

**THE EFFECTS OF E-SERVICE QUALITY FACTORS ON CUSTOMER
SATISFACTION
(CASE STUDY OF TRAVELOKA'S FOREIGN USERS IN INDONESIA)**

THESIS

Submitted as one of the requirements to achieve a bachelor's degree in the S1
Study Program, Department of Management, Faculty of Economics and Business,
Universitas Andalas.



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**BACHELOR DEGREE INTERNATIONAL MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS ANDALAS
PADANG
2023**

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**THE EFFECTS OF E-SERVICE QUALITY FACTORS ON CUSTOMER SATISFACTION
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ABSTRACT

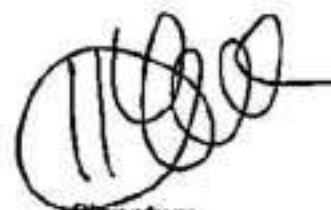
The technological advancements in various fields, particularly the internet's role in driving e-commerce growth, have significantly altered our lifestyles and companies are in intense competition to satisfy customers through e-commerce services. Therefore, this study explores the effects of e-service quality factors on customer satisfaction (case study of Traveloka's foreign users in Indonesia). This study applied quantitative descriptive with online survey technique. In this study, the questionnaires were distributed to 139 respondents who are international tourists and international students using Traveloka in Indonesia. The results indicate that reliability, privacy, responsiveness, compensation and contact have a positive significant effect on customer satisfaction. However, efficiency and fulfillment do not have a positive significant effect on customer satisfaction. In addition to that, The likelihood of e-service quality impacting customer satisfaction is 68.1%.

Keywords: *E-Service Quality Factors, Efficiency, Reliability, Fulfillment, Privacy, Responsiveness, Compensation, Contact, Customer Satisfaction*

This thesis is already examined and passed on October 26th 2023. This abstract has been approved by supervisor and examiners:

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