The effect of E-Service Quality, E-Trust, Price and Brand Image Towards E-Satisfaction and Its Impact on E-Loyalty of Traveloka's Customer

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ABSTRACT

This study aims to analyze the effect of E-Service Quality, E-Trust, Price, Brand Image to the E-Satisfaction, and E-Loyalty of Online Travel Agent Traveloka. This research method uses a quantitative approach with a survey method with Structural Equation Modeling (SEM) analysis techniques from the AMOS Version 22 statistical software package. Variable measurements were carried out using questionnaires using Likert model scoring. The sampling technique used is the Non-Probability Sampling method, the saturated sample technique (Census) totaling 182 respondents or equal to the population. The results of the analysis show that each variable (E-Service Quality, E-Trust, Price, Brand Image) has a positive and real effect to the E-Satisfaction and E-Loyalty to Online Travel Agent Traveloka with Critical Ratio (CR)> 1.96 (Critical value for degrees 95% confidence), probability value (p) <0.05 and regression coefficient value> 0.00 (Positive). Based on the results of the study concluded that E-Service Quality, E-Trust, Price, and Brand Image have a positive effect on E-Satisfaction and also on E-Loyalty. Traveloka site provided the best E-Service Quality; Traveloka also provides a high-security system to promote the Traveloka site. Traveloka's website runs a competitive price strategy by offering attractive promos to its customers; besides that, Traveloka also collaborates with banks to provide attractive promo offers. Traveloka's Brand Image has represented the overall perception of the brand and was formed from the information and experience of the brand.

Keyword: E-Service Quality, E-Trust, Price, Brand Image, E-Satisfaction, E-Loyalty.

INTRODUCTION

Background
One of the rapidly growing businesses in the Indonesian startup world is the travel service business. Online Travel Agencies (OTA) activities as a branch of e-commerce are starting to be widely used and demanded. The survey conducted by DailySocial through the JakPat Mobile Survey Platform in February 2018 measured Indonesian consumers' consumption patterns towards OTA services. This survey's findings indicate that 71.44% of respondents have used OTA services for ticket or hotel reservations in the last six months. Other results also show that 83.95% of all respondents use smartphones to access OTA services. As many as 69.26% of respondents made payments for OTA services via bank / AT account transfers. In the tourism and travel sector, Online Travel Agent (OTA) plays a big role. They are responsible for intermediate customers and suppliers who maintain a high level of communication between the actors. The internet can have a big role to play because it allows multiple actors to be connected simultaneously.

This research is motivated by the ease with which consumers in the online business switch from one online site to another and the ease with which consumers can make comparisons of purchasing the same product between different online sites. This study aims to determine E-satisfaction's role in mediating the correlation between E-service quality, E-Trust, Price, and Brand Image with E-loyalty to Traveloka E-Commerce customers.

Traveloka is an online hotel room booking site based in Indonesia and is the site with the highest brand awareness compared to hotel room booking sites (Nusaresearch 2014). Nusaresearch's data shows that Traveloka is superior to its competitors in popularity as a provider of the online hotel room and ticket reservations. Nusaresearch (2014) states that the switching of e-commerce users of hotel reservations in Indonesia is high, reaching 77.8%, much higher than loyal users of 22.2%. This data shows that online travel users tend to try other competing online ordering applications, so they are very vulnerable to switching to other online travel sites.

The shift of consumers to other products shows the low loyalty of consumers towards these products. E-loyalty in online shopping is the consumers' attitude who consciously uses certain online services and recommends it to other potential users to use these online services (Hur et al. 2011). The higher the level of e-loyalty, the higher the consumers' awareness to continue using and recommending these online services. E-loyalty in online business has become an important issue due to the ease with which consumers switch from one online site to another and the ease with which consumers can compare the purchase of the same product between different online sites (Elif Eroglu, 2014). In other words, online consumers can freely choose different online sites and make purchases without being tied to a particular online site. The result is the low consumer loyalty often encountered in online shopping, making it difficult for online companies to realize long-term and sustainable profitability (Yen 2010).

Based on this problem's background, the authors are interested in researching the effect of E-Service Quality, E-Trust, Price, and Brand Image on E-Satisfaction and Its Impact on E-Loyalty on Traveloka Customers.

Purposes
This study has the following purposes:
1. Analyzing the effect of E-Service Quality on E-Satisfaction.
2. Analyzing the effect of E-Trust on E-Satisfaction.
3. Analyzing the effect of Price on E-Satisfaction.
4. Analyzing the effect of Brand Image on E-Satisfaction.
5. Analyzing the effect of E-Satisfaction on E-Loyalty.
6. Analyzing the effect of E-Service Quality on E-Loyalty.
7. Analyzing the effect of E-Trust on E-Loyalty.
8. Analyzing the effect of Price on E-Loyalty.
9. Analyzing the effect of Brand Image on E-Loyalty.

Contribution

1. This research is expected to add insight and knowledge by comparing theory with problems related to Traveloka's customers.
2. This research can be used by the hotel management to determine marketing strategies related to Traveloka's consumers and can be used as a reference for hotel management in making decisions in terms of making cooperation with Traveloka.
3. Traveloka can use this research in determining its marketing strategy.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT (QUANTITATIVE)

Management
According to James A.F. Stoner, translated by T. Hani Handoko (2011: 8), Management is the process of planning, organizing, directing, and supervising the efforts of organizational members and the use of other resources in order to achieve the organizational goals. According to Malayu S.P Hasibuan (2014: 2), Management is the science and art of regulating the process of utilizing human resources and other sources effectively and efficiently to achieve certain goals.

Marketing Management
Marketing management is a process carried out to analyze, plan, coordinate programs that benefit the company, and be interpreted as the science of choosing market share to create superior customer value (Kotler & Keller, 2009: 5).
Three functions of marketing management according to Deliyanti (2010:3):
(1) Exchange function; marketing consumers can exchange money for the goods they want to buy.
(2) Physical Distribution Function; done by transporting and storing the product.
(3) Intermediary Function; Marketing intermediaries link exchange activities with physical distribution.

Marketing Management Objective
According to Hasan (2013:429), marketing objectives include maximizing profits, maximizing market share, maximizing sales, enhancing brand image, increasing customer satisfaction, providing value, and maintaining price stability.

Service Marketing Management
According to Kottler (2002:9), a process of planning and implementation of the pricing, promotion, and distribution of goods, services, and ideas to create exchanges with target groups who meet the requirements. According to Payne (2000: 12), "services as economic activities that have several intangible elements (values   and benefits) associated with them, which involve several interactions with consumers or with property and do not result in changes in ownership in conditions that may arise and production of a service or it may not be related to a physical product. Services are activities, benefits, or satisfaction that are offered for sale".

E-Commerce
According to Nugroho (2006), e-commerce is a new concept that is commonly described as the process of buying and selling goods and services on the world wide

web internet or the process of buying and selling or exchanging products, services, and information through information networks including the internet.

E-Marketing

According to Armstrong and Kottler (2004:74), E-Marketing is the marketing side of E-Commerce consists of company efforts to communicate about, promote and sell products and services over the internet. What can be interpreted as follows: E-Marketing is the marketing side of E-Commerce, which consists of the work of the company to communicate something, promote, and sell goods and services via the internet.

Digital Marketing

Digital marketing, according to Chaffey (2002: 14), is the application of digital technology that forms online channels to the market (websites, e-mails, databases, digital TV, and various other recent innovations including blogs, feeds, podcasts, and social networks). Contribute to marketing activities, which aim to benefit and retain consumers (in a multi-channel buying process and customer lifecycle), through recognizing the importance of digital technology and developing a planned approach to increase consumer awareness (of company, behavior, values, and drivers of brand loyalty to their products), and then conveying messages through online-based communication activities and services that are integrated and focused to specific customer needs. According to Heidrick & Struggles (2009: 1), the development of digital marketing through the web, mobile phones, and games kits, offering bar access u Undesirable and highly influential advertising. Why don't marketers across Asia shift the use of budgets from traditional marketing such as TV, radio, and print media towards new technology media and more interactive media?

Online Travel Agent (OTA)

Online Travel Agent (OTA) is a type of travel agent whose all transaction activities are carried out online. This type of travel agent provides online reservation services and the tools needed by consumers when traveling. OTA is a trusted broker and travel consultant providing accommodation and travel tickets by promoting online. The travel agency business is one of the high potential businesses. Every year public interest in travel by using travel agent services is increasing. However, it is necessary to be careful in looking for loopholes in the travel agent business to grow; what is offered must be right to choose the sold products.

Online Travel Agents (OTA) basically runs a business model like conventional travel agents in general; it is just that in practice, Online Travel Agents run their business through cyberspace, such as searches, bookings, and payments are made online. Online Travel Agents also have 3 types of business models such as Online Booking, Travel Reviews, and Online Aggregators. Online Booking focuses on providing services for booking travel accommodation. At the same time, while Travel Reviews of traveler's quality or experience of travelers on the accommodations they have used. Furthermore, the last one is Online Aggregator, which combines the two concepts and becomes a complete travel agent. Online Aggregator makes it easy for you to find information on various accommodation options (hotels and flights), compare prices, and directly book tickets/rooms (Traveloka, 2015).

E-Service Quality

According to (Parasuraman et al., 2005), e-service quality is the extent to which a website efficiently and effectively facilitates shopping, purchasing, and delivering products or services. E-service quality is defined as expanding a site's ability to effectively and efficiently facilitate shopping, purchasing, and distribution activities. Meanwhile, according to (Bressolles & Durrieu, 2011), E-service Quality is different from traditional service systems; what is offered is the ease of getting information between consumers and electronic-based service providers. Online website services have unique characteristics that online services do not face, such as server problems, information backups, connectivity issues, etc. The quality of electronic services can be defined as the extent to which a site can facilitate effective and efficient shopping, purchase, and delivery (Zeithaml, 2002).

Based on the opinion of these experts, it can be concluded that e-service quality is the quality or ability of a company to meet and facilitate services to consumers virtually so that it can fulfill the service needs desired by consumers.

E-Service Quality Indicators: (Table 1)

E-Trust

E-Trust is defined as a belief in expectations in online risk situations that vulnerabilities will not be exploited (Corritore et al., 2003). According to Kimery and McCord (2002), E-trust is the willingness to accept from consumers the vulnerabilities that exist in online transactions. According to Kimery & McCard, quoted in Ling, Chai & Piew (2010), Trust is customers' willingness to accept weakness in an online transaction based on their positive expectations regarding future online store behavior. According to Wu, Chen & Chung, quoted in Lien, Wen, Huang & Wu (2015), "Trust is one of the central features of buyer-seller correlations. The role of trust in social exchange correlations has been the subject of researchers' interests". It can be concluded that online trust is the belief that consumers have in conducting online-based transactions.

E-Trust Indicators: (Table 2)

Price

According to (Kotler and Ketler, 2007: 156), price is the amount of money (possibly several items weighed) needed to obtain several combinations of a product and service that accompanies it. Price is a comparative indicator for consumers in choosing goods or services. The suitability of the price offered and the company with the products for the services offered will create customer satisfaction. If there are several products or services with the same quality but at different prices, consumers will tend to choose goods or services at more affordable prices. Price is the amount of money charged for a product or service or the amount of value that consumers exchange for benefits due to owning or using the product or service.

Price Indicators: (Table 3)

Brand Image

According to the America Marketing Association (AMA) in Kotler (2009: 258), "Brand is the name of a term, sign, actor, or design, or a combination thereof, which is intended

to identify goods or services of a seller or group of sellers and to differentiate it." David Aaker (in Amin Wijaja (2005: 10) suggests that a brand is a name or symbol that aims to distinguish and identify goods or services from one of the sellers or a group of sellers who are their competitors. Besides, a brand can also signal customers for a product and protect both customers and producers from competitors who will try to provide identical products that will emerge. Meanwhile, Richard Koch (in Amin Wijaja 2005: 3) defines the brand as a visual design and/or name. Provided to a product or service by an organization that aims to differentiate its product from competitors' products and assure consumers that it is of consistently high quality.

According to Aaker and Biel (1993), brand image is a consumer's assessment of the market's brand. This creation can be created based on personal experience or hearing its reputation from other people or the media. Product image and brand association's meaning are communicated by advertisement and other promotional media, including public correlations and sponsorship events. Advertising is considered to have the biggest role in communicating a brand image. A brand image can also be built using only advertisements that create associations and symbolic meanings that are not extensions of product features. It is important to note that building a brand does not only involve creating perceived differences through advertising. There is often a misconception that a brand is built solely using a precise advertising strategy to create the desired product image and association. Indeed, advertising plays an important role in building many brands, especially those differentiated based on the product image. However, even a brand image must be supported by quality products, the right pricing strategy to support the image communicated through the product advertisement.

Brand Image Indicators: (Table 4)

E-Satisfaction
Kotler (2008) defines customer satisfaction as consumers' results on company performance by their expectations. Hellier et al. (2003) define customer satisfaction as the overall feeling of pleasure and satisfaction felt by consumers, resulting from the ability to fulfill the wants, expectations, and needs of consumers concerning the company's services. With the development of e-commerce, the concept of customer satisfaction in the online environment is called e-satisfaction.

E-Satisfaction Indicators: (Table 4)
E-Loyalty
E-loyalty is a commitment to revisiting a site consistently because shopping on that site is preferred over switching to another site (Chi et al., 2015). In online business, e-loyalty is an important problem because consumers can easily switch from one site to another because they can easily compare the same items to other online businesses (Lu et al., 2013).

E-Loyalty Indicators: (Table 5)

Previous Research: (Table 6)

Research Hypothesis

H_1: E-Service Quality has a positive effect on E-Satisfaction.
H_2: E-Trust has a positive effect on E-Satisfaction.
H_3: Price has a positive effect on E-Satisfaction.
H_4: Brand Image has a positive effect on E-Satisfaction.
H_5: E-Satisfaction has a positive effect on E-Loyalty.
H_6: E-Service Quality has a positive effect on E-Loyalty.
H_7: E-Trust has a positive effect on E-Loyalty.
H_8: Price has a positive effect on E-Loyalty.
H_9: Brand Image has a positive effect on E-Loyalty.

RESEARCH METHOD

Research Design

The research method used in this research is quantitative with survey methods. The inferential statistical analysis technique used in this study is the Structural Equation Modeling (SEM) analysis technique from the AMOS statistical software package version 22.

The framework in this research can be described as follows: (Figure 1)

Population and Research Sample

The population in this study is the IdCorners Travel Blogger Indonesia community, as many as 600 people. According to Hair et al. (2010), the number of samples is at least 5 times the number of indicators, and the appropriate sample size ranges from 100-200 respondents. In this study, the number of indicators was 34, so the total sample was 170 respondents. The data used are primary data by distributing questionnaires to members of the IDCorners Travel Blogger Indonesia community. In this study, the data used came from questionnaires filled in by respondents who had tested the validity and reliability of the research instruments before being used further in the study.

Measurement Methods, Procedures and Processes

The method used in this study is nonprobability sampling, which is a saturated sampling technique or also known as a census, where all members of the population are sampled. The data collection methods used in this study are as follows:
1. Questionnaires, by distributing a structured and closed list of questions so that respondents are limited in providing answers to only one alternative to fill in.
2. Documentation, by studying written data sources regarding the company profile, organizational structure, and other general descriptions required.

In this study, the measurement was carried out on a questionnaire consisting of questions distributed to respondents where the list of questions was in the form of a close-ended question with a priority scale of assessment by the principle of weighting the score according to the Likert scale as follow: (Table 7)

The research instrument or questionnaire was tested before being used in the study. Testing of these instruments includes testing the validity (validity) and reliability (reliability). From the results of these tests, the instrument items are valid and reliable. Validity is related to the measuring instrument's accuracy and accuracy in performing

its measure function (Azwar, 2009: 24). The validity measurement uses the Pearson Product Moment Corcorrelation calculation using the SPSS Version 20 program. To measure the research instrument's reliability, the Alpha Cronbach formula is used (Azwar, 2009: 43). Alpha Cronbach calculations were performed using the SPSS version 17 program.

Furthermore, the ordinal scale obtained through the Likert scale with the successive interval method (Method of Successive Interval / MSI) is converted into interval data. The goal is that the normal distribution conditions can be met when using parametric statistics (Babbie, 1986; Kerlinger, 1971).

Data Analysis Techniques and Hypothesis Testing
Researchers conducted a pilot test on 30 samples to test the validity and reliability of the questionnaire or research instrument. Furthermore, distributing questionnaires to 182 research samples and then processing the data using the structural equation modeling (SEM) method with the AMOS 22 application. The structural model in SEM with latent variables consists of two parts such as the measurement model and the correlation between indicators to variables latent, which results in a measurement equation, and a structural model, the correlation between latent variables, which results in structural equations.

There are two measurement models, the exogenous latent variable measurement model and the endogenous latent variable measurement model. The measurement model is the correlation between the indicators and their latent constructs. The correlation of each indicator EQ_1, EQ_2, EQ_3, EQ_4, EQ_5, EQ_6, and EQ_7 to the exogenous latent variable E-Service Quality (X_1), indicators ET_1, ET_2, ET_3, ET_4, and ET_5 to the exogenous latent variable E-Trust (X_2); exogenous indicators P_1, P_2, P_3, P_4, P_5 and P_6 to exogenous latent variables Price (X_3); indicators BI_1, BI_2, BI_3, BI_3, BI_5, and BI_6 against the exogenous latent variables Brand Image (X_4), indicators ES_1, ES_2, ES_3, ES_4 and ES_5 against the endogenous latent variables E-Satisfaction (Y_1) and as well as indicators EL_1, EL_2, EL_3, EL_4 and EL_5 on the endogenous latent variable E-Loyalty (Y_2) produce a measurement equation for the latent variable, Indicator = function of the latent variable. Based on the theoretical model, a measurement equation model and a structural equation model can be built in the following figure: (Figure 2)

SEM Structural Equation Specifications
The conceptual model in this study explains the correlation between the exogenous latent variables E-Service Quality (X_1), E-Trust (X_2), Price (X_3), and Brand Image (X_4) with the endogenous latent variables E-Satisfaction (Y_1) and E-Loyalty (Y_2). The correlation between X_1, X_2, X_3, and X_4 on Y_1 and Y_2 will result in the structural equations of Y_1 and Y_2.

$$Y_1 = \gamma1.1\ X_1 + \gamma2.1\ X_2 + \gamma3.1\ X_3 + \gamma4.1\ X_4 + \zeta$$
$$Y_2 = \gamma1.2\ X_1 + \gamma2.2\ X_2 + \gamma3.2\ X_3 + \gamma4.2\ X_4 + \gamma5.2\ Y_1 + \zeta$$

Notes:
λ and γ = Regression Coefficient δ dan ζ = Error

SEM Testing

1)   Normality Test
Analysis of normality was carried out by observing the CR (Critical Ratio) value of skewness and kurtosis in the ± 2.58 range at the 1% significance level for univariate and multivariate at a significance level of 1% (Ghozali, 2004).

2) Multivariate Outlier Test
Outlier data is significantly different from other data because of data entry errors or extreme data that cannot be avoided (Hair et al., 1992). The criterion used is the chi-square value of the degree of freedom according to the number of indicators at the 0.001 level of significance.

3)   Confirmatory Factor Analysis (CFA)
To test the significance of the indicators that form the latent variables analyzed from the critical ratio or t-value (CR) and the probability of each indicator having a positive and significant effect on the latent variable. The provisions are (Wijanto, 2008):

a) The t-value of the loading factor is greater than the critical value (or ≥ 1.96), and
b) The standardized loading factors (standardized loading factors) ≥ 0.70 or according to Hair et al. (1995) regarding "the relative importance and significance of the factor loading of each item, states that the standard factor load (FMS) ≥ 0.50 is very significant.

4)   Validity and Reliability Construct Analysis
Evaluation or suitability test of this measurement model is carried out on each construct model for measuring the correlation between a latent variable and several observed variables/indicators separately through evaluation of the validity of the measurement model. Validity relates to whether variable measures what it should be measured.

According to Rigdon and Ferguson (Wijanto, 2008), a variable is said to have good validity of the construct, or its latent variable, if:
(a) The loading factor value is greater than the critical value (or ≥ 1.96).
(b) Standardized loading factors

According to Igbarian et al., using Hair et al. (Wijanto, 2008) guidelines regarding the relative importance and significance of each item's factor loading. Stating that standardized loading factors (standardized loading factors) ≥ 0.50 is very significant. While Kusnendi (2008) states that a valid and reliable indicator measures its latent variable, if the factor weight coefficient is statistically significant, it means that the factor weight coefficient can produce a p-value that is smaller or equal to the cut-off value of an error rate of 0.05 (0). , 5%), and the estimated factor weighting coefficient standardized for each indicator is not less than 0.40 or 0.50.

The formula for calculating Variance Extracted is presented below (Hair, et al., 1995):

$$\text{Varience Extract} = \frac{\Sigma \text{ Standardized Loading}^2}{\Sigma \text{ Standardized Loading}^2 + \Sigma \varepsilon j}$$

Standardized Loading = obtained directly from Standardized Loading of each indicator.
εj = Measurement error = 1 - (Standardized Loading)^2
          The acceptable value of Variance Extract is at least 0.50 (Hair et al., 1998).

Evaluation of the reliability of the measurement model. High reliability shows that the indicators have high consistency in measuring the latent constructs. Measuring reliability in SEM will use a composite reliability measure and a variance extracted measure.

Composite reliability or Construct Reliability of a construct can be calculated as follows:

$$\text{Construct Reliability} = \frac{(\Sigma\,\textit{Standardized Loading})^2}{(\Sigma\,\textit{Standardized Loading})^2 + \Sigma\,\varepsilon j}$$

5)   SEM Analysis Test
Generally, several types of fit indexes are used to measure the degree of suitability between the hypothesized model and the data presented. Several suitability indexes and cut-off values   that can be used to test whether a model can be accepted or rejected (Ghozali, 2006) (Wijanto, 2008).

Hypothesis Testing
A test to determine the effect of the research variables. Tests are carried out using the t-value or Critical Ratio (CR) in this case, at the level of 5% = 1.96 with a significance level of 0.05 (Ghozali, 2013).

RESULT AND DISCUSSION

Characteristic of Research Respondent: (Table 8 -10)
Validity and Reliability of Research Instruments Analysis
The researcher conducted a validity test by comparing the sig (2-tailed) value with a probability of 0.05 provided that:
If the sig (2-tailed) value <0.05 and the Pearson Corcorrelation is positive, then the question is VALID.
If the sig (2-tailed) value <0.05 and the Pearson Corcorrelation is negative, then the question is NOT VALID.
If the sig (2-tailed) value> 0.05, then the question is NOT VALID.

The reliability of the questionnaire is based on how decisions are made:
▪ If r_{Alpha} is positive and greater than the minimum limit (0,70)= Reliable
▪ If r_{Alpha} negatif atau r_{Alpha} is negative or rAlpha is smaller than the minimum limit (0,70) = not Reliable (Hair et al, 1998).(Table 11 - 16)

Perceptions of Research Variables
▪ **Perceptions of the E-SERVICE QUALITY Variable :** (Table 17)

Based on the table of respondents' answers about the E-Service Quality variable, it can be stated that the level of the respondent's perception of the E-Service Quality variable being asked is at the Agree level. In general, this means that the respondents agreed to the elements of the E-Service Quality variable that were asked with values   ranging from 3,50 to 4,80.   Of the seven indicators of the E-Service Quality variable, which are stated on average, the highest value is found in the efficiency indicator. Meanwhile, the lowest average value of 3,20 is the Site Aesthetics indicator (site design). (Table 18)

Based on the table of the results of respondents' answers about the E-Trust variable, it can be stated that the level of the respondent's perception of the E-Trust variable being asked is at the Agree level. In general, this means that the respondents agreed to the elements of the E-Trust variable that were asked with values ranging from 3,94 to 4,10. Of the five indicators of the E-Trust variable, which are stated on average, the highest value is in the Privacy indicator. While the lowest average value of 3,94 is the Security indicator. (Table 19)

Based on the table of the results of respondents' answers about the Price variable, it can be stated that the level of the respondent's perception of the Price variable being asked is at the Agree level. In general, this means that the respondents agreed to the elements of the variable Price being asked with values ranging from 3,86 to 4,13. Of the six indicators of Price variables stated on average, the highest value is found in the Promotion / Discount indicator. Meanwhile, the lowest average value of 3,86 is the Price Affordability indicator. (Table 20)

Based on the table of respondents' answers about the Brand Image variable, it can be stated that the level of the respondent's perception of the Brand Image variable being asked is at the Agree level. In general, this means that the respondents agreed to the elements of the Brand Image variable being asked with values ranging from 4,03 to 4,20. Of the six indicators of the Brand Image variable stated on average, the highest value is found in the Recognition indicator. Meanwhile, the lowest average value of 4,03 is the Attractiveness indicator. (Table 21)

Based on the table of respondents' answers about the E-Satisfaction variable, it can be stated that the level of the respondent's perception of the E-Satisfaction variable being asked is at the Agree level. This means that in general, the respondents agreed to the elements of the E-Satisfaction variable being asked with values ranging from 3,88 to 4,28. Of the seven indicators of the E-Satisfaction variable, which are stated on average, the highest value is found in the Convenience indicator. While the lowest average value of 3,88 is the Security indicator. (Table 22)

Based on the table of the results of respondents' answers about the E-Loyalty variable, it can be stated that the level of the respondent's perception of the E-Loyalty variable being asked is at the Agree level. This means that in general, the respondents agreed to the elements of the E-Loyalty variable that were asked with values ranging from 4,11 to 4,29. Of the five indicators of the E-Loyalty variable stated on average, the highest value is the Retention indicator. While the lowest average value of 4,11 is on the Positive Review indicator.

Data Analysis
Normality Test
The normality test can be done by paying attention to the CR (Critical Ratio) value for univariate and multivariate. According to Ghozali, 2004), data is normal if the CR values for univariate and multivariate are in the range of ± 2,58 at 1% significance. From the multivariate data processing results both individually and as a whole, the research data used were normally distributed with the multivariate value between -2,58 and 2,58. If the data is not normally distributed, the researcher will first look at the data

distribution, whether there are outliers or not (Santoso, 2007).

Data Outlier Test
The results of processing to see data are outliers or cannot be seen in the following table: (Table 23)

Based on the above table, it shows that the highest d-squared Mahalobis value is 60,223. The value between the highest variable and the level below it is not too far away, 58,838 and the next number value. At the highest P1 value is 0,004, while the highest P2 value is 0.487, or there is no value 0,000, so it can be concluded that there are no outliers in the research used. Therefore, it can be concluded that in this study, there is no multivariate outlier problem. The absence of multivariate outliers means that the data is suitable for use.

SEM Analysis
Confirmatory Factor Analysis (CFA)
The full model analysis begins with examining the correlation between indicators and their latent variables; in this case, confirmatory factor analysis is used. A variable is said to have good validity of the construct or its latent variable, if it meets the following conditions (Doll, Xia and Torkzadeh, and Hair et al. in Wijanto, 2008):
1. The value of CR (Critical Ratio)> 1.96 and probability (p) <0.05. and
2. Standardized loading factors $\geq$ 0.50. Hair et al., 1995 stated that the standard factor load (FMS) $\geq$ 0.50 is very significant.

Confirmatory Factor Analysis (CFA) Model of E-Service Quality
In the confirmatory factor analysis, the E-Service Quality variable is to test the significance of the indicators that create the exogenous variable E-Service Quality is analyzed from the regression weight and standardized regression weight values   of each indicator presented in the following figure and table: (Figure 3)

The results of the CFA test for the E-Service Quality variable are shown in the following table: (Table 24)

Based on the table, it shows that the indicators of the E-Service Quality variable all have a CR (Critical Ratio) value> 1.96 and are significant with a value of p = 0.001 (*** sign) or below probability (p) <0.05 (Ghozali, 2010). The calculation results show that all indicators are valid. The correlation between indicators and latent variables is presented with the coefficient of determination (R2). It shows that each indicator used in this study has a positive and significant effect on the latent variable with the coefficient of determination (R2) change from the efficiency indicator of (EQ_1) 52.6%, Fulfillment (EQ_2) of 60, 8%, Responsiveness of (EQ3) 79.9%, Reliability (EQ_4) of 63.8%, Ease of Navigation (EQ_5) of 51.5%, Site Aesthetics (EQ_6) of 53.7 & and Contact (EQ_7) amounting to 53.4%   which can be explained by changes in the latent variable E-Service Quality.

Confirmatory Factor Analysis (CFA) of the E-Trust Model
In the confirmatory factor analysis, the E-Trust variable is to test the significance of the indicators that create the exogenous E-Trust variable, which is analyzed from the

regression weight and standardized regression weight values   for each indicator presented in the following figure and table: (Figure 4)

The results of the CFA test for the E-Trust variable are shown in the following table: (Table 25)

Based on the table 4.20 above, it can be seen that the indicators of the E-Trust variable all have a CR (Critical Ratio) value> 1.96 and are significant with a value of p = 0.001 (*** sign) or below the probability (p) <0.05 (Ghozali, 2010). The calculation results show that all indicators are valid. The correlation between indicators and latent variables is presented with the coefficient of determination (R2). It shows that each indicator used in this study has a positive and significant effect on the latent variable with the coefficient of determination (R2), the change in the Security indicator is (ET_1) 80.2%, Privacy (ET_2) is 88, 4%, Integrity of (ET_3) 86.1%, Advance Payment (ET_4) of 74.2% and Fulfillment of Promise (ET_5) of 74.9% which can be explained by changes in E-Trust latent variables.

Confirmatory Factor Analysis (CFA) Price Model
In the confirmatory factor analysis, the price variable is to test the significance of the indicators that create the exogenous variable. Price is analyzed from the regression weight and standardized regression weight values for each indicator presented in the following figure and table: (Figure 5)

The CFA test results for the Price variable are shown in the following table: (Table 25)

Based on the table 4.21 above, it can be seen that the indicators of the Price variable all have a CR (Critical Ratio) value> 1.96 and are significant with a value of p = 0.001 (*** sign) or below the probability (p) <0.05 (Ghozali, 2010). The calculation results show that all indicators are valid. The correlation between indicators and latent variables is presented with the coefficient of determination (R2). It shows that each indicator used in this study has a positive and significant effect on the latent variable with the coefficient of determination (R2) changes from the indicator of Price Affordability (P_1) 79.2%, Price Competitiveness (P_2) 73.3%, Price Match with Product Quality (P_3) of 81.5%, Price Suitability with Product Benefits (P_4) of 88.0%, Promotion / Discount (P_5) of 73.3% and Price Knowledge (P_6) of 79.2% which can be explained by the change of the latent variable Price.

Confirmatory Factor Analysis (CFA) Brand Image Model
In the confirmatory factor analysis, the Brand Image variable tests the significance of the indicators that create the exogenous variable. Brand Image is analyzed from the regression weight and standardized regression weight values   for each indicator presented in the following figure and table: (Figure 6)

The CFA test results for the Brand Image variable are shown in the following table: (Table 26)

Based on the table, it shows that the indicators of the Brand Image variable all have a CR (Critical Ratio) value> 1.96 and are significant with a p-value = 0.001 (*** sign) or

below the probability (p) <0.05 (Ghozali, 2010). The calculation results show that all indicators are valid. The correlation between indicators and latent variables is presented with the coefficient of determination (R2). It shows that each indicator used in this study has a positive and significant effect on the latent variable with the coefficient of determination (R2) change from the indicator Brand Identity (BI_1) 49.1%, Brand Personality (BI_2) of 52.8%, Brand Association (BI_3) of 53.1%, Reputation (BI_4) of 56.1%, Attractiveness (BI_5) of 49.9% and Recognition (BI_6) of 50.1% which can be explained by changes in Brand Image latent variables.

Confirmatory Factor Analysis (CFA) E-Satisfaction
In the confirmatory factor analysis, the E-Satisfaction variable tests the significance of the indicators that create the exogenous variable. E-Satisfaction is analyzed from the regression weight and standardized regression weight values   of each indicator presented in the following figure and table: (Figure 7)

The CFA test results for the E-Satisfaction variable are shown in the following table: (Table 27)

Based on the table, it shows that the indicators of the E-Satisfaction variable all have a CR (Critical Ratio) value of> 1.96 and are significant with a value of p = 0.001 (*** sign) or below the probability (p) <0.05 (Ghozali, 2010). The calculation results show that all indicators are valid. The correlation between indicators and latent variables is presented with the coefficient of determination (R2). It shows that each indicator used shows that each indicator used in this study has a positive and significant effect on its latent variables with the coefficient of determination (R2) changes from the indicator Convenience (ES_1) 51.8%, Merchandising (ES_2) of 53.7%, Site Design (ES_3) is 67.1%, Security (ES_4) is 62.6% and Serviceability (ES_5) is 68.2% which can be explained by changes in the E-Satisfaction latent variable.

Confirmatory Factor Analysis (CFA) E-Loyalty
In the confirmatory factor analysis, the E-Loyalty variable is to test the significance of the indicators that create the exogenous variable. E-Loyalty is analyzed from the regression weight and standardized regression weight values of each indicator presented in the following figure and table: (Figure 8)
The CFA test results for the E-Loyalty variable are shown in the following table: (Table 28)

Based on the table, it shows that the indicators of the E-Satisfaction variable all have a CR (Critical Ratio) value> 1.96 and are significant with a value of p = 0.001 (*** sign) or below the probability (p) <0.05 (Ghozali, 2010). The calculation results show that all indicators are valid. The relationship between indicators and latent variables is presented with the coefficient of determination (R2). The result shows that each indicator used in this study has a positive and significant effect on the latent variable with the coefficient of determination (R2) changes from the indicator Repeat Purchase (EL_1) 63.4%, Retention (EL_2) of 62.7%, Refelalls (EL_3) of 77.4%, Positive Reviews (EL_4) of 58.5% and Willingness to Pay More (EL_5) of 51.8% which can be explained by changes in the E-Loyalty latent variable.

Test of Construct Validity and Reliability
Construct Validity Test
Simultaneously, construct validity is indicated by AVE (Average of Variance Extract) $\geq$ 0.50. The AVE formula, according to Hair et al. 1998, Ferdinand, 2000, Wijanto, 2008 as follow:

$$AVE = \frac{\Sigma \, FMS^2}{\Sigma \, FMS^2 + \Sigma \, Error}$$

The AVE calculation results of each latent variable can be concluded that the latent variables used in this study, the E-Satisfaction and E-Loyalty latent variables, have a marginal AVE value (> 0.50).

Construct Reliability Test
The construct reliability test is indicated by CR (Construct Reliability) $\geq$ 0.70. The CR formula, according to Hair et al. 1998, Ferdinand, 2000, in Ghozali, 2013) as follow:

$$CR = \frac{\Sigma(FMS)^2}{\Sigma(FMS)^2 + \Sigma \, (Error)}$$

Based on the calculation of CR, it shows that all latent variables of the study have good reliability construct with a CR value $\geq$ 0.70. Based on the validity and reliability test, it shows that the indicators used in this study can represent latent variables well, so there is no need for modification of the model, and all latent variable constructs are acceptable (Doll, Xia, and Torkzadeh, Hair et al. 1998 in Wijanto, 2008).

SEM
The results of data processing for the full model SEM analysis are presented as follow: (Figure 9)

The results of data processing for the analysis of the full SEM model obtained the results of the feasibility test - the overall goodness of fit index is as follows: (Table 29)

Based on the feasibility test of the model presented in Table 25, the feasibility measure index shows a good fit; then this has shown a good overall fit (Solimun, Wijanto, 2008).

Structural Model Analysis
After the confirmatory factor analysis test and the full model feasibility test, the next step is to examine the effect and relationship of exogenous and endogenous latent variables. (Table 30)

The structural equation E-Satisfaction (Y_1) explains the causal correlation between changes in X_1 if there is a change in the independent variables, E-Service Quality (X_1), E-Trust (X_2), Price (X_3), and Brand Image (X_4) or $Y_1 = f(X_1, X_2, X_3, X_4)$. The structural equation of exogenous variables to endogenous variables is as follows:

$Y_1 = \gamma 1.1 \, X_1 + \gamma 2.1 \, X_2 + \gamma 3.1 \, X_3 + \gamma 4.1 \, X_4 + \zeta$
$Y_1 = 0{,}102 X_1 + 0{,}182 \, X_2 + 0{,}304 X_3 + 0.487 X_4 + \zeta$

$Y_2 = \gamma 1.2 \, X_1 + \gamma 2.2 \, X_2 + \gamma 3.2 \, X_3 + \gamma 4.2 \, X_4 + \gamma 5.2 \, Y_1 + \zeta$
$Y_2 = 0{,}136 X_1 + 0{,}99 \, X_2 + 0.107 X_3 + 0.315 X_4 + 0.307 Y_1$

Based on the first equation above, it shows that:
1. One unit increase on E-Service Quality, then E-Satisfaction will increase by 0.102 units.
2. One unit increase on E-Trust, then E-Satisfaction will increase by 0.182 units.
3. One unit increase fon Price, then E-Satisfaction will increase by 0.304 units.
4. One unit increase on Brand Image, then E-Satisfaction will increase by 0.487 units.
5. One unit increase on E-Satisfaction, then E-Loyalty will increase by 0.307 units.
6. One unit increase on E-Service Quality, then E-Loyalty, will increase by 0.136 units.
7. One unit increase on E-Trust, then E-Loyalty, will increase by 0.99 units.
8. One unit increase on Price, then E-Loyalty will increase by 0.107 units.
9. One unit increase on Brand Image, then E-Loyalty, will increase by 0.315 units.

Hypothesis Test
1) The Effect of E-Service Quality on Traveloka Customers' E-Satisfaction.
H_0 : E-Service Quality has a positive and insignificant effect on E-Satisfaction.
H_1 : *E-Service Quality* has a positive effect and significant on *E-Satisfaction.*

- If C.R (critical ratio) $< 1,96$ and $p > 0,05$ → H_0 is accepted
- If C.R (critical ratio) $> 1,96$ and $p < 0,05$ → H_1 is accepted

The effect of E-Service Quality on E-Satisfaction can be seen in the results of testing the causality correlation: (Table 31)

Based on the results of data processing, it shows that the value of the critical ratio (CR) for the effect of the E-Service Quality variable on E-Satisfaction of Traveloka customers is 2.954> 1.96 (critical Z value for 95% confidence level) with a probability value (p) of 0.000 <0.05 and the direct effect regression coefficient value of 0.102 (positive) so it can be concluded that H_1 is accepted. This means that E-Service Quality has a positive effect on the E-Satisfaction of Traveloka customers. The acceptance of a part of hypothesis 1 (H_1) implies a theory, the better the service provided by the Traveloka site, the more customer satisfaction in making online hotel reservations through Traveloka will increase by 10%.

2) The Effect of *E-Trust* on Traveloka Customers' E-Satisfaction.
H_0 : *E-Trust* has a positive and insignificant effect on *E-Satisfaction.*
H_2 : *E-Trust* has a positive and significant effect on *E-Satisfaction*

- If C.R (critical ratio) $< 1,96$ and $p > 0,05$ → H_0 is accepted
- If C.R (critical ratio) $> 1,96$ and $p < 0,05$ → H_2 is accepted

The effect of E-Trust on E-Satisfaction can be seen in the results of testing the causality correlation: (Table 32)

Based on the results of data processing, it shows that the value of the critical ratio (CR) for the effect of the E-Trust variable on E-Satisfaction of Traveloka customers is 2.504> 1.96 (critical Z value for 95% confidence level) with a probability value (p) of 0.003 <0.05 and the direct effect regression coefficient value of 0.182 (positive) so it can be

concluded that H_1 can be accepted. This means that E-Trust has a positive effect on E-Loyalty for Traveloka customers. The acceptance of a part of hypothesis 2 (H_2) implies a theory, the better the Traveloka site's safety, the more customer satisfaction in making hotel reservations online through Traveloka will increase by 18.2%.

3) The Effect of Price on Traveloka Customers' E-Satisfaction.
H_0 : *Price* has a positive and insignificant effect on *E-Satisfaction.*
H_3 : *Price* has a positive and significant effect on *E-Satisfaction.*

- If C.R (critical ratio) $< 1,96$ and $p > 0,05$ → H_0 is accepted
- If C.R (critical ratio) $> 1,96$ and $p < 0,05$ → H_3 is accepted

The effect of Price on E-Satisfaction can be seen in the results of testing the causality correlation: (Table 33)

Based on the results of data processing, it shows that the value of the critical ratio (CR) for the influence of the Price variable on Traveloka customer E-Satisfaction is 3.109> 1.96 (critical Z value for 95% confidence degree) with a probability value (p) of 0.002. <0.05 and the direct effect regression coefficient value of 0.304 (positive) so it can be concluded that H_3 can be accepted. This means that Price has a positive effect on the E-Satisfaction of Traveloka customers. The acceptance of a part of hypothesis 3 (H_3) implies a theory, the better the hotel reservation price offered by the Traveloka site, the more customer satisfaction in making hotel reservations online through Traveloka will increase by 30.4%.

4) The Effect of Brand Image on Traveloka Customers' E-Satisfaction.
H_0 : *Brand Image* has a positive and insignificant effect on *E-Satisfaction.*
H_4 : *Brand Image* has a positive and significant effect on *E-Satisfaction.*

- If C.R (critical ratio) $< 1,96$ and $p > 0,05$ → H_0 is accepted
- If C.R (critical ratio) $> 1,96$ and $p < 0,05$ → H_4 is accepted

The effect of Brand Image on E-Satisfaction can be seen in the results of testing the causality correlation:(Table 34)

Table 34. Causality Correlation Test Results 4

	Estimate	S.E.	C.R.	P
E-Satisfaction <--- Brand Image	.487	.108	4.530	.000

Based on the results of data processing, it shows that the value of the critical ratio (CR) for the influence of the Brand Image variable on E-Satisfaction of Traveloka customers is 4.530> 1.96 (critical Z value for 95% confidence degree) with a probability value (p) of 0.000 <0.05 and the direct effect regression coefficient value of 0.487 (positive), so it can be concluded that H_4 can be accepted. This means that Brand Image has a positive effect on the E-Satisfaction of Traveloka customers. The acceptance of part of hypothesis 4 (H_4) implies a theory, the better the Traveloka brand's equity, the more customer satisfaction in making hotel reservations online through Traveloka will increase by 48.7%.

5) The Effect of E-Satisfaction on Traveloka Customers' E-Loyalty.
H_0 : *E-Satisfaction* has a positive and insignificant effect on *E-Loyalty.*
H_5 : *E-Satisfaction* has a positive and significant effect on *E-Loyalty.*

- If C.R (critical ratio) $< 1{,}96$ and $p > 0{,}05$ → H_0 is accepted
- If C.R (critical ratio) $> 1{,}96$ and $p < 0{,}05$ → H_5 is accepted

The effect of E-Satisfaction on E-Satisfaction can be seen in the results of testing the causality correlation: (Table 35)

Based on the results of data processing, it shows that the value of the critical ratio (CR) for the influence of the E-Satisfaction variable on E-Loyalty of Traveloka customers is 2.871> 1.96 (critical Z value for 95% confidence degree) with a probability value (p) of 0.004 <0.05 and the direct effect regression coefficient value of 0.307 (positive) so it can be concluded that H_5 can be accepted. This means that E-Satisfaction has a positive effect on the E-Loyalty of Traveloka customers. The acceptance of part of hypothesis 5 (H_5) implies a theory, the better the level of customer satisfaction (E-Satisfaction) on the Traveloka site, the customer loyalty (E-Loyalty) in making hotel reservations online through Traveloka will increase by 30.7%.

6) The Effect of E-Service Quality on Traveloka Customers' E-Loyalty.
H_0 : *E-Service Quality* has a positive and insignificant effect on *E-Loyalty.*
H_6 : *E-Service Quality* has a positive and significant effect on *E-Loyalty.*

- If C.R (critical ratio) $< 1{,}96$ and $p > 0{,}05$ → H_0 is accepted
- If C.R (critical ratio) $> 1{,}96$ and $p < 0{,}05$ → H_6 is accepted

The effect of E-Service Quality on E-Satisfaction can be seen in the results of testing the causality correlation: (Table 36)

Based on the results of data processing, it shows that the value of the critical ratio (CR) for the influence of the E-Service Quality variable on E-Loyalty of Traveloka customers is 2.570> 1.96 (critical Z value for 95% degree of confidence) with a probability value (p) of 0.001 <0.05 and the direct effect regression coefficient value of 0.136 (positive) so it can be concluded that H_6 can be accepted. This means that E-Service Quality has a positive effect on Traveloka E-Loyalty customers. The acceptance of a part of hypothesis 6 (H_6) implies a theory, the better the service level of the Traveloka site (E-Service Quality) on the Traveloka site, the more customer loyalty (E-Loyalty) in making hotel reservations online through Traveloka will increase by 13,6%.

7) The Effect of E-Trust on Traveloka Customers' E-Loyalty.
H_0 : *E-Trust* has a positive and insignificant effect on *E-Loyalty.*
H_7 : *E-Trust* has a positive and significant effect on *E-Loyalty.*

- If C.R (critical ratio) $< 1{,}96$ and $p > 0{,}05$ → H_0 is accepted
- If C.R (critical ratio) $> 1{,}96$ and $p < 0{,}05$ → H_7 is accepted

The effect of E-Trust on E-Loyalty can be seen in the results of testing the causality correlation: (Table 37)

Based on the results of data processing, it shows that the value of the critical ratio (CR) for the influence of the E-Trust variable on E-Loyalty of Traveloka customers is 3.031> 1.96 (critical Z value for 95% confidence degree) with a probability value (p) of 0.003 <0.05 and the direct effect regression coefficient value of 0.099 (positive), so it can be concluded that H_7 can be accepted. This means that E-Trust has a positive effect on E-Loyalty for Traveloka customers. With the acceptance of a part of hypothesis 7 (H_7), it implies that the theory is that the better the level of security (E-Trust), customer loyalty (E-Loyalty) will increase. The more Traveloka's security level (E-Trust) increases, the customer loyalty level will also increase by 0.99%.

8) The Effect of Price on Traveloka Customers' E-Loyalty.
H_0 : *Price* has a positive and insignificant effect on *E-Loyalty.*
H_8 : *Price* has a positive and significant effect on *E-Loyalty.*

- If C.R (critical ratio) $< 1,96$ and $p > 0,05$ → H_0 is accepted
- If C.R (critical ratio) $> 1,96$ and $p < 0,05$ → H_8 is accepted

The effect of Price on E-Loyalty can be seen in the results of testing the causality correlation: (Table 38)

Based on the results of data processing, it shows that the value of the critical ratio (CR) for the influence of the Price variable on E-Loyalty of Traveloka customers is 2.281> 1.96 (critical Z value for 95% confidence degree) with a probability value (p) of 0.002. <0.05 and the direct effect regression coefficient value of 0.107 (positive), so it can be concluded that H_8 can be accepted. This means that Price has a positive effect on the E-Loyalty of Traveloka customers. By receiving a part of hypothesis 8 (H_8), implies that there is a theory, Price has a positive effect on E-Loyalty. So it can be said that the better the price offered by the Traveloka site, the more customer loyalty (E-Loyalty) in making hotel reservations online through Traveloka will increase by 10.7%.

9) The Effect of Brand Image on Traveloka Customers' E-Loyalty.
H_0 : *Brand Image* has a positive and insignificant effect on *E-Loyalty.*
H_8 : *Brand Image* has a positive and significant effect on *E-Loyalty*

- If C.R (critical ratio) $< 1,96$ and $p > 0,05$ → H_0 is accepted
- If C.R (critical ratio) $> 1,96$ and $p < 0,05$ → H_9 is accepted

The effect of Brand Image on E-Loyalty can be seen in the results of testing the causality correlation : (Table 39)

Based on the results of data processing, it shows that the value of the critical ratio (CR) for the influence of the Brand Image variable on E-Loyalty of Traveloka customers is 3.106> 1.96 (critical Z value for 95% confidence level) with a probability value (p) of 0.002 <0.05 and the direct effect regression coefficient value of 0.107 (positive) so it can be concluded that H_8 can be accepted. This means that Brand Image has a positive

effect on the E-Loyalty of Traveloka customers. By receiving a part of hypothesis 8 (H_8), it implies that the theory is that Brand Image has a positive effect on E-Loyalty. So it can be said that the better the Brand Image of the Traveloka site, the more customer loyalty (E-Loyalty) in making hotel reservations online through Traveloka will increase by 31.5%.

Result

1. The Effect of E-Service Quality on Traveloka Customers' E-Satisfaction
   Based on the evidence for hypothesis 1 (H_1), there is a positive correlation between E-Service Quality and E-Satisfaction; this indicates that the E-Service Quality provided by the Traveloka site significantly affects Traveloka E-Satisfaction. This condition indicates that the better the Traveloka site's service, the more customer satisfaction in making hotel reservations online through Traveloka will increase by 10%. E-Service Quality is defined by Zeithaml et al. (2013) as the website's ability to provide an effective and efficient shopping experience, payment, and product delivery.
2. The Effect of *E-Trust* on Traveloka Customers' E-Satisfaction
   Based on the evidence of hypothesis 2 (H_2), there is a positive correlation between E-Trust and E-Satisfaction. This indicates that the Traveloka website's E-Trust affects Traveloka E-Satisfaction. By partially accepting hypothesis 2 (H_2), it implies that the theory is that the better the safety of the Traveloka site, the more customer satisfaction in making online hotel reservations through Traveloka will increase by 18.2%.
3. The Effect of Price on Traveloka Customers' E-Satisfaction
   Based on the evidence of hypothesis 3 (H_3), there is a positive correlation between Price and E-Satisfaction; this indicates that the Price or price offer provided by the Traveloka site affects Traveloka E-Satisfaction. By partially accepting hypothesis 3 (H_3), it implies that there is a theory, the better the hotel reservation price offered by the Traveloka site, the more customer satisfaction in making hotel reservations online through Traveloka will increase by 30.4%.
4. The Effect of Brand Image on Traveloka Customers' E-Satisfaction
   Based on the evidence of hypothesis 4 (H_4), there is a positive correlation between Brand Image and E-Satisfaction; this indicates that Traveloka Brand Image affects Traveloka E-Satisfaction. The acceptance of a part of hypothesis 4 (H_4) implies a theory, the better the Traveloka brand equity, the more customer satisfaction in making hotel reservations online through Traveloka will increase by 48.7%.
5. The Effect of E-Satisfaction on Traveloka Customers' E-Loyalty
   Based on the proof of hypothesis 5 (H_5), there is a positive relationship between E-Satisfaction and E-Loyalty; this indicates that E-Satisfaction of Traveloka customers affects E-Loyalty. The acceptance of part of hypothesis 5 (H_5) implies a theory, namely, the better the level of customer satisfaction (E-Satisfaction) on the Traveloka site, the customer loyalty (E-Loyalty) in making hotel reservations online through Traveloka will increase by 30.7%.
6. The Effect of E-Service Quality on Traveloka Customers' E-Loyalty
   Based on the proof of hypothesis 6 (H6), there is a positive correlation between E-Service Quality and E-Loyalty; this indicates that E-Service Quality affects Traveloka E-Loyalty customers. This means that E-Service Quality has a positive

effect on Traveloka E-Loyalty customers. The acceptance of part of hypothesis 6 (H6) implies a theory, the better the service level of the Traveloka site (E-Service Quality) on the Traveloka site, the more customer loyalty (E-Loyalty) in making hotel reservations online through Traveloka will increase by 13,6%.

7. The Effect of E-Trust on Traveloka Customers' E-Loyalty
Based on the evidence of hypothesis 7 (H7), there is a positive correlation between E-Trust and E-Loyalty; this indicates that E-Trust affects Traveloka customer loyalty (E-Loyalty). With the acceptance of a part of hypothesis 7 (H7), it implies that the theory is that the better the level of security (E-Trust), the more customer loyalty (E-Loyalty) will be. The more Traveloka's security level (E-Trust) increases, the customer loyalty level will also increase by 0.99%.

8. The Effect of Price on Traveloka Customers' E-Loyalty
Based on the evidence of hypothesis 8 (H8), there is a positive correlation between Price and E-Loyalty; this indicates that the Traveloka site's price affects the loyalty (E-Loyalty) of Traveloka customers. By receiving a part of hypothesis 8 (H8), it implies that the theory is that Price has a positive effect on E-Loyalty. So it can be said that the better the price offered by the Traveloka site, the more customer loyalty (E-Loyalty) in making hotel reservations online through Traveloka will increase by 10.7%.

9. The Effect of Brand Image on Traveloka Customers' E-Loyalty
Based on the proof of hypothesis 9 (H9), then with a positive correlation between Brand Image and E-Loyalty, this indicates that Traveloka's brand image affects Traveloka customer loyalty. By receiving a part of hypothesis 8 (H8), it implies that the theory is that Brand Image has a positive effect on E-Loyalty. So it can be said that the better the Traveloka Brand Image, the more customer loyalty (E-Loyalty) in making hotel reservations online through Traveloka will increase by 31.5%.

CONCLUTION

Based on the results of the analysis and discussion previously described, the following conclusions were obtained:
1. E-Service Quality has a positive effect on Traveloka customers' E-Satisfaction.
2. E-Trust has a positive effect on Traveloka customers' E-Satisfaction.
3. Price has a positive effect on Traveloka customers' E-Satisfaction.
4. Brand Image has a positive effect on Traveloka customers' E-Satisfaction.
5. E-Satisfaction has a positive effect on Traveloka customers' E-Satisfaction.
6. E-Service Quality has a positive effect on Traveloka customers' E-Loyalty.
7. E-Trust has a positive effect Traveloka customers' E-Loyalty.
8. Price has a positive effect on Traveloka customers' E-Loyalty.
9. Brand Image has a positive effect on Traveloka customers' E-Loyalty.

Referring to the results, the authors suggest:
1. Traveloka should continue improving the website's quality and appearance to make it easier for consumers.
2. Traveloka should continue monitoring and improving the website security.
3. In terms of price competition, Traveloka should be able to increase competition with other online travel agents, especially in terms of providing attractive promos and discounts.

4. To increase the Brand Image, Traveloka should maintain its corporate brand image, especially in the impression of high technology on its website. It can also be done promoting Traveloka through social networks and advertisements on television that is attractive and easily understood by consumers.
5. To maintain customer satisfaction, Traveloka should continue innovating and updating E-Service Quality, E-Trust, Price, and Brand Image.
6. Traveloka should continue innovating and making cooperation with some Banks to increase the provision of promos to customers.
7. Traveloka should continue improving its brand image to maintain customer satisfaction and loyalty.
8. For further research, it is hoped that further researchers will be able to develop this research into the analysis model, other variables such as advertising, promotion, etc. that have not been discussed in this study or can develop in other objects so that they can be used as a source reference material.

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Table 1. E-Service Quality Indicators

No.	Indicator	Source
1	Efficiency: The ease and speed of accessing and using the site.	Zeithaml et al, (2009) & Parasuraman et al., 2005
2	Fulfillment: the extent to which the site's promises about order availability and item availability are fulfilled.	Zeithaml et al, (2009)
3	Responsiveness: That is, effective troubleshooting and site returns.	Zeithaml et al, (2009)
4	Reliability: The site functions properly and promises accuracy of service.	Parasuraman et al., 2005
5	Ease of Navigation: Ease of exploring online sites.	Parasuraman et al., 2005
6	Site Aesthetics: The appearance of the site.	Parasuraman et al., 2006
7	Contact: The availability of assistance via telephone or online representatives.	Zeithaml et al, (2009)

Table 2. E-Trust Indicators

No.	Indicator	Source
1	Security: Transaction security and delivery capability as factors related to information security risks and purchase intentions.	Ling, Chai & Piew (2010)
2	Privacy: The process of controlling information in all types of internet exchange transactions.	Ling, Chai & Piew (2010)
3	Integrity: That is, honesty (honest) and being with the truth (truth-fullness).	Ribbink et al., (2004)
4	Advance Payment: Willingness to make a payment in advance.	Ribbink et al., (2004)
5	Fulfillment of Promise: Consumer confidence that a company will fulfill its promises.	Ribbink et al., (2004)

Table 3. Price Indicators

No.	Indicator	Sumber
1	Affordability of Prices: The price according to the purchasing power of consumers.	Stanton (1998: 308)
2	Price Competitiveness: The price offerings provided by different producers/sellers and compete with those given by other producers for the same type of product	Stanton (1998: 308)
3	Price compatibility with product quality: That is the aspect of pricing carried out by producers/sellers by the quality of products that consumers can obtain	Stanton (1998: 308)
4	Price compatibility with product benefits: That is the aspect of pricing carried out by producers/sellers by the benefits	Stanton (1998: 308)

	that consumers can get from the product purchased	
5	Price Knowledge: This is the information about the total price and the comparative price during the shopping process.	Parasuraman et al., 2008

Table 4. E-Satisfaction Indicators

No.	Indicator	Source
1	Convenience: Shopping online can save time and effort.	Ranjbarian et al (2012) p. 15021504
2	Merchandising: Richer information (wider and higher quality).	Ranjbarian et al (2012) p. 15021504
3	Site Design: Good website design is all about good organization and easy searching. Includes an uncluttered display screen, simple search paths, and fast presentations.	Ranjbarian et al (2012) p. 15021505
4	Security: Privacy information security, including transaction information via credit card.	Ranjbarian et al (2012) p. 15021506

Table 5. E-Loyalty Indicators

No.	Indicator	Source
1	Repeat Purchase: Loyalty to product purchases.	Philip Kotler & Keller (2006)
2	Retention: Resistance to negative effects on the company.	Philip Kotler & Keller (2006)
3	Referrals: Referencing the total essence of the company.	Philip Kotler & Keller (2006)
4	Positive Review: Give positive reviews/comments.	Philip Kotler & Keller (2006)
5	Willingness to Pay More: Willing to pay more for a product and service that has already been used.	Philip Kotler & Keller (2006)

Table 6. Previous Research

No	Researcher	Title	Methods	Result
1	Yirui Shen, Thesis Department of Business Studies Uppsala University, Sweden, 2018	How to Improve Customer Loyalty to Online Travel Agencies – A Research on Expedia, An Online Travel Booking Platform,	Multiple Linier Regression	Customer trust, perceived customer value, and brand have a positive effect on customer loyalty while switching costs and perceived customer risks negatively affect customer loyalty.

No	Author	Title	Method	Result
2	Ruth Srininta Tarigan & Jacqueline, International Journal Of Business Studies, Vol. 1, No. 1, June 2018: 23–34, 2018.	Millennials' Purchase Intention Towards Online Travel Agent in Indonesia.	Multiple Linier Regression	When consumers are millennials, only the ease of payment, trust, and benefits of online shopping directly impact millennial purchase intentions.
3	Amin, M., International Journal of Bank Marketing, 34(3), 280-306, 2016	Internet Banking Service Quality and Its Implication on E-Customer Satisfaction and E-Customer Loyalty.	Structural Equation Modeling	Service Quality has a positive effect on E-Loyalty through E-Customer Satisfaction.
4	Chi, S. C., Jiun, W. C., & Lin, Y. Internet Research, Vol. 23 Iss. 4 pp. 542 -561, 2015	Female Online Shoppers: Examining the Mediating Roles of e-Satisfaction and e-Trust on e-Loyalty.	Structural Equation Modeling	E-Trust has a positive effect on E-Satisfaction and E-Loyalty.
5	Lumintang Intan Sintya, et al. Journal EMBA Vol.6 No.3 Juli 2018, Hal. 1778-1787	The Effect of Price and Quality of Service on Customer Satisfaction of Go-Jek Online Transportation Services In Student Feb Unsrat Manado.	Structural Equation Modeling	Price & Quality of Service has a positive effect on Customer Satisfaction.
6	Radita Herliza, e-Proceeding of Managemen: Vol.3, No.2 Agustus 2016.	The Effect of Brand Image to Customer Satisfaction A Case Study of Zara at PVJ Mall Bandung.	Structural Equation Modeling	Brand Image has a positive effect on Customer Satisfaction.
7	Nor Asiah Abdullah, Asia Pasific Journal of Marketing and Logictics Vol. 22 No. 3, 2010. PP 351-371	The Effect of Perceived Service Quality Dimensions on Customer Satisfaction, Trust, and Loyalty in E-Commerce Settings A Cross Cultural Analysis.	Structural Equation Modeling	Customer Satisfaction, Trust has a positive effect on Customer Loyalty.

Table 7. Likert Scale Instrument
Scource: Freddy Rangkuti, 2005

No	Rating	Score

1	Strongly Agree (SA)	5
2	Agree (A)	4
3	Neutral (N)	3
4	Disagree (D)	2
5	Strongly Disagree (SD)	1

Table 8. Number of Research Samples Based on Age

AGE	TOTAL	PERCENTAGE
18 -27 YEARS OLD	54	30%
28 – 37 YEARS OLD	55	30%
38– 47 YEARS OLD	60	33%
>47 YEARS OLD	13	7%
TOTAL	182	100%

Table 9. Number of Research Samples Based on Gender

GENDER	TOTAL	PERCENTAGE
MALE	72	40%
FEMALE	110	60%
TOTAL	182	100%

Table 10. Number of Research Samples Based on Residence

RESIDENCE	TOTAL	PERCENTAGE
JAKARTA	102	56%
LUAR JAKARTA	80	44%
TOTAL	182	100%

Table 11. E-Service Quality Variable Research Instrument Test Results

No	VARIABLES E-SERVICE QUALITY QUESTION	Validity Testing			Reliability Testing		
		sig 2-tailed	Cut Off	Result	Cronbach's Alpha (r alpha)	Cut-off	Result
1	The Traveloka site makes it easy to find the hotel I need (ES_1)	0,000	0,05	Valid	.725	0,70	Reliable
2	The Traveloka site executes my request accurately (ES_2)	0,000	0,05	Valid	.780	0,70	Reliable

No	VARIABLES E-SERVICE QUALITY QUESTION	Validity Testing			Reliability Testing		
		sig 2-tailed	Cut Off	Result	Cronbach's Alpha (r alpha)	Cut-off	Result
3	The Traveloka site provides information on what to do if my transaction has problems (ES$_3$)	0,000	0,05	Valid	.842	0,70	Reliable
4	The menu on the Traveloka Site makes it easier for me to search for information (ES$_4$)	0,000	0,05	Valid	.799	0,70	Reliable
5	I find it easy to search for hotels on the Traveloka Site (ES$_5$)	0,000	0,05	Valid	.715	0,70	Reliable
6	The appearance of the Traveloka website looks attractive (ES$_6$)	0,000	0,05	Valid	.733	0,70	Reliable
7	he Traveloka site provides contacts (telephone, email, etc.) to resolve my problem/complaint (ES$_7$)	0,000	0,05	Valid	.731	0,70	Reliable

Table 12. E-Trust Variable Research Instrument Test Results

No	VARIABLES E-TRUST QUESTION	Validity Testing			Reliability Testing		
		sig 2-tailed	Cut Off	Result	Cronbach's Alpha (r alpha)	Cut-off	Result
1	I believe the Traveloka site guarantees transaction security (ET$_1$).	0,000	0,05	Valid	.820	0,70	Reliable
2	I believe the Traveloka Site properly stores my personal identification carefully (ET$_2$)	0,000	0,05	Valid	.884	0,70	Reliable
3	I feel safe entering my personal data on the Traveloka Site (ET$_3$)	0,000	0,05	Valid	.861	0,70	Reliable
4	I am willing to pay in advance to place an order (ET$_4$)	0,000	0,05	Valid	.742	0,70	Reliable
5	I believe Traveloka will fulfill its promise (ET$_5$)	0,000	0,05	Valid	.749	0,70	Reliable

Table 13. Price Variable Research Instrument Test Results

VARIABLES PRICE QUESTION	Validity Testing	Reliability Testing

No		sig 2-tailed	Cut Off	Result	Cronbach's Alpha (r alpha)	Cut-off	Result
1	Traveloka offers price options according to my ability (P_1)	0,000	0,05	Valid	.792	0,70	Reliable
2	Traveloka provides competitive hotel booking prices (P_2)	0,000	0,05	Valid	.733	0,70	Reliable
3	The price offered by Traveloka is in accordance with the hotel facilities that I ordered (P_3)	0,000	0,05	Valid	.880	0,70	Reliable
4	The price offered by Traveloka is in accordance with the quality of the hotel I got (P_4)	0,000	0,05	Valid	.815	0,70	Reliable
5	Promos & Discounts offered by the Traveloka site is interested (P_5)	0,000	0,05	Valid	.680	0,70	Reliable
6	The Traveloka site provides price information clearly (P_6)	0,000	0,05	Valid	.765	0,70	Reliable

Table 14. Brand Image Variable Research Instrument Test Results

No	VARIABLES BRAND IMAGE QUESTION	Validity Testing			Reliability Testing		
		sig 2-tailed	Cut Off	Result	Cronbach's Alpha (r alpha)	Cut-off	Result
1	I can easily distinguish the Traveloka brand from other online travel agent brands (BI_1)	0,000	0,05	Valid	.701	0,70	Reliable
2	Traveloka has a brand logo that is easy to recognize and remember (BI_2)	0,000	0,05	Valid	.727	0,70	Reliable
3	I remember the Traveloka brand because it provides an attractive offer (BI_3)	0,000	0,05	Valid	.730	0,70	Reliable
4	The Traveloka brand is a brand that has a good track record (BI_4)	0,000	0,05	Valid	.749	0,70	Reliable
5	I know the Traveloka brand because of its uniquenessa (BI_5)	0,000	0,05	Valid	.707	0,70	Reliable
6	I am very familiar with the Traveloka brand (BI6)	0,000	0,05	Valid	.708	0,70	Reliable

Table 15. E-Satisfaction Variable Research Instrument Test Results

No	VARIABLES E-SATISFACTION QUESTION	Validity Testing			Reliability Testing		
		sig 2-tailed	Cut Off	Result	Cronbach's Alpha (r alpha)	Cut-off	Result
1	Booking a hotel via the Traveloka Site saves my time (ES$_1$)	0,000	0,05	Valid	.720	0,70	Reliable
2	Lots of diversity of hotel choices on the Traveloka site (ES$_2$)	0,000	0,05	Valid	.733	0,70	Reliable
3	I am satisfied with the appearance and ease of accessing the Traveloka website (ES$_3$)	0,000	0,05	Valid	.819	0,70	Reliable
4	I am satisfied with the security of transactions on the Traveloka site (ES$_4$)	0,000	0,05	Valid	.791	0,70	Reliable
5	Overall I am satisfied with the service during hotel bookings on the Traveloka site (ES$_5$)	0,000	0,05	Valid	.826	0,70	Reliable

Table 16. E-Loyalty Variable Research Instrument Test Results

No	VARIABLES E-LOYALTY QUESTION	Validity Testing			Reliability Testing		
		sig 2-tailed	Cut Off	Result	Cronbach's Alpha (r alpha)	Cut-off	Result
1	I will use Traveloka for hotel bookings (EL$_1$)	0,000	0,05	Valid	.796	0,70	Reliable
2	I believe Traveloka is a professional online travel agent company (EL$_2$)	0,000	0,05	Valid	.792	0,70	Reliable
3	I will refer hotel bookings through Traveloka (EL$_3$)	0,000	0,05	Valid	.880	0,70	Reliable
4	I will write positive comments regarding hotel bookings through Traveloka (EL$_4$)	0,000	0,05	Valid	.765	0,70	Reliable
5	I will continue to use Traveloka for hotel bookings in the future (EL$_5$)	0,000	0,05	Valid	.720	0,70	Reliable

Table 17. Respondents' Perception Level of E-Service Quality Variable

No.	Indicator Question Variable E-Service Quality (X$_1$)	Total	Percentage
1.	I got what I needed on the Traveloka Site.	880	4,80

2.	The Traveloka site carried out my requests accurately.	775	4,30
3.	The Traveloka site provides clear information if my shopping transaction is having problems.	786	4,30
4.	The menu on the Traveloka Site helps me find the hotel information I need.	750	4,20
5.	The Traveloka site is easy to explore and understand.	782	4,30
6.	The Traveloka Site Design looks attractive.	579	3,20
7.	The Traveloka site provides information on the Customer Service contact number to solve my problem/complaint.	779	4,30
	Total		29,3
	Average Answer		4,20

Table 19. Respondents' Perception Level of Price

No.	Indicator Question Variable Price (X₃)	Total	Percentage
1.	Traveloka offers a price option according to my abilities.	703	3,86
2.	Traveloka provides competitive hotel booking prices.	728	4,00
3.	The price offered by Traveloka is suitable for the hotel facilities that I ordered.	735	4,04
4.	The price offered by Traveloka is suitable for the quality of the hotel I got.	739	4,06
5.	Promos & discounts offered by the Traveloka site interest me.	753	4,13
6.	The Traveloka site provides clear pricing information.	750	4,12
	Total		24,21
	Average Answer		4,04

Table 20. Respondents' Perception Level of Brand Image

No.	Indicator Question Variable Brand Image (X₄)	Total	Percentage
1.	I can easily distinguish the Traveloka brand from other online travel agent brands.	752	4,13
2.	Traveloka has a brand logo that is easy to recognize and remember.	757	4,16
3.	I remember the Traveloka brand because it provides attractive offers.	736	4,04

No.		Total	Percentage
4.	The Traveloka brand is a brand that has a good track record.	739	4,06
5.	I know the Traveloka brand because of its uniqueness.	734	4,03
6.	I know the Traveloka brand very well.	764	4,20
	Total		24,63
	Average Answer		4,10

Table 21. Respondents' Perception Level of E-Satisfaction

No.	Indicator Question Variable E-Satisfaction (Y_1)	Total	Percentage
1.	Booking a hotel through the Traveloka Site saved my time.	779	4,28
2.	There are many kinds of hotel choices on the Traveloka website.	761	4,18
3.	I am satisfied with the appearance and ease of accessing the Traveloka website.	749	4,12
4.	I am satisfied with the security of transactions on the Traveloka site.	706	3,88
5.	Overall I am satisfied with the service during hotel bookings on the Traveloka site.	755	4,15
	Total		20,60
	Average Answer		4,12

Table 22. Respondents' Perception Level of E-Loyalty

No.	Indicator Question Variable E-Loyalty (Y_2)	Total	Percentage
1.	I will use Traveloka for hotel bookings.	756	4,15
2.	I believe Traveloka is a professional online travel agent company.	780	4,29
3.	I will refer to hotel bookings through Traveloka.	754	4,14
4.	I will write positive comments regarding hotel bookings through Traveloka.	748	4,11
5.	I will continue to use Traveloka for hotel bookings in the future.	766	4,21
	Total		20,90
	Average Answer		4,18

Table 23. Outlier Data

Observation number	Mahalanobis d-squared	p1	p2
122	60.223	.004	.487

Observation number	Mahalanobis d-squared	p1	p2
61	58.838	.005	.242

Table 24. Test of Confirmatory Factors for Indicators of E-Service Quality Variables

			Estimate*)	R^2	C.R.	P	Pengaruh
EQ1	<---	E-Service Quality	1.000	.526			Nyata
EQ2	<---	E-Service Quality	1.089	.608	10.219	***	Nyata
EQ3	<---	E-Service Quality	.828	.709	8.135	***	Nyata
EQ4	<---	E-Service Quality	1.111	.638	10.277	***	Nyata
EQ5	<---	E-Service Quality	.991	.511	9.162	***	Nyata
EQ6	<---	E-Service Quality	.890	.537	7.987	***	Nyata
EQ7	<---	E-Service Quality	.886	.534	7.945	***	Nyata

Table 25. Test of Confirmatory Factors for Indicators of E-Trust

			Estimate*)	R^2	C.R.	P	Pengaruh
ET1	<---	E-Trust	1.439	.820	10.951	***	Nyata
ET2	<---	E-Trust	1.579	.884	11.829	***	Nyata
ET3	<---	E-Trust	1.619	.861	11.923	***	Nyata
ET4	<---	E-Trust	.869	.742	5.868	***	Nyata
ET5	<---	E-Trust	1.000	.749			Nyata

Table 26. Test of Confirmatory Factors for Indicators of Brand Image

			Estimate*)	R^2	C.R.	P	Pengaruh
BI1	<---	Brand Image	1.067	.491	8.626	***	Nyata
BI2	<---	Brand Image	1.121	.528	8.995	***	Nyata
BI3	<---	Brand Image	1.136	.532	9.136	***	Nyata
BI4	<---	Brand Image	.912	.561	9.199	***	Nyata
BI5	<---	Brand Image	1.166	.499	8.817	***	Nyata
BI6	<---	Brand Image	1.000	.501			Nyata

Table 27. Test of Confirmatory Factors for Indicators of E-Satisfaction

			Estimate*)	R^2	C.R.	P	Pengaruh
ES1	<---	E-Satisfaction	1.000	.518			Nyata
ES2	<---	E-Satisfaction	.994	.537	9.739	***	Nyata
ES3	<---	E-Satisfaction	1.129	.671	10.652	***	Nyata
ES4	<---	E-Satisfaction	.998	.626	9.794	***	Nyata
ES5	<---	E-Satisfaction	.992	.682	10.463	***	Nyata

Table 28. Test of Confirmatory Factors for Indicators of E-Loyalty

			Estimate*)	R^2	C.R.	P	Pengaruh
EL1	<---	E-Loyalty	1.124	.634	10.486	***	Nyata
EL2	<---	E-Loyalty	1.008	.627	10.234	***	Nyata
EL3	<---	E-Loyalty	1.265	.774	11.424	***	Nyata
EL4	<---	E-Loyalty	1.167	.585	9.991	***	Nyata
EL5	<---	E-Loyalty	1.000	.518		***	Nyata

Table 29. Overall Goodness of Fit Index

No	Goodness of Fit Index	Cut Off	Result
1.	DF	512 > 0	Good Fit
2.	*X2 Chi-Square Significance Probability*	173,660 < 589,370 Chisquare is smaller than chisquare tabel	Good Fit
		0,08 ≥ 0,05	Good Fit
3.	RMSEA	0,049 ≤ 0,08	Good Fit
4.	CFI	0,99 ≥ 0,95	Good Fit
5.	TLI	0,992 < 0,95	Good Fit
6.	GFI	0,930 ≥ 0,90	Good Fit
7.	AGFI	0,915 ≥ 0,90	Good Fit

Table 30. Regression Weights

			Estimate	R^2	S.E.	C.R.	P
E-Satisfaction	<---	E-Service Quality	.102	.634	.107	2.954	.000
E-Satisfaction	<---	E-Trust	.182	.553	.121	2.504	.003
E-Satisfaction	<---	Price	.304	.636	.098	3.109	.002
E-Satisfaction	<---	Brand Image	.487	.576	.108	4.530	.000
E-Loyalty	<---	E-Satisfaction	.307	.549	.107	2.871	.004
E-Loyalty	<---	Brand Image	.315	.704	.102	3.106	.002
E-Loyalty	<---	Price	.107	.618	.084	2.281	.002
E-Loyalty	<---	E-Trust	.099	.505	.096	3.031	.003
E-Loyalty	<---	E-Service Quality	.136	.530	.086	2.570	.001

Table 31. Causality Correlation Test Results 1

	Estimate	S.E.	C.R.	P
E-Satisfaction <--- E-Service Quality	.102	.107	2.954	.000

Table 32. Causality Correlation Test Results 2

	Estimate	S.E.	C.R.	P
E-Satisfaction <--- E-Trust	.182	.121	2.504	.003

Table 33. Causality Correlation Test Results 3

	Estimate	S.E.	C.R.	P
E-Satisfaction <--- Price	.304	.098	3.109	.002

Table 35. Causality Correlation Test Results 5

	Estimate	S.E.	C.R.	P
E-Loyalty <--- E-Satisfaction	.307	.107	2.871	.004

Table 36. Causality Correlation Test Results 6

	Estimate	S.E.	C.R.	P
E-Loyalty <--- E-Service Quality	.136	.086	2.570	.001

Table 37. Causality Correlation Test Results 7

	Estimate	S.E.	C.R.	P
E-Loyalty <--- E-Trust	.099	.096	3.031	.003

Table 38. Causality Correlation Test Results 8

	Estimate	S.E.	C.R.	P
E-Loyalty <--- Price	.107	.084	2.281	.002

Table 39. Causality Correlation Test Results 9

	Estimate	S.E.	C.R.	P
E-Loyalty <--- Brand Image	.315	.102	3.106	.002
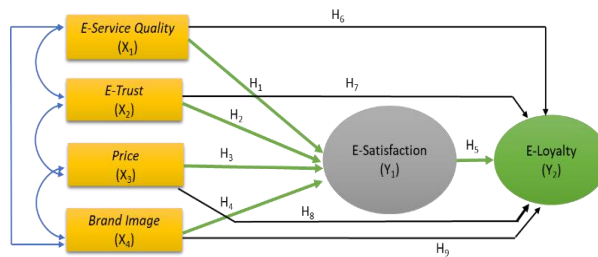
Figure 1. Research Framework
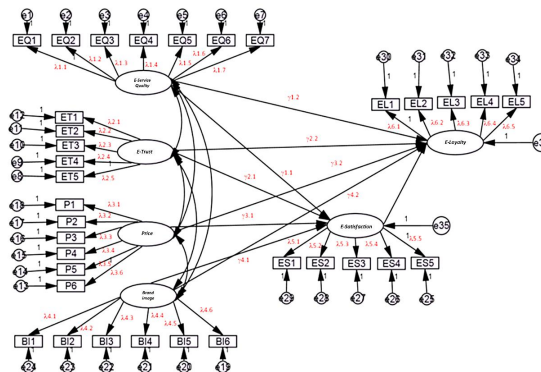
Figure 2. Theoretical Model of the Variable Causality Research
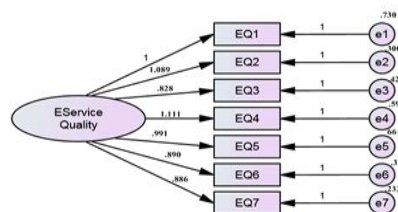
Figure 3. E-Service Quality Construct
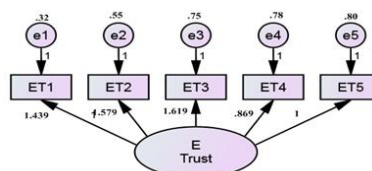
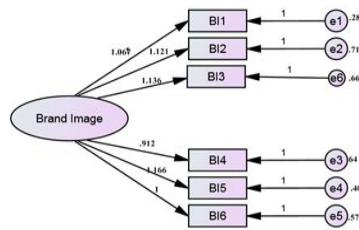**Figure 4. E-Trust Construct**
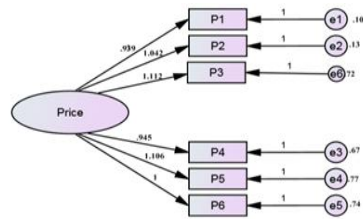
Figure 5. Price Construct

Figure 6. Brand Image Construct

Figure 7. E-Satisfaction Construct

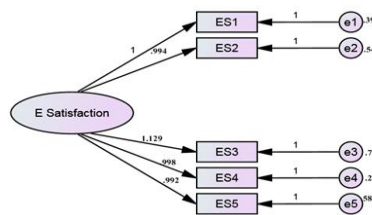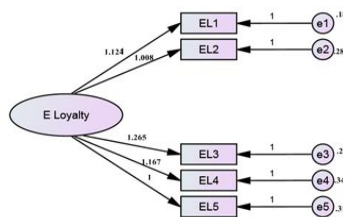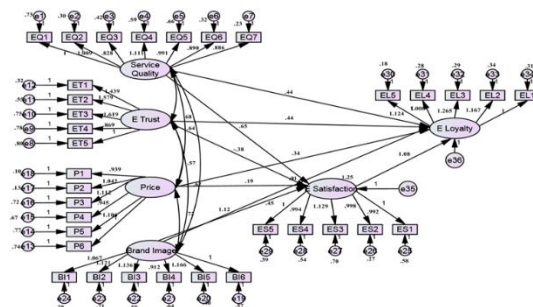**Figure 8. E-Loyalty Construct**

Figure 9. Full Model Diagram Fit