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**Journal**

# The Influence Of Service Quality And Sales Promotion On Customer Loyalty Through Customer Satisfaction Online Travel Agent In Jakarta

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## ABSTRACT

This study aims to find: 1) service quality has a positive effect on Traveloka customer satisfaction in Jakarta, 2) sales promotion has a positive effect on Traveloka customer satisfaction in Jakarta, 3) service quality has a positive effect on Traveloka customer loyalty in Jakarta, 4) sales promotion has an effect positive effect on Traveloka customer loyalty in Jakarta, 5) customer satisfaction has a positive effect on Traveloka customer loyalty in Jakarta, 6) service quality has a positive effect on customer loyalty through Traveloka customer satisfaction in Jakarta, 7) sales promotions have a positive effect on customer loyalty through Traveloka customer satisfaction in Jakarta. Data collection method using Google Forms. The samples taken were 200 respondents. The subjects of this study were users of the Traveloka customers in Jakarta. Methods of data analysis using descriptive analysis, validity, reliability, suitability, hypothesis, and mediation tests.

**Keywords:** Service Quality, Sales Promotion, Customer Loyalty, Customer Satisfaction

## BACKGROUND

Tour trips can be made from various groups of people, one of which is the resident of the capital city of Jakarta. For someone who has been preoccupied with various activities such as work, school or college, spending too much time at home, and many more, then in the future it will take time to relax himself from the routine. The right solution is to take a tourist trip to a tourist attraction or visit a family who is out of town or country. Jakarta as the national capital and business center has a large population. Then there are not a few who are not native Jakartans who live in Jakarta to work or pursue education. This phenomenon has resulted in the people of Jakarta becoming the city with the most tourist trips.

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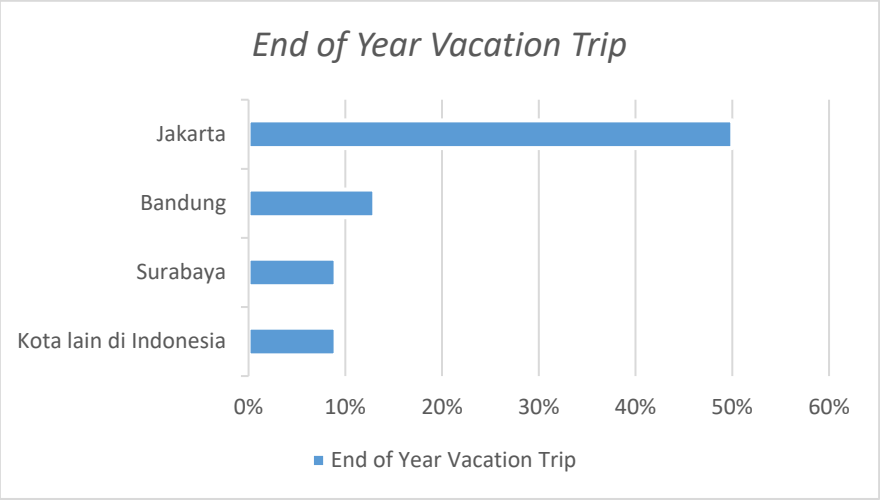


Sumber: (Delyshya Serafina, 2021)

According to Rosário and Raimundo (2021) e-commerce is considered the sale and purchase of goods and services via the internet in exchange for money and data transfer to complete transactions. The existence of e-commerce is very helpful to society as a dynamic technological device, covering applications and business axis that connects companies, consumers and a community through electronic transactions, which organizes the electronic exchange of goods and services. The background for tourism sector companies in using digital technology or e-commerce is because e-commerce users have increased every year. Based on the results of data collection from the Central Statistics Agency by Dinawati (2019) that business actors started their e-commerce business in 2017-2018 by 36% and increased in the following year. According to Rahayu (2019) the increase reached 500%, and was proven from the results of Google's research and included in the 2018 e-ConomySEA report which showed that e-commerce transactions in Indonesia reached US$ 27 billion or the equivalent of Rp. 391 trillion. Tourism companies, namely travel services, occupy the first position based on the types of goods sold by the Communications Office (2019). E-commerce businesses sell the most travel products by 29.26%, followed by food and beverage products by 22.08%, other services by 20.29%, and clothing by 15.08%.

Sales promotions held by Traveloka aim to make customers feel satisfied in using Traveloka services and to be loyal using Traveloka. However, the promos that Traveloka has run into problems several times, causing negative responses from customers such as the promo code cannot be used and there are still some customers who do not understand how to use promos from Traveloka and examples of problems experienced by Traveloka customers when Traveloka held a promo titled Epic The sale failed and the response was not good from Traveloka when they wanted to make a complaint (Zulfiqor, 2023). Based on complaints from customer satisfaction caused by the performance provided by Traveloka, it was disappointing for customers. If the performance is below expectations, the customer is dissatisfied, if the performance meets expectations, the customer is satisfied, if the performance exceeds expectations, the customer is very satisfied or happy (Sasongko, 2021). Complaints obtained can affect consumer attractiveness in using Traveloka.

As is the case with loyal customers using Traveloka Devianto (2019) who revealed a disappointing experience as a Traveloka customer, who felt dissatisfied with the performance of customer service and supervisors who could not handle and help customer problems with the Traveloka complaint handling system which was still sober even though Traveloka has echoed advertisements that prioritize customer satisfaction. If the level of customer satisfaction is still lacking and has not been

met, it is possible that customers will switch to ordering similar online tickets so that these customers do not stay and are not loyal to their use, thereby not creating customer loyalty. According to Sasongko, (2021) the influence of the situation and marketing efforts has the potential to cause customers to switch. As previously explained, service quality and promotion can determine the level of customer loyalty by fulfilling customer satisfaction. Based on this background, in this study the researcher took the title "The Influence of Service Quality and Promotion on Customer Loyalty through Customer Satisfaction (Studies on Online Travel Agent Customers in Jakarta)".

## THEORETICAL FRAMEWORK

**Customer Loyalty**

Prentice and Loureiro (2017) say that customer loyalty is a key strategy to gain a competitive advantage for companies if they want to maintain their quality. A similar opinion was also expressed by Haryanto (2019) that customer loyalty is the tendency of customers to choose the value offered by the organization over the alternatives offered by competing organizations. Chakrabarty added in Dam (2021) that service quality is defined as an adaptation to client demands in delivering services. Meanwhile, the opinion of Sisca et al. (2022) customer loyalty as an important factor for the long-term survival of organizations as well as in the development of a competitive environment. If the company wants survival in order to survive in the level of market competition, then the company must gain loyalty from its customers. There are four dimensions so that customers are loyal to the products and services they use, as stated by Oliver in (Datta & Ghosh, 2022): Cognitive loyalty, Affective loyalty, Conative loyalty, and Action loyalty. According to Griffin in Sihombing (2022) there are six indicators that can be used to measure customer loyalty including: Repeat purchases, Habit of consuming the brand, Big liking for the brand, Determination of the same brand, Confidence that the brand used is the best brand, Recommending the brand used for others.

**Customer Satisfaction**

According to Huang and Yu (2019) customer satisfaction is a comparison between customer expectations and their feelings after consuming experiences. Followed by Oliver in Uzir et al. (2020) Satisfaction also refers to the difference that is felt between before, expectations and performance that is felt after consumption gets results that are different from expectations, so dissatisfaction occurs. In addition, customer satisfaction is one of the main drivers that connects companies and customers in the long run (Woratschek et al., 2020). Then an emotional assessment of consumers after consumers use products where the expectations and needs of consumers who use them are met can be called customer satisfaction (Santoso, 2019).

Then there are dimensions in customer satisfaction as stated by Budi and Sutedjo (2022), namely: Conformity of expectations, namely the suitability or discrepancy between customer expectations and the actual performance of the company's products or services. Ease of obtaining, namely the ease with which customers can obtain products or services offered by the company. Ease of obtaining includes a strategic location, easy access to information and transportation for customers in obtaining the company's products/services. Past experience, which includes things that have been learned or known by customers from what they received in the past when using products or services from the company. Physical evidence, including physical facilities, equipment, employees, and means of communication. The researcher concludes that customer satisfaction is a consumer's assessment after buying a product or service to meet or exceed expectations

**Service Quality**

Saputri (2019) defines service quality or service quality as a measure of how well the level of service provided is able to match customer expectations. Meanwhile, according to Rohaeni and Marwa (2018)

that service quality is meeting consumer needs based on the level of excellence of products and services that are in accordance with expectations so that they can fulfill consumer desires. It added that service quality is a dynamic condition that is closely related to human resource service products and processes and the environment that can meet or exceed the expected service quality (Alvianna et al., 2021). They assess the quality of services or services they receive with expectations them for the service or services. Service Quality provides perfect services performed by service providers in meeting the needs and desires of customers and the accuracy of their delivery to offset customer expectations (Iffah, 2018). Then, according to Kotler and Keller (2017) quality is the overall features and characteristics of a product or service that depend on its ability to meet stated or implied needs. Furthermore, Prasetiyo et al. (2022) said that quality should aim at meeting current and future customer needs. This means that quality must be based on customer satisfaction itself. According to Parasuraman, Zeithmail, and Berry in Balinado et al. (2021) there are five dimensions and indicators of Service Quality, namely: Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

**Sales Promotion**

According to Safitasari et al. (2017) sales promotion plays an important role in marketing disseminate information, influence or persuade, and increase the target market for the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company concerned. Promotional activities aim to communicate the advantages or benefits of a product or service and persuade consumers to want to buy the products offered (Kumara et al., 2021). Cardia et al. (2019) sales promotion also has a major influence on increasing customer loyalty because customers feel there is a direct advantage from promotions carried out by the company. According to Mardiatmi (2021) activities or material from sales promotions offer various parties a motivational boost to make purchases, so that encouragement becomes added value or incentives for these products which can be in the form of coupons, lottery prizes, or guaranteed returns. According to Kotler, & Keller (2017) states that there are several dimensions of sales promotion which include: Coupons, Rebates, Price packs, and Continuity programs.

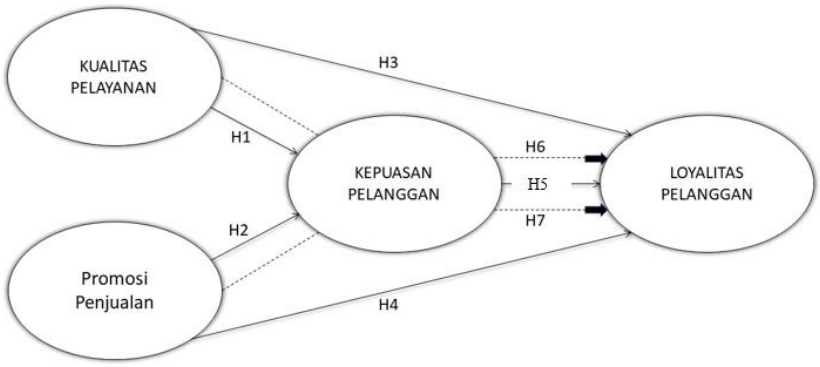


**Figure. Theoretical Framework**

## METHOD

This research was conducted over a period of four months, starting in November 2022 until June 2023. The researcher chose this time based on the consideration of the most effective time so that it would make it easier for researchers to complete the research. This research was conducted and carried out in Jakarta. The reason for choosing this place was because it was based on data from Populix, who had conducted a survey on End of Year Vacation Trips and Jakarta was selected as a resident of a city in Indonesia that often travels in one year. The research method that researchers use in this study is a

quantitative research method. According to Saragih et al. (2021) quantitative research methods can be interpreted as research methods based on the philosophy of positivism used to research certain populations or samples. The sampling technique is generally carried out randomly, data collection uses research instruments, data analysis is quantitative or statistical in nature with the aim of testing the hypotheses that have been set. Researchers in collecting data using a questionnaire survey method. Researchers used the questionnaire survey method to obtain data regarding the problems to be studied so that researchers would obtain data regarding the influence between the variables to be studied. The sampling technique used by researchers is purposive sampling. The reason for choosing the purposive sampling technique was because the sample taken by the researcher had to meet the appropriate criteria for this study. According to Swarjana (2022) purposive sampling is a sampling technique by establishing special characteristics that are in accordance with the research objectives. This study will use a minimum sample of 200 respondents, because according to Hair et al. (2017) using 200 respondents can produce data with good normality.

## RESULT

In hypothesis testing, researchers used AMOS 21.0. The results of hypothesis testing are found in the output of AMOS 21.0 by looking at the critical ratio (CR) value. If the value of CR is greater than 1.96, it can be said that the hypothesis has a significant influence (Chen et al., 2022). The significance or not of a hypothesis can also be known from its probability value. The hypothesis is accepted when the P value <0.05 and vice versa.

**HYPOTHESIS TEST**

| hypothesis | | | | C.R. | P | Information |
|---|---|---|---|---|---|---|
| $H_1$ | Service quality | → | Customer satisfaction | 6,643 | *** | $H_1$ Diterima |
| $H_2$ | Sales promotion | → | Customer satisfaction | 3,245 | 0,001 | $H_2$ Diterima |
| $H_3$ | Customer satisfaction | → | Customer loyalty | 2,228 | 0,026 | $H_3$ Diterima |
| $H_4$ | Service quality | → | Customer loyalty | 2,734 | 0,006 | $H_4$ Diterima |
| $H_5$ | Sales promotion | → | Customer loyalty | 1,984 | 0,047 | $H_5$ Diterima |

Sumber: Data diolah oleh peneliti (2023)

**TABEL 4. 1 HASIL UJI MEDIASI (SOBEL)**

| hypothesis | Dependent Variable | Mediating Variable | Independent Variabel | *Sobel Statistic* | P Value | Information |
|---|---|---|---|---|---|---|
| $H_6$ | Service quality | Customer satisfaction | Customer loyalty | 4,12 | 0,000 | Diterima |
| $H_7$ | Sales promotion | Customer satisfaction | Customer loyalty | 2,39 | 0,016 | Diterima |

Source: Data processed by researchers (2023)

Then the mediation test in this study will be carried out using the Sobel test. The Sobel test is carried out by examining the indirect effect of the independent variable (X) on the dependent variable (Z) through the mediating variable (Y). The results of the Sobel test can be said to have an indirect/mediating effect if the Sobel statistic is greater than 1.96 and the P-Value is less than 0.05 (Chen et al., 2022).

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## DISCUSSION

Service Quality on Customer Satisfaction

Based on the results of the first hypothesis test (H1) described above, the results show that there is a significant influence between service quality and online travel agent customer satisfaction in Jakarta. This is evidenced by H1 obtaining a Critical Ratio (C.R) value of 6.643 which meets the requirements, which is greater than 1.98 and obtains a probability (p) value of 0.000 which meets the requirements, which is less than 0.05. This value data shows that a company must provide superior service to its customers and make customers satisfied with this service. Service quality is one of the main determinants of customer satisfaction. Traveloka's service quality is responsive to serving its customers, this can be seen from the many customers who agree that Traveloka's service quality is fast for users. If the quality of service owned by Traveloka is good and of good quality, it will create a sense of satisfaction felt by customers. This is of course the answer on the basis of which is the reason for customer satisfaction due to a good service quality. This means that service quality is one of the factors that can affect customer satisfaction, especially at Traveloka. The results of this study are in line with the results of research conducted by Restuputri et al. (2021), (Supriyanto et al. (2021), and Li et al. (2021) which explain that service quality has a significant influence on customer satisfaction. Thus from the data obtained and interpreted, it can be said that the first hypothesis can be accepted The research results that have been processed to test the hypothesis indicate that there is a positive and significant influence between service quality and customer satisfaction.

Sales Promotion Against Customer Satisfaction

Based on the results of the second hypothesis test (H2) which has been described above, the results show that there is a significant influence between sales promotions on customer satisfaction of Online Travel Agents in Jakarta. This is evidenced by H2 obtaining a Critical Ratio (C.R) value of 3.245 which complies with the requirements, which is greater than 1.98 and obtains a probability (p) value of 0.001 which meets the requirements, which is less than 0.05. This value data shows that users of Online Travel Agents in Jakarta are aware that sales promotions have an important factor in providing customer satisfaction. Sales promotions that can be carried out by Traveloka consist of free coupons, free shipping vouchers, cashback, event promos, and free gifts. This program can foster a sense of satisfaction from customers when there are price offers or discounts provided by Traveloka. This means that sales promotion is one of the factors that can affect customer satisfaction, especially at Traveloka. The results of this study are in line with the results of research conducted by Bayu (2018) Sutrisno and Darmawan (2022) and Taris (2022) which explain that sales promotions have a significant effect on customer satisfaction. Thus from the data obtained and interpreted it can be said that the second hypothesis can be accepted. The results of the research that have been processed to test the hypothesis indicate that there is a positive and significant influence between sales promotions on customer satisfaction.

Service Quality on Customer Loyalty

Based on the results of the third hypothesis test (H3) described above, it was found that there is a significant influence between service quality and customer loyalty for Online Travel Agents in Jakarta. This is evidenced by H3 obtaining a Critical Ratio (C.R) value of 2.228 which has fulfilled the requirements, which is greater than 1.98 and obtained a probability (p) value of 0.026 which has fulfilled the requirements, which is less than 0.05. This value data shows that in creating customer loyalty, Traveloka requires good service quality and is able to meet expectations so that customers can be loyal using Traveloka. This is proven by Traveloka being able to be at the top level in the Top

Brand category of Online Travel Agents and has been around for a long time. This shows that the quality of Traveloka's services has been verified for quality and already has many users as compiled by Top Brands. This means that service quality is one of the factors that can affect customer loyalty, especially at Traveloka. The results of this study are in line with the results of research conducted by Wijaya et al. (2021) Pratondo and Zaid (2021) and Panday and Nursal (2021) which explain that service quality has a significant influence on customer loyalty. Thus from the data obtained and interpreted, it can be said that the third hypothesis can be accepted. The results of the research that have been processed to test the hypothesis indicate that there is a positive and significant influence between service quality and customer loyalty.

Sales Promotion Against Customer Loyalty

Based on the results of the fourth hypothesis test (H4) which has been described above, the results show that there is a significant influence between sales promotions on customer loyalty of Online Travel Agents in Jakarta. This is evidenced by H4 obtaining a Critical Ratio (C.R) value of 2.734 which has fulfilled the requirements, which is greater than 1.98 and obtained a probability (p) value of 0.006 which has fulfilled the requirements, which is less than 0.05. Traveloka conducts attractive promotions that are given to customers so that customers continue to use the Online Travel Agent. So from effective and efficient promotional activities that must be carried out by the company in order to increase the selling value of customer loyalty, meaning that the more attractive the promotion given, the better customer loyalty will be. Traveloka has a sales promotion strategy for new customers or prospective customers, namely 'Sustenance for New Children'. This effort is made so that in the future customers can use Traveloka again and make it their top choice when traveling. The next promotion program gets free Traveloka Points which can be exchanged for tourist tickets, besides that these points can be collected again by purchasing other attractive packages. So with this event customers can compete to collect points and claim attractive prizes from Traveloka, these efforts are made so that customers have an attitude of loyalty to Traveloka. This means that sales promotion is one of the factors that can affect customer loyalty, especially at Traveloka. The results of this study are in line with the results of research conducted by Jannah et al. (2019) Zephaniah et al. (2020) and Lestari (2021) which explain that service quality has a significant influence on customer loyalty. Thus from the data obtained and interpreted, it can be said that the fourth hypothesis can be accepted. The results of the research that have been processed to test the hypothesis indicate that there is a positive and significant influence between sales promotions on customer loyalty.

Customer Satisfaction Against Customer Loyalty

Based on the results of the fifth hypothesis test (H5) which has been described above, it was found that there is a significant influence between customer satisfaction on customer loyalty of Online Travel Agents in Jakarta. This is evidenced by H5 obtaining a Critical Ratio (C.R) value of 1.984 which complies with the requirements, which is greater than 1.98 and obtains a probability (p) value of 0.047 which meets the requirements, which is less than 0.05. This research shows that Traveloka is able to maintain a good sense of satisfaction that is owned by its customers. This is proven by the large number of participants who took part in filling out questionnaires regarding the satisfaction felt in using Traveloka, if Traveloka can maintain a sense of satisfaction from customers, then it will be a long time for customers to return to using Traveloka and make it their top choice, that way the loyalty that already exists within them will begin. customer. This means that customer satisfaction is one of the factors that can affect customer loyalty, especially at Traveloka. The results of this study are in line with the results of research conducted by Fernandes (2018), Moorthy et al. (2018), and Uddin (2019) say that customer satisfaction has a significant effect on customer loyalty. Thus from the data obtained and interpreted it can be said that the fifth hypothesis can be accepted. The results of the research

that have been processed to test the hypothesis indicate that there is a positive and significant influence between sales promotions on customer loyalty.

Service Quality on Customer Loyalty through Customer Satisfaction

Based on the results of the sixth hypothesis test (H6) which has been described above, it was found that there is a significant influence between customer satisfaction on customer loyalty through customer satisfaction Online Travel Agents in Jakarta. This is evidenced by the Sobel statistic value of 4.12 and a P-Value of 0.000, which means that it meets the criteria. Customer satisfaction felt by Traveloka users in Jakarta can mediate the effect of service quality on customer loyalty. The better the quality of service provided by Traveloka, the higher the customer satisfaction felt by consumers so that it can foster customer loyalty. The level of satisfaction felt is very important in measuring or being a link to assess whether or not the quality contained in Traveloka is so that later it can lead to customer loyalty. So with this the satisfaction that customers get from Traveloka services is a fast response in handling the needs of customers as well as providing features that are easy to understand and comfortable to use and most importantly Traveloka can maintain the confidentiality of its user data. Thus aspects of the dimensions of service quality including reliability, responsiveness, assurance and certainty as well as empathy have been fulfilled so that customers feel satisfied because their needs and desires have been processed using Traveloka so that it is very important in achieving customers who are loyal to Traveloka. This means that customer satisfaction is one of the factors that can be a link in influencing service quality to customer loyalty, especially at Traveloka. These results are in line with research conducted by Surahman et al. (2020), Asnawi et al. (2019) and Hadi et al. (2019) which explains that there is a significant influence between service quality on customer loyalty through customer satisfaction. Thus from the data obtained and interpreted, it can be said that the sixth hypothesis can be accepted. The research results that have been processed to test the hypothesis show that there is a positive and significant influence between customer satisfaction in influencing service quality to customer loyalty.

Sales Promotion Against Customer Loyalty through Customer Satisfaction

Based on the results of the seventh hypothesis test (H7) which has been described above, it was found that there is a significant influence between sales promotions on customer loyalty through customer satisfaction Online Travel Agents in Jakarta. This is evidenced by the Sobel statistic value of 2.39 and the P-Value of 0.016, which means that the value is less than 0.05. The level of satisfaction felt is very important in measuring or acting as a liaison to assess whether Traveloka's sales promotion is interested or not so that later it can lead to customer loyalty. So with this, the satisfaction that customers get from promotions available at Traveloka, namely free coupons, free shipping vouchers, cashback, event promos, and free gifts. The existence of a lot of sales promotion programs on Traveloka can invite more customers to keep using Traveloka. Customer satisfaction felt by Traveloka users in Jakarta can mediate the effect of sales promotions on customer loyalty. The more attractive the sales promotions provided by Traveloka, the higher the customer satisfaction felt by consumers so as to foster customer loyalty. This means that customer satisfaction is one of the factors that can be a link in influencing sales promotions on customer loyalty, especially at Traveloka. These results are in line with research conducted by Xu et al. (2022), Taris (2022) and Siangta et al. (2020) which explains that there is a significant influence between sales promotions on customer loyalty through customer satisfaction. Thus from the data obtained and interpreted it can be said that the seventh hypothesis can be accepted. The results of the research that have been processed to test the hypothesis indicate that there is a positive and significant influence between customer satisfaction in influencing sales promotion on customer loyalty.

## CONCLUSION

Based on the results of research on "The Influence of Service Quality and Sales Promotion on Customer Loyalty through Online Travel Agent Customer Satisfaction in Jakarta", the following conclusions can be drawn: In testing hypothesis 1 (H1), service quality has a positive and significant influence on customer satisfaction in Traveloka users in Jakarta. In testing hypothesis 2 (H2), sales promotions have a positive and significant impact on customer satisfaction for Traveloka users in Jakarta. In testing hypothesis 3 (H3), service quality has a positive and significant influence on customer loyalty among Traveloka users in Jakarta. In testing hypothesis 4 (H4), sales promotions have a positive and significant impact on customer loyalty among Traveloka users in Jakarta. In testing hypothesis 5 (H5), customer satisfaction has a positive and significant influence on customer loyalty among Traveloka users in Jakarta. In testing hypothesis 6 (H6), service quality has a positive and significant influence on customer loyalty, both directly and indirectly through customer satisfaction as a partial intervention for Traveloka users in Jakarta. In testing hypothesis 7 (H7), sales promotion has a positive and significant influence on customer loyalty both directly and indirectly through customer satisfaction as a partial intervention for Traveloka users in Jakarta.

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