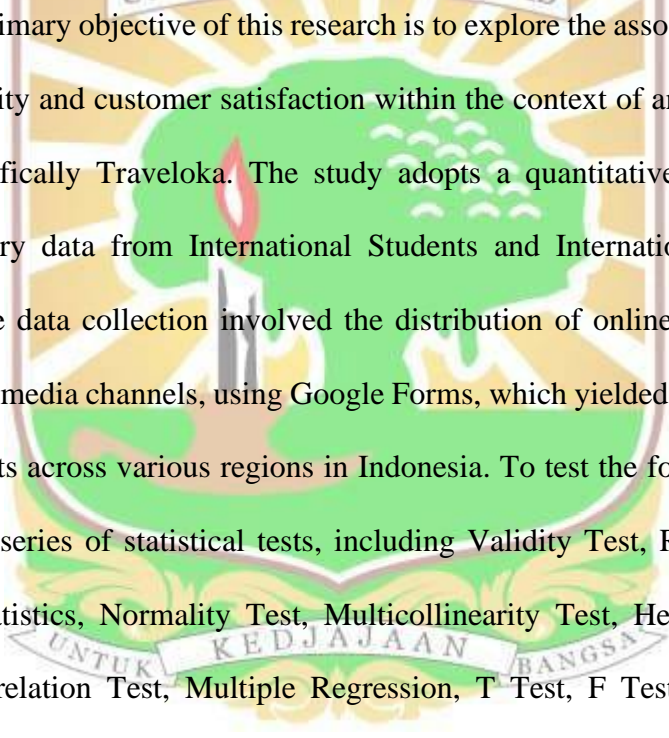


## CHAPTER V

### CLOSING

This chapter encompasses the research conclusions derived from the analysis and discourse presented in the preceding chapter. It also entails an evaluation of research limitations, implications, and prospective avenues for future investigations.

#### 5.1 Conclusion



The primary objective of this research is to explore the association between E-service quality and customer satisfaction within the context of an Online Travel Agency, specifically Traveloka. The study adopts a quantitative approach and collects primary data from International Students and International tourists in Indonesia. The data collection involved the distribution of online questionnaires through social media channels, using Google Forms, which yielded responses from 139 participants across various regions in Indonesia. To test the formulated seven hypotheses, a series of statistical tests, including Validity Test, Reliability Test, descriptive statistics, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Autocorrelation Test, Multiple Regression, T Test, F Test, and Multiple Determination, were conducted using SPSS 27 software, with data analysis facilitated through Microsoft Excel. The subsequent sections provide a comprehensive account of the analysis results.

1. Efficiency of Traveloka does not have a significant positive impact on customer satisfaction. It means that, Efficiency of Traveloka doesn't affect the satisfaction of foreigner users.

2. Reliability of Traveloka has a significant positive impact on customer satisfaction. It means that Reliability of Traveloka affects Foreigner users 'satisfaction.
3. Fulfillment of Traveloka does not have a significant positive impact on customer satisfaction. It means that, Fulfillment of Traveloka doesn't affect the satisfaction of foreigner users.
4. Privacy of Traveloka has a significant positive impact on customer satisfaction. It means that, Privacy of Traveloka affects the satisfaction of foreigner users.
5. Responsiveness of Traveloka has a significant positive impact on customer satisfaction. It means that, Efficiency of Traveloka affects the satisfaction of foreigner users.
6. Compensation of Traveloka has a significant positive impact on customer satisfaction. It means that, Compensation of Traveloka affects the satisfaction of foreigner users.
7. Contact of Traveloka has a significant positive impact on customer satisfaction. It means that, Contact of Traveloka affects the satisfaction of foreigner users.

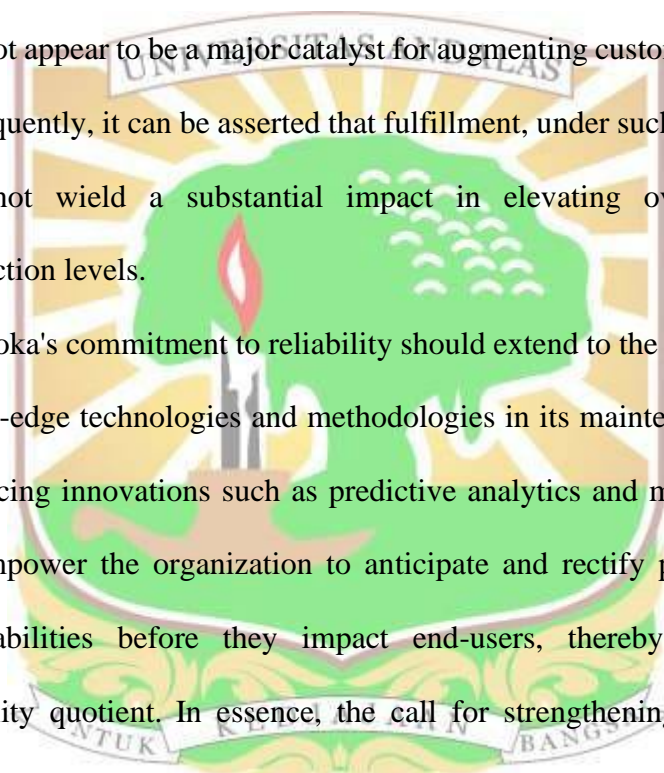
## 5.2 Implication

The research findings yield several implications that can enhance the comprehension of marketing approaches, particularly concerning E-Service Quality, and contribute to marketing management in comprehending consumer preferences and interests. Moreover, these findings serve as a valuable reference for companies seeking to enhance their marketing strategies to augment customer satisfaction.

1. This study serves as a valuable reference and provides significant insights for future research endeavors focusing on E-service quality. The findings emphasize the pivotal role of E-service quality in influencing customer satisfaction. By shedding light on the importance of E-service quality, this research contributes to the existing body of knowledge in the field of marketing and can inspire further investigations to delve deeper into the intricacies of E-service quality and its impact on customer satisfaction. Researchers can utilize the outcomes of this study to build upon existing knowledge, refine methodologies, and explore additional dimensions of E-service quality to advance the understanding of consumer behavior in the context of online service platforms. Such scholarly efforts will enrich the understanding of marketing practices and enable companies to develop more effective strategies to cater to customer needs and ultimately enhance overall customer satisfaction levels.
2. This study holds practical significance for Online Travel Agencies (OTAs) like Traveloka and other industry players as it offers valuable insights into the relationship between E-service quality and customer satisfaction. The findings underscore the critical importance of E-service quality in influencing customer satisfaction levels, thereby providing compelling evidence for companies to prioritize and enhance their E-service quality standards.
3. Based on the results, Efficiency might not always lead to increase customer satisfaction. Traveloka's efficiency is comparable to its competitors, it might not serve as significant differentiator in terms of customer

satisfaction. Convenience, speed of assessing and using the site cannot change customer satisfaction higher so we can say that efficiency doesn't play a huge role in terms of increasing customer satisfaction.

4. In instances where Traveloka's fulfillment performance aligns closely with that of its industry counterparts, its efficacy may not function as a distinctive factor influencing heightened customer satisfaction. The extent to which the website adheres to its commitments concerning order and item availability does not appear to be a major catalyst for augmenting customer satisfaction. Consequently, it can be asserted that fulfillment, under such circumstances, does not wield a substantial impact in elevating overall customer satisfaction levels.
5. Traveloka's commitment to reliability should extend to the incorporation of cutting-edge technologies and methodologies in its maintenance practices. Embracing innovations such as predictive analytics and machine learning can empower the organization to anticipate and rectify potential system vulnerabilities before they impact end-users, thereby fortifying the reliability quotient. In essence, the call for strengthening hardware and software maintenance within Traveloka is not merely a technical prerogative but a strategic imperative. A steadfast commitment to this aspect is integral to preserving the brand's reputation for operational dependability, instilling confidence among users, and fostering sustained success in the dynamic landscape of digital service provision.
6. Traveloka's pursuit of improved security in handling debit and credit card transactions should be a comprehensive endeavor, encompassing



technological advancements, user education, industry compliance, and a commitment to a user-friendly interface. Striking the right balance between security and user convenience is essential for fostering a secure and positive financial transaction experience for Traveloka' foreign users.

7. Improving Traveloka's platform responsiveness involves a comprehensive optimization strategy. This includes streamlining code and optimizing the website and app for faster loading, implementing a responsive design, and utilizing CDNs for reduced latency. Investments in high-performance servers and load balancing are essential to handle increased traffic efficiently. Caching mechanisms, both server-side and browser-based, contribute to faster server response times. Content delivery optimization, prioritizing critical rendering paths, asynchronous loading, and minimizing HTTP requests ensure swift user interactions. Database query optimization and the use of CDNs for static content further enhance performance. Continuous monitoring, performance testing, and user feedback mechanisms are crucial for ongoing improvement and prompt issue resolution, collectively ensuring a seamless and efficient user experience on the Traveloka platform.

8. Improving Traveloka's compensation strategy for enhanced customer satisfaction involves clear communication of policies, ensuring customers understand terms and filing processes. Offering fair and generous compensation packages that reflect inconveniences, including additional perks, demonstrates goodwill. Streamlining the compensation process through easy online forms and minimal bureaucratic hurdles ensures a swift

resolution. Adopting a proactive approach involves monitoring for potential issues and offering compensation before customer requests. Personalizing compensation based on customer data and circumstances enhances the effectiveness of the strategy. Real-time notifications and automated updates keep customers informed about their entitlements. Integration of customer feedback guides adjustments to compensation strategies, and comprehensive training for customer service representatives ensures effective handling of compensation-related issues. This customer-centric approach contributes to overall satisfaction and loyalty.

9. It is imperative for Traveloka to ensure swift issue resolution by establishing an immediate response system that involves cataloging and storing sorted problems in a centralized "data bank." This approach facilitates efficient tracking and retrieval of past challenges, enabling the company to implement timely solutions and enhance operational effectiveness. By maintaining a comprehensive repository of sorted issues, Traveloka not only streamlines troubleshooting processes but also establishes a valuable knowledge base that can inform proactive measures, contributing to a more responsive and resilient operational framework. This data-centric approach aligns with best practices for continuous improvement and aids in fostering a culture of agility and adaptability within the organization.

### **5.3 Limitation**

The extensive questionnaire, covering multiple dimensions of E-service quality and customer satisfaction, demands a considerable commitment from participants,

and this may require them to exercise patience throughout the survey completion process. As a result, the time-intensive nature of data collection could affect the overall response rate and potentially introduce response bias.

Moreover, due to the intricate nature of the questionnaire, respondents might feel overwhelmed or fatigued, leading to incomplete or less thoughtful responses. This could compromise the quality and reliability of the collected data, affecting the study's ability to draw accurate conclusions. Additionally, the extended duration required to gather responses may also lead to delayed data analysis and prolonged research timelines. Delays in data analysis might impede the timely dissemination of research findings, especially if the study is part of a time-sensitive academic or business project.

## **5.8 Recommendation**

To mitigate this limitation, future research could consider streamlining the questionnaire by prioritizing essential dimensions or employing techniques like randomized sampling to reduce respondent burden. Utilizing advanced online survey tools that allow for structured questionnaires, user-friendly interfaces, and automated reminders may also enhance response rates and participant engagement.

Furthermore, researchers could explore alternative data collection methods, such as focus groups or in-depth interviews, to complement and validate the findings obtained through the online questionnaire. This approach would provide richer insights into participants' perspectives and experiences, helping to corroborate the quantitative results.

Despite this limitation, the study's through investigation of the relationship between E-service quality and customer satisfaction in the context of Traveloka and the OTA industry is valuable and contributes to the existing body of knowledge. However, acknowledging the time-related challenges and addressing them in future research would enhance the study's methodological rigor and overall impact.

