

**PENGARUH OVERALL E-SERVICE QUALITY DAN
CUSTOMER ENGAGEMENT TERHADAP BEHAVIORAL
INTENTION MELALUI CUSTOMER SATISFACTION DAN
CUSTOMER TRUST
(Studi pada Pengguna Traveloka)**

**THE IMPACT OF OVERALL E-SERVICE QUALITY AND
CUSTOMER ENGAGEMENT ON BEHAVIORAL
INTENTION THROUGH CUSTOMER SATISFACTION AND
CUSTOMER TRUST
(Study on Traveloka Users)**



Written by :

LUTHFIA AZZAHRI

20200410547

**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

2024

**PENGARUH OVERALL E-SERVICE QUALITY DAN
CUSTOMER ENGAGEMENT TERHADAP BEHAVIORAL
INTENTION MELALUI CUSTOMER SATISFACTION DAN
CUSTOMER TRUST
(Studi pada Pengguna Traveloka)**

**THE IMPACT OF OVERALL E-SERVICE QUALITY AND
CUSTOMER ENGAGEMENT ON BEHAVIORAL
INTENTION THROUGH CUSTOMER SATISFACTION AND
CUSTOMER TRUST
(Study on Traveloka Users)**

UNDERGRADUATE THESIS

Submitted to Fulfill the Requirements to Get a Bachelor's Degree at the Faculty of
Economics, Management Department, Universitas Muhammadiyah Yogyakarta



Written by :

LUTHFIA AZZAHRI

20200410547

**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

2024

DECLARATION

Name : Luthfia Azzahri
Student Number : 20200410547

I, at this moment, declare that this thesis entitled: " THE IMPACT OF OVERALL E-SERVICE QUALITY AND CUSTOMER ENGAGEMENT ON BEHAVIORAL INTENTION THROUGH CUSTOMER SATISFACTION AND CUSTOMER TRUST" does not contain any work submitted to obtain a bachelor's degree at a university and to my knowledge, there are also no works or opinions that have been written or published by other people, except for those that are referred to in the manuscript and written in bibliography. If any violation of intellectual rights is later found in this manuscript, I agree to accept any relevant academic consequences.

Yogyakarta, 29 December 2023



A handwritten signature in black ink, appearing to be "Luthfia Azzahri".

Luthfia Azzahri

MOTTO

"Allah tidak membebani seseorang melainkan sesuai dengan kesanggupannya."
Al Baqarah 286

"Barang siapa keluar untuk mencari sebuah ilmu, maka ia akan berada di jalan
Allah hingga ia kembali."
HR Tirmidzi

DEDICATION

The author prays thanks to Allah SWT, who has given health, grace, and guidance so that the author can still complete this thesis, which is one of the requirements for obtaining a graduate degree. Even though it's far from the word perfect, the author is proud to have reached this point, which is the end. This thesis can be completed at the right time. So, I dedicate this thesis to:

1. My beloved parents, Ayah Nofemra and Bunda Gustiminda. The two most incredible people in life always teach gratitude and provide support and motivation with love, so the author always feels full of love. Writers are very devoted to everything, even though thousands of thanks will not be able to repay everything they give. It's not the reward they want. Just give what is the best version of themselves, and being respectful to both is what they always want for their children.
2. To Ibu Dr. Indah Fatmawati, S.E., M.Si., as the supervisor who always guided the author to complete this thesis with her patience and thoroughness. The author wishes thousands of tributes for all the knowledge given. Hopefully, she will always be healthy and smooth all his affairs.
3. To my brother Afdhal, thank you for encouraging me in this final project.
4. To Aikosaroko, Aisyah, Habibi, Khalisa, Alin, Hani, and all the families who cannot be mentioned one by one, thank you for your prayers, advice, input, and encouragement so far.
5. For my friend who has given encouragement, advice, and motivation in working on this thesis.

PREFACE

Praise Allah SWT for providing convenience, grace, and mercy in writing the thesis entitled "The Impact of Overall E-Service Quality and Customer Engagement on Behavioral Intention through Customer Trust and Customer Satisfaction (Study on Traveloka Users)." This thesis is prepared to fulfill one of the requirements for obtaining a bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. The author takes this topic with the hope of providing input for organizations in using influencing tactics in organizational decision-making and providing development ideas for further research. The completion of this thesis is inseparable from the guidance and support of various parties; therefore, on this occasion, the authors would like to express our deepest gratitude to:

1. Prof. Rizal Yaya, S.E., M.Sc., Ph.D., Ak., CA., CRP. As dean of the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta, who has provided instructions, guidance, and convenience for the author to complete the study.
2. Ibu Dr. Indah Fatmawati, S.E., M.Si., as thesis supervisor, has been patient in guiding and providing direction while completing this thesis.
3. My father, mother, and brothers always gave encouragement and attention until I finished my studies.
4. All parties who have provided support, assistance, ease, and enthusiasm in completing this final project (thesis).

Finally, the author realizes this thesis still has many shortcomings and is far from perfect. For this reason, the author expects criticism and constructive suggestions so that this research becomes much better.

Yogyakarta, 29 December 2023

A handwritten signature in black ink, appearing to be 'Luthfia Azzahri', written in a cursive style.

Luthfia Azzahri

TABLE OF CONTENTS

DECLARATION	v
MOTTO	vi
DEDICATION	vii
INTISARI	viii
ABSTRACT	ix
PREFACE	x
TABLE OF CONTENTS	xii
LIST OF FIGURES	xiv
LIST OF TABLES	xv
CHAPTER I INTRODUCTION	1
A. Research Background	1
B. Research Question	7
C. Research Objectives	8
D. Research Benefit	9
CHAPTER II THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT	10
A. Theoretical Framework	10
B. Conceptual Definition	11
C. Previous Research	16
D. Relationship among Research Variable	20
E. Research Model	29
CHAPTER III RESEARCH METHOD	30
A. Research Approach	30
B. Research Setting and Respondent	31
C. Population and Sample	32
D. Data Collection Method	33
E. Operationalization of Variables	34
F. Instrument Test	38
G. Hypothesis Test and Data Analysis	39
CHAPTER IV RESULT AND DISCUSSION	43

A. General Description of Object/Subject of Research.....	43
B. Instrument and Data Quality Test.....	48
C. Results (Hypothesis Test).....	58
D. Discussion (Interpretation)	66
CHAPTER V CONCLUSION, RESEARCH LIMITATION, AND RECOMMENDATION	78
A. Conclusion.....	78
B. Research Limitation and Recommendation.....	80
BIBLIOGRAPHY	82
APPENDICES	90

LIST OF FIGURES

FIGURE 2.1 RESEARCH MODEL (RITA ET AL., 2019; SUKENDI ET AL., 2021).....	29
FIGURE 4. 1 TRAVELOKA LOGO	45
FIGURE 4. 2 STRUCTURAL MODEL	54
FIGURE 4. 3 PREDICTIVE RELEVANCE	57
FIGURE 4. 4 HYPOTHESIS TEST	59

LIST OF TABLES

TABLE 1. 1 TRAFFIC RANK GLOBAL DAN COUNTRY WEBSITE TRAVEL AGENT	6
TABLE 2. 1 PREVIOUS RESEARCH.....	16
TABLE 3. 1 OPERATIONALIZATION OF VARIABLES	36
TABLE 4. 1 CHARACTERISTICS OF RESPONDENTS.....	46
TABLE 4. 7 CONVERGENT VALIDITY	49
TABLE 4. 8 FORNELL-LARCKER CRITERION	51
TABLE 4. 9 CROSS LOADING	52
TABLE 4. 10 RELIABILITY TEST	53
TABLE 4. 11 R SQUARE TEST	55
TABLE 4.12 PREDICTIVE RELEVANCE	57
TABLE 4. 13 VIF	58
TABLE 4. 14 HYPOTHESIS TEST.....	59
TABLE 4.15 MEDIATION TEST.....	63