

ANALYSIS OF THE USE OF TRAVELOKA PLATFORM IN BOOKING AIRLINE TICKETS FOR USERS IN BATAM CITY



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ABSTRACT

This study examines the relationship between the role of online reviews usefulness and credibility in driving customer satisfaction and continued use of Traveloka. Set within the context of Indonesia's post-pandemic tourism recovery and the growing competition in the digital marketplace, the research underscores the importance of understanding consumer behaviour in the tourism sector. Adopting a quantitative approach, data were collected from 300 respondents in Batam City, Riau Islands Province, using purposive sampling through an online survey. Data analysis was conducted using structural equation modelling with partial least squares. The results reveal that consumer reviews significantly influence customer satisfaction by offering reliable information regarding service quality and convenience. Positive reviews help people trust the platform, which makes them more likely to keep using it. In addition, the findings show that customer satisfaction has a significant positive impact on the intention to continue using the service, meaning that satisfied users are more likely to maintain their engagement and consistently use the Traveloka digital platform over time. However, external factors, such as government policies and macroeconomic changes, may also impact travellers' preferences. To enhance the competitiveness of digital platforms in the travel industry, the study highlights the critical role of continuous innovation.

Keywords: Online Travel Agent (OTA); Customer Satisfaction; Consumer Online Reviews; Continuance Intention

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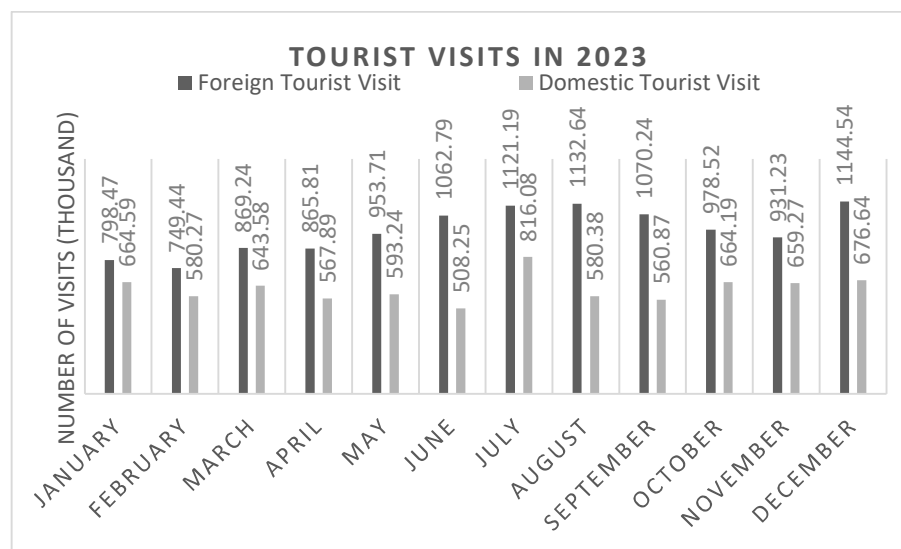
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INTRODUCTION

Tourism has become a remarkable global industry, with millions of people traveling both internationally and domestically every year (World Travel & Tourism Council, 2025). As travelers are presented with countless destination options, competition in the tourism market has intensified. Destinations now face the challenge of standing out and capturing attention in a landscape characterized by high demand and fierce competition (Cholik, 2017). The goal of tourism development is to reduce poverty and contribute to economic growth, with its impacts expected to positively affect local communities (Yuniarti & Syamsuddin, 2022).

In line with this global trend, tourist arrivals in 2023 show significant activity from both domestic and international tourists, as shown in Figure 2. This figure highlights monthly fluctuations in tourist arrivals, reflecting the dynamic nature of Indonesia's tourism recovery and its growing appeal in various markets.



Source: Indonesia Central Bureau of Statistics, 2023

Figure 1
Tourist Visits in 2023

In 2023, the total number of foreign tourists visiting Indonesia from January to December reached 11.68 million. This figure represents an increase of 98.3 percent compared to 2022. Tourist arrivals to Indonesia showed a significant rise compared to previous years, particularly after the lifting of COVID-19 pandemic restrictions. The Indonesian government, through the Ministry of Tourism and Creative Economy, successfully promoted various leading destinations such as Bali, Yogyakarta, and Labuan Bajo, leveraging the momentum by launching tourism promotion campaigns in international markets. This growth in the tourism sector has not only contributed to the national economic recovery but also reinforced Indonesia's position as a global tourist destination renowned for its rich culture, natural beauty, and warm hospitality (Kemenparekraf/Baparekraf RI, 2024).

This trend reflects the increasing reliance of travelers on digital platforms to search for, compare, and select tourism services. In today's digital environment, online consumer reviews have become one of the most influential sources of information

shaping tourists' perceptions and decisions. According to Filieri et al., (2021) the usefulness and credibility of online reviews significantly affect tourists' trust and satisfaction with travel services. Similarly, Camilleri and Filieri (2023) highlight that the perceived usefulness of online reviews strongly predicts customer satisfaction, while review credibility enhances confidence in decision-making. Furthermore, satisfied consumers are more likely to maintain their engagement and continue using the same digital platforms, supporting the positive relationship between customer satisfaction and continuance intention (Kurniawan et al., 2023).

Post Covid-19 pandemic, the development of digital technology in the sector has drastically changed the way people plan, book, and manage travel (Yusri, 2020). Online Travel Agents are a popular online channel for travelers, as they provide detailed information along with feedback collected from consumers who have already used their services (Putri et al., 2023). Traveloka is a leading company in the travel industry, offering online flight and hotel booking services, with a primary focus on domestic travel in Indonesia (Mulyati, 2022). One of Traveloka's standout features is its ability to provide comprehensive search results, enabling users to compare ticket prices across various airlines, including the most affordable options. The platform not only supports seamless search and price comparison but also simplifies the reservation process through its app or website (Shabilla et al., 2022). Digital marketing involves the use of digital technology to create channels that connect with potential customers, enabling businesses to achieve their goals more effectively (Hariyanto, 2022). With various features such as customer reviews, hotel location maps, and destination-related information, Traveloka is committed to improving user experience by providing practical and reliable solutions for travelers' travel needs (Traveloka, 2024). Traveloka provides a fast and efficient booking system for flight tickets, travel services, and hotel reservations, complemented by a secure and user-friendly payment process (Traveloka, 2024).

Customer satisfaction is a crucial element in the tourism industry (Zhou & Yao, 2023). The sustainability and growth of services rely heavily on customer retention and loyalty (Ardani et al., 2020). By ensuring customer satisfaction, businesses can maintain long-term relationships with their clients. This satisfaction and loyalty are directly influenced by the quality of service provided during the customer experience (Sihombing & Hellen, 2021). In addition, Traveloka provides a variety of ticket, travel, and hotel price options that are tailored to consumers' budgets. Information related to recommended hotel locations and tourist destinations is also provided to assist consumers in planning their trips. All of these services are designed to provide the best experience to users, with the aim of increasing their level of satisfaction (Ghifary & Yamit, 2018).

Previous research suggests that the increasing number of domestic and foreign tourists shows the great potential of this sector to grow with the support of digital technology that facilitates travel planning and booking (Latuheru & Irwansyah, 2019). Traveloka as one of the leading platforms in Indonesia, contributes significantly in facilitating travelers' mobility with its comprehensive booking services. Therefore, further research regarding the use of this platform is necessary. This is an important subject to understand traveler trends and preferences, and to support more effective and sustainable tourism development strategies.

Theoretically, this research contributes to the literature on the role of consumer reviews in the digital tourism sector. From a practical standpoint, it offers strategic recommendations for managers of digital platforms like Traveloka to enhance service quality and maintain customer satisfaction. Additionally, this research is strategically

relevant, as it supports the development of digital-based tourism, which serves as a key foundation for economic recovery following the COVID-19 pandemic (Dewi et al., 2023).

Based on the theoretical review, electronic Word of Mouth (e-WOM) which includes consumer online reviews has been shown to be an important factor in influencing travelers' purchasing decisions, especially through useful and reliable information (Murti et al., 2024). Customer satisfaction is also a key determinant of loyalty and intention to continue using the platform (Abidah et al., 2024).

The purpose of this study is to analyze the effect of the usefulness and credibility of online reviews on customer satisfaction and the intention to continue using the Traveloka platform for booking airline tickets by users in Batam City. This research aims to understand how consumer reviews can build trust, increase satisfaction, and encourage user loyalty to Traveloka's digital services, particularly in the context of post-pandemic tourism recovery and increasing competition in the Indonesian digital market.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESIS

Online Consumer Review Usefulness

Based on research by Sari et al., (2023), online reviews have an impact on customer satisfaction, with this study finding a positive and significant effect. Product or service reviews posted by consumers on the company's website or third-party platforms after a purchase reflect the level of customer satisfaction and offer insights into previous user experiences. These reviews often play a crucial role in consumers' decision-making process before they decide to make a purchase (Fauziah et al., 2023).

Online Consumer Review Credibility

Online consumer review credibility has a positive effect on customer satisfaction (Model et al., 2022). Indicators of online credibility include online reviews and ratings (Pooja & Upadhyaya, 2024). These factors influence the importance and interpretation aspects associated with online credibility (Agustina & Fayardi, 2019). The high credibility of online reviews shows that consumers tend to pay more attention to reviews available in e-commerce applications before deciding to buy a product (Maharani, 2022).

Customer Satisfaction

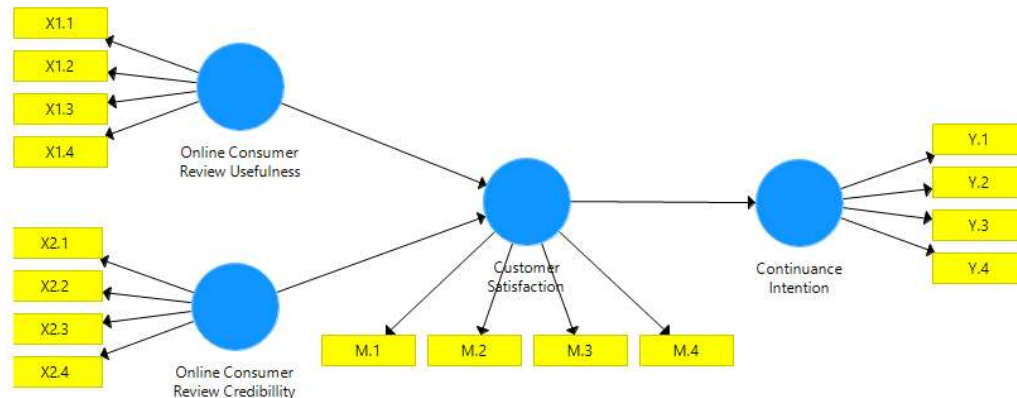
Customer satisfaction positively influences the intention to reuse a platform (Wang et al., 2021). It is an evaluation of how well a product or service meets the buyer's expectations, both before and after use. This includes how the product or service aligns with or even exceeds the expectations set by the customer (Azlan & Shamsudin, 2020). Customer satisfaction and customer trust have a positive influence on customer reuse intentions, as customer trust proves to be a considerable mediator in the relationship between customer satisfaction and reuse intentions (Ngoc et al., 2020).

Continuance Intention

Continuance Intention refers to a state where users are satisfied with their experience using the platform, so they intend to continue using the platform in the future (Kordina et al., 2019). In the context of purchasing a product or service, the decision to maintain the use or repurchase of a product or service has a very important role in building brand loyalty and the continuity of business operations (Intention & Purchase, 2021). According to Tekaqnetha & Rodhiah, (2020), Continuance Intention is the level of strength of individual intention to make repeated purchases through mobile applications.

Research Framework

The research model used in this study is illustrated in Figure 2, which depicts the conceptual relationship between the main variables: Usefulness of Online Consumer Reviews, Credibility of Online Consumer Reviews, Customer Satisfaction, and Intention to Continue Using. This model assumes that the usefulness and credibility of online reviews influence customer satisfaction, which in turn influences users' intention to continue using the Traveloka platform.



Source : Data processed by the researchers, 2024

Figure 2
Research Model

Hypothesis

Therefore, this study proposes three main hypotheses, namely:

- H1: There is a significant influence between the Online Consumer Review Usefulness and customer satisfaction among Traveloka users in Batam City.*
- H2: There is a significant influence between the Online Consumer Review Credibility and Customer Satisfaction among Traveloka users in Batam City.*
- H3 : There is a significant influence between Customer Satisfaction and Continuance Intention to use the Traveloka digital platform among users in Batam City.*

METHOD

This study applies a quantitative research approach and adopts a non-probability sampling method, where the members of the population are not given equal opportunities to be included as samples (Asrulla et al., 2023). One frequently applied method is purposive sampling, in which researchers choose participants according to certain criteria or the specific goals of the study (Lenaini, 2021). This technique is used when the researcher has a specific reason or interest in selecting the sample.

The quantitative approach requires each respondent to have a distinct understanding of the phenomenon being studied. The data collected was analyzed through regression analysis to examine the relationship between the identified factors (Firmansyah & Artikel, 2021). This study utilized Structural Equation Modeling (SEM) and the Partial Least Squares (PLS) software for analysis. SEM refers to a collection of statistical methods that enable researchers to test complex relationships that cannot be

adequately analyzed using simple linear regression models (Febryaningrum et al., 2024). Moreover, SEM can be viewed as an integration of regression and factor analysis techniques (Harahap & Pd, 2019). The analytical process includes evaluating the quality of the measurement model, testing hypotheses, and determining the coefficient of determination. The sample determination method uses the Slovin Formula (Safrianti & Puspita, 2021).

$$n = \frac{N}{1 + N(e)^2}$$

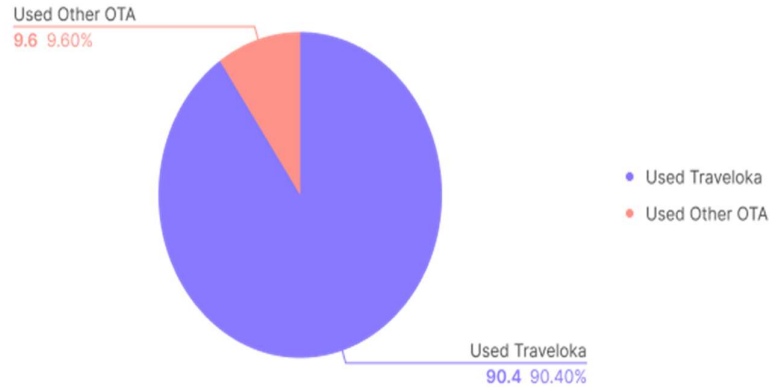
Figure 3
Slovin's formula

The sample determination method in this study employed the Slovin formula, which is commonly used to calculate the minimum number of samples from a known population by considering the margin of error and confidence level (Ummah, 2019). This formula is often utilized to determine the number of samples needed to estimate population parameters with a certain level of confidence (Safrianti & Puspita, 2021). The total sample in this research consisted of 300 respondents, who are users of the Traveloka platform in Batam City, Riau Islands Province. Data were collected from May to June 2024 using a Google Form questionnaire distributed via social media platforms such as Instagram, WhatsApp, and Telegram. The questionnaire consisted of 16 items designed to assess travelers' perceptions related to the study variables: Online Consumer Review Usefulness, Online Consumer Review Credibility, Customer Satisfaction, and Continuance Intention.

The primary data collection instrument used in this study was a structured questionnaire measured using a five-point Likert scale. The Likert scale allows researchers to measure the intensity of respondents' attitudes or perceptions in a structured manner (Simamora, 2022). Each statement was followed by response options ranging from "strongly disagree" to "strongly agree," with each option assigned a numerical score to enable further statistical analysis (Suasapha et al., 2020).

RESULTS AND DISCUSSION

The respondents in this study were 300 users of the Traveloka Online Travel Agent (OTA) platform, specifically in the area of airline ticket booking. As shown in Figure 4, most respondents (90.4%) used the Traveloka Online Travel Agent (OTA) platform for airline ticket booking, while only 9.6% used other OTA platforms. This indicates that Traveloka is the dominant choice among respondents for purchasing airline tickets online.



Source: Data processed by the researchers, 2024

Figure 4
Online Travel Agent (OTA) User Chart

Outer Model Testing Results

The outer model assessment serves as the preliminary step in the Partial Least Squares Structural Equation Modeling (PLS-SEM) process, aiming to verify that the indicators used in the study accurately reflect the latent variables. This stage emphasizes evaluating the instrument's validity and reliability, which includes indicator reliability (measured through outer loadings), internal consistency reliability (Cronbach's Alpha and Composite Reliability), convergent validity (Average Variance Extracted/AVE), and discriminant validity (assessed using HTMT or the Fornell-Larcker Criterion). The outcomes of the outer model evaluation confirm that the data are appropriate for further analysis, particularly in examining the interrelationships among constructs within the inner model (Suasapha et al., 2020).

The validity test was carried out to verify whether the indicators employed in this research accurately measure the latent constructs they are intended to represent. The primary goal of this process was to evaluate how well each indicator reflects its corresponding variable. This assessment involved examining convergent validity, which is determined through factor loading and Average Variance Extracted (AVE) values. As stated by Hair & Alamer (2022), an indicator is considered valid when its factor loading exceeds 0.70 and its AVE value is above 0.50, signifying that the construct accounts for more than half of the variance observed in the indicators. Based on these benchmarks, indicators meeting these standards are deemed valid and suitable for further analysis. The results of the validity test for each variable, including the factor loadings and AVE values of all indicators, are summarized in Table 1. The validity test results for each variable are presented in Table 1, which shows the factor loadings and AVE values for all indicators in this study.

Table 1
Validity Test Results

Variable	Indicator	Loading Factor	Average Variance Extracted (Ave)
OCRU	OCRU_1	0.777	0.648
	OCRU_2	0.867	
	OCRU_3	0.728	
	OCRU_4	0.842	

OCRC	OCRC_1	0.742	0.583
	OCRC_2	0.770	
	OCRC_3	0.761	
	OCRC_4	0.782	
CS	CS_1	0.810	0.668
	CS_2	0.790	
	CS_3	0.834	
	CS_4	0.835	
CI	CI_1	0.781	0.624
	CI_2	0.779	
	CI_3	0.845	
	CI_4	0.753	

Source: Data processed by the researchers, 2024

Based on the validity test results in the Table 1, it shows that the loading factor value is above 0.7 and the Average Variance Extracted (AVE) is above 0.5. From these results, the questions of each variable in this study are declared to have met the validity.

Reliability testing is performed to assess the internal consistency of the indicators representing each construct in the research model. The purpose is to ensure that the indicators consistently measure the same variable across repeated tests. According to Hair et al. (2020), reliability is evaluated using Cronbach's Alpha and Composite Reliability (CR). A construct is deemed reliable if the Cronbach's Alpha exceeds 0.70 and the Composite Reliability exceeds 0.80, indicating a high level of consistency among the indicators.

Table 2
Reliability Test Results

	Cronbach's Alpha	Composite Reliability
OCRU	0.818	0.880
OCRC	0.765	0.848
CS	0.834	0.890
CI	0.800	0.869

Source: Data processed by the researchers, 2024

In the table 2, it can be seen that all Cronbach's Alpha variables are above 0.7 and the Composite Reliability value is above 0.8. Based on the test results, it can be concluded that all variables are declared reliable and consistent.

The Path Coefficient Test is used to measure the strength and significance of relationships between latent variables in a structural model. Its main purpose is to determine whether the hypothesized relationships among constructs are statistically supported. According to Hair et al. (2020), this test evaluates the T-statistics and P-values obtained through the bootstrapping process. The relationship is considered significant if the T-statistic > 1.96 and the P-value < 0.05, indicating that the independent variable has a meaningful effect on the dependent variable.

Tabel 3
Path Coefficient Test Results

	Sample Mean (M)	T Statistics (O/STDEV)	P Values	Conclusion
CS-> CI	0.784	28.027	0.000	Significant
OCRU -> CS	0.560	6.863	0.000	Significant
OCRC -> CS	0.240	2.300	0.022	Significant

Source: Data processed by the researchers, 2024

The results of the Path Coefficient Test in this study show that:

H1 : Online Consumer Review Usefulness has a significant positive effect on customer satisfaction. Therefore, this hypothesis is declared significant and influential. This is supported by research Permatasari & Santosa, (2021) which suggests that the usefulness of consumer online reviews has a positive effect on customer satisfaction.

H2 : Online Consumer Review Credibility has a significant positive effect on customer satisfaction. This is supported by the results of the study Tatael et al., (2022) which concluded that the Online Consumer Review Credibility has a significant effect on Customer Satisfaction.

H3 : Customer satisfaction has a significant positive effect on Continuance Intention. The same research results were previously conducted by Sahri et al., (2023), the Customer Satisfaction variable has a significant positive effect on the Continuance Intention variable.

Table 4
R Square Test Result

	R Square
CS	0.575
CI	0.612

Source: Data processed by the researchers, 2024

In the R Square Test Results it is stated that the R Square value is > 0.50, this indicates a "strong" category in a variable. Therefore, the two variables above show a "strong" category in the R Square Test Results. Customer satisfaction has a value of 0.575 or an effect of 57.5% and continuance intention has a value of 0.612 or an effect of 61.2%.

CONCLUSION AND SUGGESTION

Based on the results of research that has been conducted as previously described, this study proves that Online Consumer Review Usefulness, Online Consumer Review Credibility and Customer Satisfaction is stated to have a significant influence on Continuance Intention, which means that consumer online reviews have an important influence on customer satisfaction, which in turn affects customer continuance intention to buy airplane tickets on the Traveloka platform. By providing a platform that allows users to compare prices and view reviews, Traveloka not only increases customer satisfaction but also encourages continued use. Therefore, Traveloka has great potential to become a highly desirable online travel agent for consumers. This conclusion underscores the importance of an effective review management strategy for Traveloka to maintain and increase their customer base.

Although preventive efforts have been made to ensure the accuracy of the validity test results, this study still presents certain limitations. The validity test results for the OCRC variable show an Average Variance Extracted (AVE) value of 0.583, which,

although above the minimum threshold of 0.5, is considered relatively low compared to other constructs. This indicates that several indicators within the Online Consumer Review Credibility variable may not fully capture the construct's overall dimensions. Therefore, future research is encouraged to refine or expand the measurement indicators related to review credibility, such as source trustworthiness, review consistency, and reviewer expertise, to achieve higher validity and a more comprehensive representation of the construct. This research provides important insights for the development of marketing strategies and service improvement in the tourism industry. The use of online consumer reviews as part of a marketing strategy can increase customer satisfaction and loyalty to the platform which can support the sustainable growth of the tourism sector (Utami & Padjajaran, 2018).

Based on the findings of this study, it is hoped that the Traveloka Platform can maintain and strengthen the existing consumer review system so that it can encourage consumers to do research on online reviews that have been left by users who have used the airplane ticket purchase feature on the Traveloka platform. This will increase the trust and credibility of the platform. Positive consumer reviews can also be utilized as a tool in marketing campaigns by displaying reviews and testimonials of satisfied customers on the main page or in advertisements to attract more new users and build a positive image of the platform.

For future researchers, it is recommended to include additional variables such as perceived usefulness, brand image, or customer satisfaction as mediating or moderating variables. These variables are important because they can provide a more comprehensive understanding of The impact of online reviews on consumer trust and purchase intent. Examining these aspects can reveal deeper behavioral patterns, which can strengthen the theoretical framework and practical implications for e-commerce and digital tourism platforms.

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