendriyeni.unand@gmail.com](mailto:yuliahendriyeni.unand@gmail.com)

**ABSTRACT**

*The present study aimed to examine e-service quality, price, and media advertising toward customer satisfaction and re-purchase intention on traveloka.com in Indonesia during new normal era. A field survey was conducted in online travel agent (Traveloka.com) most of online travel agent in Indonesia. The proposed model was evaluated by using a structural equation model analysis with smartPLS. The results revealed that cognitive and affective factors were in general significantly interrelated; such associations along with e-service quality, price, and media advertising significantly influenced customer satisfaction and most important contributor to building re-purchase intention. In addition, the mediating role of study variables was identified.*

**Key words:** *e-service quality, price, media advertising, customers satisfaction, and re-purchase intention, online travel agent.*