The Influence of Technology Affordance on Customer Loyalty with Customer Satisfaction as Mediating Variable of the Traveloka Mobile Application Users

THESIS

As a requirement to obtain Bachelor's Degree

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THE INFLUENCE OF TECHNOLOGY AFFORDANCE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS MEDIATING VARIABLE OF THE TRAVELOKA MOBILE APPLICATION USERS

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PREFACE

We give all praise and gratitude to God Almighty who has bestowed His blessings and gifts on the author, so that the author can complete the thesis entitled "The Influence of Technology Affordance on Customer Loyalty with Customer Satisfaction as Mediating Variable of the Traveloka Mobile Application Users". This thesis aims to meet one of the requirements in obtaining a Bachelor of Arts-1 degree in the Department of Management, Faculty of Economics and Business, Tanjungpura University, Pontianak.

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PENGARUH KETERJANGKAUAN TEKNOLOGI TERHADAP KESETIAAN PELANGGAN DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI PADA PENGGUNA TRAVELOKA MOBILE APPLICATION

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh keterjangkauan teknologi terhadap kesetiaan pelanggan melalui kepuasan pelanggan sebagai variabel mediasi. Manfaat penelitian ini adalah untuk mengetahui hubungan keterjangkauan interaktivitas, informasi dan navigasi pada Aplikasi Mobile Traveloka terhadap kesetiaan pelanggan dan dapat menumbuhkan kepuasan mereka selama menggunakan Traveloka Mobile Application. Data dikumpulkan melalui survei terhadap 150 responden di Indonesia dan dianalisis secara statistik menggunakan SmartPLS 4.0. Hasil penelitian menunjukkan keterjangkauan interaktivitas berpengaruh positif dan signifikan terhadap kepuasan pelanggan, keterjangkauan informasi berpengaruh positif dan signifikan terhadap kepuasan pelanggan, keterjangkauan navigasi berpengaruh positif dan signifikan terhadap kepuasan pelanggan, keterjangkauan interaktivitas berpengaruh negatif dan tidak signifikan terhadap kesetiaan pelanggan, keterjangkauan informasi berpengaruh positif dan signifikan terhadap kesetiaan pelanggan, keterjangkauan navigasi berpengaruh positif dan signifikan terhadap kesetiaan pelanggan, kepuasan pelanggan berpengaruh positif dan tidak signifikan terhadap minat bertransaksi. Dengan demikian, kepuasan pelanggan memang memiliki pengaruh sebagai variabel mediasi antara keterjangkauan interaktivitas, keterjangkauan informasi dan keterjangkauan navigasi terhadap kesetiaan pelanggan.

Kata Kunci: keterjangkauan teknologi, keterjangkauan interaktivitas, keterjangkauan informasi, keterjangkauan navigasi, kepuasan pelanggan, kesetiaan pelanggan

THE INFLUENCE OF TECHNOLOGY AFFORDANCE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS MEDIATING VARIABLE OF THE TRAVELOKA MOBILE APPLICATION USERS

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ABSTRACT

This study aims to examine the effect of technology affordance on customer loyalty through customer satisfaction as a mediating variable. The benefits of this study are to determine relation the interactivity, information and navigation affordance of the Traveloka Mobile Application on customer loyalty and can foster their satisfaction while using Traveloka Mobile Application. Data were collected through a survey of 150 respondents in Indonesia and analyzed statistically using SmartPLS 4.0. The results of the study indicate that interactivity affordance has a positive and significant effect on customer satisfaction, information affordance have a positive and significant effect on customer satisfaction, navigation affordance has a positive and significant effect on customer satisfaction, interactivity affordance have negative and not significant effect on customer loyalty, information affordance have positive and significant effect on customer loyalty, navigation affordance have positive and significant effect on customer loyalty, customer satisfaction have a positive and insignificant effect on transaction interest. Thus, customer satisfaction does have an effect as a mediating variable between interacitivity affordance, information affordance and navigation affordance on customer loyalty.

Keywords: *technology affordance, interactivity affordance, information affordance, navigation affordance, customer satisfaction, customer loyalty*

PENGARUH KETERJANGKAUAN TEKNOLOGI TERHADAP KESETIAAN PELANGGAN DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI PADA PENGGUNA TRAVELOKA MOBILE APPLICATION

RINGKASAN

1. Latar Belakang dan Tujuan Penelitian

Penelitian ini mengkaji bagaimana keterjangakauan teknologi yaitu interaktivitas, informasi dan navigasi pada Traveloka Mobile Application mempengaruhi kesetiaan pelanggan. Penelitian ini mengeksplorasi peran kepuasan pelanggan sebagai faktor mediasi dalam hubungan tersebut. Dengan menganalisis bagaimana interaktivitas informasi dalam aplikasi dan ikon yang mudah ditemukan pengguna, penelitian ini bertujuan untuk menunjukkan bahwa pengalaman pengguna yang positif dapat meningkatkan kepuasan pada aplikasi. Traveloka Mobile Application merupakan aplikasi agen perjalanan online mobile yang dikembangkan oleh Traveloka, salah satu perusahaan rintisan terbesar di Indonesia. Traveloka Mobile Application memungkinkan pengguna untuk memesan tiket pesawat, hotel, kapal, kereta api, akomodasi, paket wisata, dan bahkan internet luar negeri. Daya tarik utamanya terletak pada interaktivitasnya, informasi yang lengkap dan objektif, serta konten yang mudah ditemukan pada Traveloka Mobile Application. Tujuan dari penelitian ini adalah sebagai berikut:

a. Menguji dan menganalisis pengaruh keterjangkauan interaktivitas terhadap kepuasan pelanggan

b. Menguji dan menganalisis pengaruh keterjangkauan informasi terhadap kepuasan pelanggan

c. Menguji dan menganalisis pengaruh keterjangkauan navigasi terhadap kepuasan pelanggan

d. Menguji dan menganalisis pengaruh keterjangkauan interaktivitas terhadap kesetiaan pelanggan

e. Menguji dan menganalisis pengaruh keterjangkauan informasi terhadap kesetiaan pelanggan

f. Pengujian dan analisis pengaruh keterjangkauan navigasi terhadap kesetiaan pelanggan

g. Pengujian dan analisis pengaruh kepuasan pelanggan terhadap kesetiaan pelanggan

h. Pengujian dan analisis mediasi kepuasan pelanggan terhadap keterjangkauan interaktivitas dan kesetiaan pelanggan

i. Pengujian dan analisis mediasi kepuasan pelanggan terhadap keterjangkauan informasi dan kesetiaan pelanggan

j. Pengujian dan analisis mediasi kepuasan pelanggan terhadap keterjangkauan navigasi dan kesetiaan pelanggan

2. Metode Penelitian

Jenis penelitian yang digunakan adalah penelitian kuantitatif berbentuk asosiatif kausal dan teknik pengumpulan data dilakukan melalui penyebaran kuesioner. Jumlah sampel yang diambil dalam penelitian ini sebanyak 150 responden di seluruh Indonesia dengan menggunakan teknik pengambilan sampel yaitu non-probability sampling dengan metode purposive sampling dan alat analisis yang digunakan adalah SEM (Structural Equation Model) dengan menggunakan SmartPLS 4.0. Berikut ini adalah kriteria responden yang digunakan untuk memilih sampel pada penelitian ini:

1. Responden berusia minimal 18 tahun
2. Responden berdomisili di Indonesia
3. Responden melakukan transaksi minimal 2 kali selama tahun 2024 menggunakan Traveloka Mobile Application. Berikut ini adalah hipotesis yang diajukan sebagai pendekatan sementara untuk mengatasi masalah ini:

H1: Keterjangkauan interaktivitas memiliki efek positif pada kepuasan pelanggan

H2: Keterjangkauan informasi memiliki efek positif pada kepuasan pelanggan

H3: Keterjangkauan navigasi memiliki efek positif pada kepuasan pelanggan

H4: Keterjangkauan interaktivitas memiliki efek positif pada kesetiaan pelanggan

H5: Keterjangkauan informasi memiliki efek positif pada kesetiaan pelanggan

H6: Keterjangkauan navigasi memiliki efek positif pada kesetiaan pelanggan

H7: Kepuasan pelanggan memiliki efek positif pada kesetiaan pelanggan

H8: Kepuasan pelanggan memiliki efek signifikan sebagai hubungan mediasi antara keterjangkauan interaktivitas dan kesetiaan pelanggan

H9: Kepuasan pelanggan memiliki efek signifikan sebagai hubungan mediasi antara keterjangkauan informasi dan kesetiaan pelanggan

H10: Kepuasan pelanggan memiliki efek signifikan sebagai hubungan mediasi antara keterjangkauan navigasi dan kesetiaan pelanggan

3. Hasil Pembahasan

a. Keterjangkauan interaktivitas berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Hal ini ditunjukkan dengan nilai original sample = 0,248 yang berarti berpengaruh positif, dan diikuti dengan nilai T-Statistic sebesar 4,636 yang lebih besar dari 1,96 dan nilai P-Value sebesar 0,000 yang lebih kecil dari 0,05
b. Keterjangkauan informasi berpengaruh positif dan signifikan terhadap kepuasan pelanggan, hal ini dibuktikan dengan hasil uji hipotesis kedua. Nilai original sample sebesar 0,393 menunjukkan hasil positif, kemudian nilai T-Statistic sebesar 2,283 lebih besar dari 1,96, dan nilai P-Value sebesar 0,0,22 lebih kecil dari 0,05
c. Keterjangkauan navigasi berpengaruh positif dan signifikan terhadap kepuasan pelanggan, hal ini dibuktikan dengan hasil uji hipotesis ketiga. Nilai original sample sebesar 0,316 menunjukkan hasil positif, selanjutnya nilai T-Statistic sebesar 4,090 lebih besar dari 1,96, dan nilai P-Value sebesar 0,0,00 lebih kecil dari 0,05
d. Keterjangkauan interaktivitas berpengaruh negatif dan tidak signifikan terhadap kesetiaan pelanggan, hal ini dibuktikan dengan hasil pengujian hipotesis keempat. Nilai original sample sebesar 0,148 menunjukkan hasil positif, selanjutnya nilai T-Statistic sebesar 1,684 lebih kecil dari 1,96, dan nilai P-Value sebesar 0,092 lebih besar dari 0,05
e. Keterjangkauan information berpengaruh positif dan signifikan terhadap kesetiaan pelanggan, hal ini dibuktikan dengan hasil pengujian hipotesis kelima. Nilai original sample sebesar 0,475 menunjukkan pengaruh positif, kemudian

nilai T-Statisic sebesar 5,723 lebih besar dari 1,96, dan nilai P-Value sebesar 0,000 lebih kecil dari 0,05

f. Keterjangkauan navigasi berpengaruh positif dan signifikan terhadap kesetiaan pelanggan, hal ini dibuktikan dengan hasil hipotesis keenam. Nilai original sample sebesar 0,281 menunjukkan pengaruh positif, kemudian nilai T-Statisic sebesar 3,888 lebih besar dari 1,96, dan nilai P-Value sebesar 0,000 lebih kecil dari 0,05
g. Kepuasan pelanggan berpengaruh positif dan signifikan terhadap kesetiaan pelanggan, hal ini dibuktikan dengan hasil hipotesis ketujuh. Nilai original sample sebesar 0,600 yang menunjukkan pengaruh positif, selanjutnya nilai T-Statistic sebesar 6,557 lebih besar dari 1,96, dan P-Value sebesar 0,000 lebih kecil dari 0,05
h. Keterjangkauan interaktivitas yang dimediasi oleh kepuasan pelanggan berpengaruh positif dan signifikan terhadap kesetiaan pelanggan. Dengan nilai original sample sebesar 0,190, dan nilai T-Statistic sebesar 3,299 yang lebih besar dari 1,96 serta nilai P-Value sebesar 0,001 yang lebih kecil dari 0,05
i. Keterjangkauan informasi yang dimediasi oleh kepuasan pelanggan berpengaruh positif dan signifikan terhadap variabel kesetiaan pelanggan. Original sample sebesar 0,149, selanjutnya nilai T-Statistic sebesar 2,678 lebih besar dari 1,96, dan nilai P-Value sebesar 0,007 lebih kecil dari 0,05
j. Keterjangkauan navigasi yang dimediasi oleh kepuasan pelanggan memiliki pengaruh positif dan signifikan terhadap variabel kesetiaan pelanggan. Nilai original sample 0,236, maka nilai T-Statistic sebesar 4,122 lebih besar dari 1,96, dan nilai P-Value sebesar 0,000 lebih kecil dari 0,05.

4. Kesimpulan dan Saran

Kesimpulan

a. Keterjangkauan interaktivitas bagi pengguna Traveloka Mobile Application di Indonesia berpengaruh positif dan signifikan terhadap kepuasan pelanggan
b. Keterjangkauan informasi bagi pengguna Traveloka Mobile Application di Indonesia berpengaruh positif dan signifikan terhadap kepuasan pelanggan

c. Keterjangkauan navigasi bagi pengguna Traveloka Mobile Application di Indonesia berpengaruh positif dan signifikan terhadap kepuasan pelanggan
d. Keterjangkauan interaktivitas bagi pengguna Traveloka Mobile Application di Indonesia berpengaruh negatif dan tidak signifikan terhadap kesetiaan pelanggan
e. Keterjangkauan informasi bagi pengguna Traveloka Mobile Application di Indonesia berpengaruh positif dan signifikan terhadap kesetiaan pelanggan
f. Keterjangkauan navigasi bagi pengguna Traveloka Mobile Application di Indonesia berpengaruh positif dan signifikan terhadap kesetiaan pelanggan
g. Kepuasan pelanggan pengguna Traveloka Mobile Application di Indonesia berpengaruh positif dan signifikan terhadap kesetiaan pelanggan
h. Keterjangkauan interaktivitas berpengaruh positif dan signifikan terhadap kesetiaan pelanggan yang dimediasi oleh kepuasan pelanggan
i. Keterjangkauan informasi berpengaruh positif dan signifikan terhadap kesetiaan pelanggan yang dimediasi oleh kepuasan pelanggan
j. Keterjangkauan navigasi berpengaruh positif dan signifikan terhadap kesetiaan pelanggan yang dimediasi oleh kepuasan pelanggan

Saran

1. Responden penelitian ini menyatakan bahwa pengguna sering membandingkan harga produk saat melakukan pemesanan online. Oleh karena itu, perusahaan harus memperhatikan tampilan aplikasi perjalanan online. Agen perjalanan online harus menyertakan tampilan yang mudah dipahami dan panduan sehingga konsumen dapat menggunakannya tanpa kebingungan.
2. Bagi pemasar sebagai tugas mereka untuk mengomunikasikan produk kepada konsumen, mereka harus menyadari dan beradaptasi dengan perilaku pelanggan. Pemasar harus menemukan cara untuk meningkatkan kesetiaan terhadap Traveloka Mobile Application karena pengguna masih dapat dipengaruhi oleh rekomendasi teman dekat. Disarankan untuk tidak hanya fokus pada teknologi tetapi juga variabel lain yang dapat menciptakan nilai yang berkesan dan membuat pemesanan berkelanjutan.

THE EFFECT OF EASE OF USE AND SERVICE FEATURES ON TRANSACTING INTENTION IN MY BCA MOBILE BANKING APPLICATION TOWARD TRUST AS A MEDIATION

SUMMARY

1. Background and Research Objectives

This study examines how technology affordance namely interactivity, information and navigation of the Traveloka Mobile Application affect customer loyalty. This study explores the role of customer satisfaction as a mediating factor in this relationship. By analyzing how user-friendly design and helpful functions affect user engagement, this study aims to show that a positive user experience can increase trust in the application. Traveloka Mobile Application is a mobile online travel agency application developed by Traveloka, one of the biggest startups in Indonesia. Traveloka Mobile Application allows users to book flight, hotels, ship, train, accommodation, tour package and even overseas internet. Its main appeal lies in its interactivity, complete and objective information, and easy to find content on Traveloka Mobile Application. The objectives of this study are as follows:

a. Testing and analyzing the effect of interactivity affordance on customer satisfaction
b. Testing and analyzing the effect of information affordance on customer satisfaction
c. Testing and analyzing the effect of navigation affordance on customer satisfaction
d. Testing and analyzing the effect of interactivity affordance on customer loyalty
e. Testing and analyzing the effect of information affordance on customer loyalty
f. Testing and analyzing the effect of navigation affordance on customer loyalty
g. Testing and analyzing the effect of customer satisfaction on customer loyalty
h. Testing and analyzing the mediation of customer satisfaction on interactivity affordance and customer loyalty
i. Testing and analyzing the mediation of customer satisfaction on information affordance and customer loyalty

j. Testing and analyzing the mediation of customer satisfaction on navigation affordance and customer loyalty

2. Research Method

The type of research used is quantitative research in the form of causal associative and data collection techniques are carried out through the distribution of questionnaires. The number of samples taken in this study was 150 respondents throughout Indonesia using the sampling technique, namely non-probability sampling with the purposive sampling method and the analysis tool used is SEM (Structural Equation Model) using SmartPLS 4.0. The following are the respondent criteria used to select samples for this study:

1. Respondents are at least 18 years old
2. Respondents live in Indonesia
3. Respondents make transactions at least 2 ttimes during 2024 using the Traveloka Mobile Application.

The following are hypotheses proposed as a temporary approach to address this issue:

H_1 : Interactivity affordance has a positive effect on customer satisfaction

H_2 : Information affordance has a positive effect on customer satisfaction

H_3 : Navigation affordance has a positive effect on customer satisfaction

H_4 : Interactivity affordance has a positive effect on customer loyalty

H_5 : Information affordance has a positive effect on customer loyalty

H_6 : Navigation affordance has a positive effect on customer loyalty

H_7 : Customer satisfaction has a positive effect on customer loyalty

H_8 : Customer satisfaction has significant effect as mediating relation between interactivity affordance and customer loyalty

H_9 : Customer satisfaction has significant effect as mediating relation between information affordance and customer loyalty

H_{10} : Customer satisfaction has significant effect as mediating relation between navigation affordance and customer loyalty

3. Discussion Results

a. Interactivity affordance has a positive and significant effect on customer satisfaction. This is indicated by the original sample value = 0.248 which means it has a positive effect, and is followed by a T-Statistic value of 4.636 which is bigger than 1.96 and a P-Value value of 0.000 which is smaller than 0.05
b. Information affordance has a positive effect and significant effect on customer satisfaction, this is proven by the results of the second hypothesis test. The original sample value of 0.393 shows a positive result, then the T-Statistic value of 2.283 is greater than 1.96, and the P-Value of 0.0.22 is smaller than 0.05
c. Navigation affordance has a positive effect and significant effect on customer satisfaction, this is proven by the results of the third hypothesis test. The original sample value of 0.316 shows a positive result, then the T-Statistic value of 4.090 is greater than 1.96, and the P-Value of 0.0.00 is smaller than 0.05
d. Interactivity affordance has a negative and not significant effect on customer loyalty, this is proven by the results of the fourth hypothesis test. The original sample value is amount of 0.148 that shows a positive result, then the T-Statistic value of 1.684 is smaller than 1.96, and the P-Value value of 0.092 is bigger than 0.05
e. Information affordance variable has a positive and significant effect on customer loyalty, this is proven by the results of the fifth hypothesis. The original sample is value of 0.475 that shows a positive effect, then the T-Statisic value of 5.723 is bigger than 1.96, and the P-Value is amount 0.000 is smaller than 0.05
f. Navigation affordance variable has a positive and significant effect on customer loyalty, this is proven by the results of the sixth hypothesis. The original sample is value of 0.281 that shows a positive effect, then the T-Statisic value of 3.888 is bigger than 1.96, and the P-Value is amount 0.000 is smaller than 0.05
g. Customer satisfaction variable have a positive and significant effect on customer loyalty, this is proven by the results of the seventh hypothesis. The original sample value of 0.600 that show is a positive effect, then the T-Statistic value of 6.557 is greater than 1.96, and the P-Value is amount 0.000 is smaller than 0.05
h. Interactivity affordance mediated by customer satisfaction has positive and significant effect on customer loyalty. With an original sample value of 0.190,

and a T-Statistic value of 3.299 which is bigger than 1.96 and a P-Value of 0.001 which is smaller than 0.05

i. Information affordance variable mediated by customer satisfaction has a positive effect and significant effect on the customer loyalty variable. The original sample 0.149, then the T-Statistic value of 2.678 is bigger than 1.96, and the P-Value is amount 0.007 is smaller than 0.05
j. Navigation affordance variable mediated by customer satisfaction has a positive effect and significant effect on the customer loyalty variable. The original sample 0.236, then the T-Statistic value of 4.122 is bigger than 1.96, and the P-Value is amount 0.000 is smaller than 0.05

4. Conclusion and Recommendation

Conclusion

1. Interactivity affordance for Traveloka Mobile Application users in Indonesia have a positive and significant effect on customer satisfaction
2. Information affordance for Traveloka Mobile Application users in Indonesia have a positive and significant effect on customer satisfaction
3. Navigation affordance for Traveloka Mobile Application users in Indonesia have a positive and significant effect on customer satisfaction
4. Interactivity affordance for Traveloka Mobile Application users in Indonesia have a negative and not significant effect on customer loyalty
5. Information affordance for Traveloka Mobile Application users in Indonesia have a positive and significant effect on customer loyalty
6. Navigation affordance for Traveloka Mobile Application users in Indonesia have a positive and significant effect on customer loyalty
7. Customer satisfaction of Traveloka Mobile Application users in Indonesia have a positive and significant effect on customer loyalty
8. Interactivity affordance have a positive and significant effect on customer loyalty mediated by customer satisfaction
9. Information affordance have a positive and significant effect on customer loyalty mediated by customer satisfaction

10. Navigation affordance have a positive and significant effect on customer loyalty mediated by customer satisfaction

Recommendation

1. Respondents to this study stated that user frequently compare product prices when conducting online booking. As a result, company must pay attention to the appearance of online travel application. Online travel agency should include an easy-to-understand interface and a guide so that consumers may utilize it without confused.
2. For marketers as their job to communicate the product to the consumers, they must be aware and adapted to customer behavior. Marketers must find a way to increase loyalty toward Traveloka Mobile Application due to users' can still be influence by close friend recommendation. It is recommended to not focus only on technology but also other variable that able create value which memorable and making continuous booking.

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CHAPTER I
INTRODUCTION

I.1 Research Background

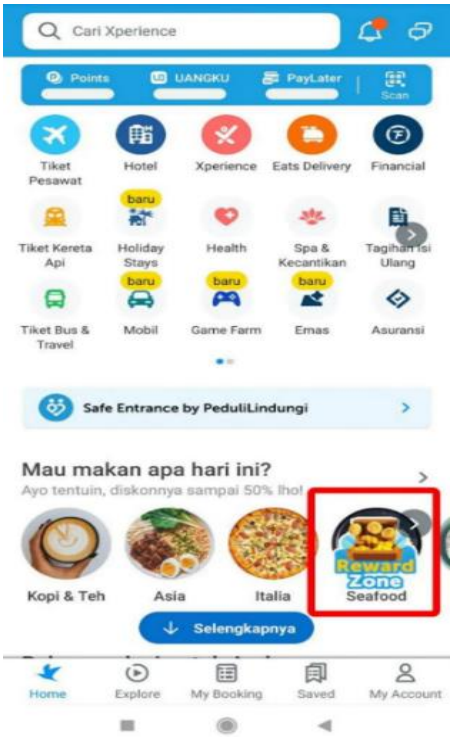
Technology is irreplaceable in our lives. Laptop, computer and smartphones seems can't be separated even just for a day. A very contrast difference just in 2 decade which is at 1990's, internet is a new commodity for everyone. To people living during that time, an instant message received is something beyond imagination. Thanks to internet, people are starting to enjoy the benefit of technology development by using online instead phone line and deliver faster connection through World Wide Web (Leiner, et al., 2009).

In the research conducted by Macmud & Hidayat (2020), the survey found that 171.17 million Indonesians were connected to the internet. As the population of Indonesia at that time 264 million people, this indicates more than half population exposed to internet. 'The world is your hands' is not a joke if we realize how far internet change our live and made everything faster. Not only for communication, we can do online shopping anywhere, order groceries, buy flight ticket, online booking hotel room and many more (Van Deursen & Helsper, 2018). There are

many applications to online shopping, order groceries, buy flight ticket or book hotel room. One of popular application is Traveloka Mobile Application. This application is originated by PT Trinusa Travelindo or famous called Traveloka. Traveloka is a company offering airline and hotel ticketing services online with a focus on domestic travel in Indonesia and established in 2012. The company provides an online platform that allow users to make bookings of services provided by hotels, airlines, train and other transportation operators, event promoters, tourist attraction operators, travel agencies, telecommunication operators and other services providers.

Traveloka, one of the four stamps in Indonesia, has seen steady growth since its inception in 2012. It services Southeast Asia's six primary markets – Indonesia, Thailand, Malaysia, Singapore, Vietnam and the Philippines – and now Australia. Among the startup players in the country, PT Traveloka Indonesia stands out as one of the most prominent. Alongside Tokopedia and Gojek, Traveloka is often included in the "Indonesian Unicorn Trio". A unicorn is a term for a startup with a valuation exceeding USD 1 billion (Cahyani, et al., 2019). PT Traveloka Indonesia offers tourism-related products such as airline and train tickets, hotel room reservations, and entrance tickets to tourist attractions.

On August 2014 Traveloka launch Traveloka Mobile Application with "My Ticket" features. This feature let customer to open e-ticket directly on application without need to open email from client, creating a faster check-in process. Ferry Unardi, Managing Director Traveloka, mentioned that they want to create easier and faster booking process. Traveloka Mobile Application created because increasing user of Traveloka year to year from 2012 and 2013.



Picture 1. 1 Traveloka Mobile Application Appearance

Source: Traveloka (2024).

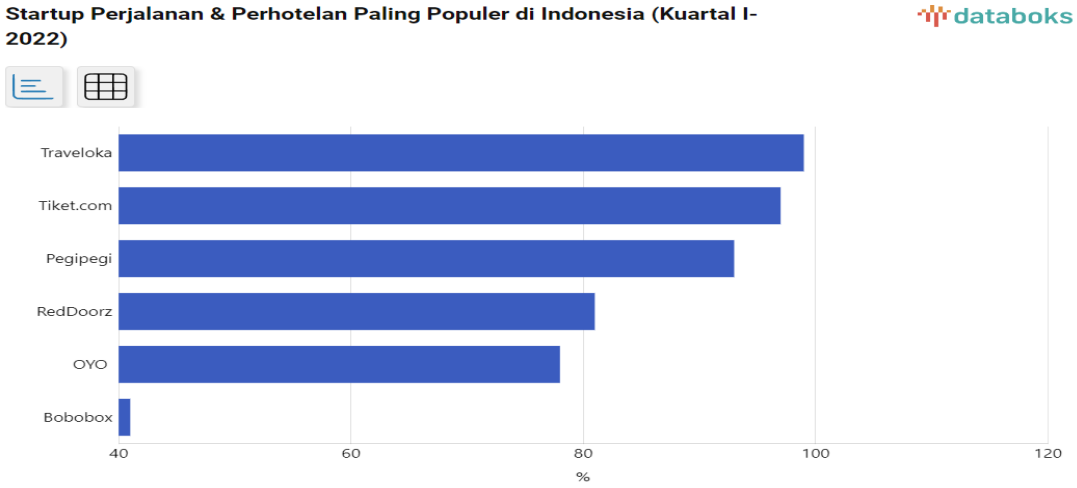
Based on figure, the Traveloka Mobile Application provides a wide range of services aimed at simplifying and improving users' travel experiences. Fundamentally, the app offers extensive booking features that make it simple for users to make reservations for hotels, airlines, and vacation packages. To meet a variety of travel needs, Traveloka Mobile Application also offers booking choices for a range of transportation services, including buses, trains, and car rentals. To ensure a customized experience, the app's user-friendly design is enhanced with sophisticated search filters and personalized recommendations based on user interests and past reservations. In order to assist users in effectively managing their schedules, Traveloka Mobile Application also incorporates an itinerary planner and a feature-rich travel calendar.

Traveloka has undergone a significant transformation from a metasearch engine to a lifestyle superapp in the last decade. It can be seen Traveloka trying to develop by understanding consumer needs starting from basic travel engine into lot of

varieties services and providing on the same application. This achievement could be considered as company mission to lead Online Travel Agent sector especially tourism market.

Picture 1. 2 Top Travel Startups in Indonesia, 2022

Source: Databoks (2022).



According to the "Startup Report 2021-2022Q1" from Annur (2022), Traveloka remains the most recognized travel and hospitality startup in Indonesia, with an impressive 99% recognition rate among respondents. This confirms Traveloka's market dominance. Tiket.com follows closely with 97% recognition, while Pegipegi and RedDoorz also hold significant recognition at 93% and 81%, respectively. The report surveyed 890 individuals aged 18-35, primarily from Java, offering valuable insights into Indonesia's competitive travel and hospitality landscape as companies adapt to technological advancements and shifting consumer preferences to drive customer satisfaction. The online travel booking industry has evolved significantly due to technological advancements and changing consumer preferences. Companies like Traveloka, a leading player in the market, must foster customer loyalty to succeed.

However, there is a notable lack of studies that specifically address customer loyalty in mobile applications within the travel industry. While much research has

explored general customer loyalty, there is limited empirical work that delves into how technology affordance and customer satisfaction influence customer loyalty specifically on mobile apps like Traveloka. According to research conducted by Rodgers et al. (2005), keeping consumers satisfied is one of the most important missions for marketers because of the strong influence of customer satisfaction on brand loyalty, consumer retention, and repeat purchase. The importance placed on on-line satisfaction and loyalty has increased because of the competitive nature of the on-line market, fueled by the increase in the number of on-line retailers and service providers.

Furthermore, research on customer satisfaction in mobile apps within developing countries like Indonesia is scarce. Much of the existing research as done by M. Zhang et al. (2015) has been conducted in more developed markets with high internet penetration, while studies that examine customer satisfaction in emerging markets are limited. Since Traveloka is widely used in Indonesia, understanding the behavioral patterns of Indonesian mobile users is critical, as they may differ due to various socio-economic and cultural factors. Therefore, more targeted research is needed to capture the factors of technology and experience by these users when using online travel agency via mobile apps.

Additionally, the factor that influencing customer satisfaction has been studied by (Bahari et al., 2021). However, the shift in consumer behavior due to mobile technology in online travel agency warrants further exploration. Based on studies from Almansour & Elkrghli (2023), important factor that influence consumers' satisfaction are perceived usefulness and perceived Interactivity Affordance which related to technology affordance. Consumer who perceives a positive usefulness and Interactivity Affordance are more likely to be satisfied. In this context, consumer satisfaction is the marketing outcomes that are commonly related to a positively perceived technology affordance.

Technology affordance in the study of Zhao & Wagner (2023) mention that technology affordance in the case of TikTok and its AI have a significant impact on user interface design and user experience (UX). By understanding the affordances

of a particular technology, designers can create systems that are more intuitive and responsive to user needs and expectations. It is stated on Leung et al. (2023) , AI robot can be modified to fulfill customer satisfaction through modified certain standards of service quality. This also contributes to increased user satisfaction and the effectiveness of technology use in a variety of contexts, including education, healthcare, and e-commerce.

The loyalty of a customer toward online travel mobile application is a complicated one. Customer loyalty is typically correlated with the satisfaction from the customer. The concept of customer satisfaction is multidimensional, analysed from various perspectives, and with distinct valences in different industries (Nikmah et al., 2022). The results showed that price, promotion and service quality are positively related to customer satisfaction in otomotive industry. In turn, customer satisfaction is positively associated with loyalty intentions of the customer. Also, in the findings of Lin & Wang (2006) incorporates user satisfaction as a mediator, in order to explore relation between perceived value and trust toward customer loyalty. Particularly, user that satisfy with online service would likely to be loyal with that online service.

Thus, this study seeks to fill this gap by investigating the influence of technology affordance with customer satisfaction as mediating variable on customer loyalty of Traveloka Mobile Application through a comprehensive empirical analysis. By employing advanced statistical techniques and survey methodologies, this research aims to uncover the intricate relationships between these factors within the context of Traveloka Mobile Application customer loyalty. The findings of this study not only contribute to academic knowledge but also offer practical implications for Traveloka's strategic decision-making processes. Ultimately, by gaining a deeper understanding of the drivers of customer satisfaction, Traveloka can refine its marketing strategies, pricing policies, and customer service initiatives to better meet the evolving needs and preferences of its target audience. Furthermore, the insights derived from this research can serve as a valuable reference for other companies operating in the online travel booking

industry, facilitating informed decision-making and fostering sustainable growth in an increasingly competitive marketplace. Based on the background of problem, the writer is interested in wrote thesis with the title: "**Influence of Technology Affordance on Customer Loyalty with Customer Satisfaction as Mediating Variable of the Traveloka Mobile Application Users**".

I.2 Problem Formulation

I.2.1 Research Statement

The convenience provided by online travel agencies not only provides benefits for tourism sector business people to develop global market access but has also made it easier for prospective tourists to provide information facilities in comparing airline tickets, hotels, and price differences directly. The increasing provision of travel information on online travel agents has enabled tourists to make travel plans easier and more convenient.

Understanding the factors that support customer loyalty at online travel agencies, has become an important element for academics and practitioners. The constant development of information technology has evolved how consumers perceive satisfaction while using services. Online travel agencies have contributed to providing a means of providing complete information and offering up-to-date price transparency. In this case, Traveloka management is required to pay attention to factors that can maximize customer loyalty on Traveloka Mobile Application.

Several studies have attempted to identify factors that drive and influence customer loyalty at online travel agencies by emphasizing various factors such as website quality, perceived value, trust, and electronic word of mouth. However, special attention in integrating factors that influence customer satisfaction at online travel agencies into a more comprehensive model is still relatively minimal. Therefore, the discussion of this study will be conducted empirically on " The Influence of Technology Affordance with User Experience as Moderating Variable on Customer satisfaction of the Traveloka Mobile Application Users".

I.2.2 Research Question

Based on the research statement above there are problems that focused on this research, there are:

1. Does Interactivity Affordance has a positive effect on Customer Satisfaction on Traveloka Mobile Application?
2. Does Information Affordance has a positive effect on Customer Satisfaction on Traveloka Mobile Application?
3. Does Navigation Affordance has a positive effect on Customer Satisfaction on Traveloka Mobile Application?
4. Does Interactivity Affordance has a positive effect on Customer Loyalty on Traveloka Mobile Application?
5. Does Information Affordance has a positive effect on Customer Loyalty on Traveloka Mobile Application?
6. Does Navigation Affordance has a positive effect on Customer Loyalty on Traveloka Mobile Application?
7. Does Customer Satisfaction has a positive effect on Customer Loyalty on Traveloka Mobile Application?
8. Does Customer Satisfaction have an effect as mediating relation between Interactivity Affordance and Customer Loyalty on Traveloka Mobile Application?
9. Does Customer Satisfaction have an effect as mediating relation between Information Affordance and Customer Loyalty on Traveloka Mobile Application?
10. Does Customer Satisfaction have an effect as mediating relation between Navigation Affordance and Customer Loyalty on Traveloka Mobile Application?

I.3 Research Objectives

Research objectives are the desires of researchers for results researchers by presenting what indicators they want found in research. From the background and research focus above, then the problems studied in this study aim to:

1. To examine the effect of interactivity affordance on customer satisfaction towards Traveloka Mobile Application in the online travel booking sector.
2. To examine the effect of information affordance on customer satisfaction towards Traveloka Mobile Application in the online travel booking sector.
3. To examine the effect of navigation affordance on customer satisfaction towards Traveloka Mobile Application in the online travel booking sector.
4. To examine the effect of interactivity affordance on customer loyalty towards Traveloka Mobile Application in the online travel booking sector.
5. To examine the effect of information affordance on customer loyalty towards Traveloka Mobile Application in the online travel booking sector.
6. To examine the effect of navigation affordance on customer loyalty towards Traveloka Mobile Application in the online travel booking sector.
7. To examine the effect of customer satisfaction on customer loyalty towards Traveloka Mobile Application in the online travel booking sector.
8. To explore the mediating effect of customer satisfaction between interactivity affordance with customer loyalty towards Traveloka Mobile Application.
9. To explore the mediating effect of customer satisfaction between information affordance with customer loyalty towards Traveloka Mobile Application.
10. To explore the mediating effect of customer satisfaction between navigation affordance with customer loyalty towards Traveloka Mobile Application.

To provide actionable insights and recommendations for Traveloka Mobile Application to enhance its company technology affordance initiatives aimed at fostering customer satisfaction in the competitive online travel booking market.

I.4 Research Contribution

I.4.1 Theoritical Benefit

It is hoped that this research will be useful for internal development management science, especially the field of marketing management science in perspective Traveloka Mobile Application user behavior related to technology affordance.

I.4.2 Practical Benefit

It is hoped that this research can provide additional information for Traveloka Mobile Application parties in formulating and implementing strategies for maintain customer satisfaction. Apart from that, the results of this research are also expected can be used as input and evaluation material for online traveling platform companies to set company technology affordance and user experience especially Traveloka.

I.5 Contextual Review

Traveloka, officially known as PT Trinusa Travelindo, is an Indonesian technology company specializing in travel and ticketing services. Based in Jakarta, Indonesia, Traveloka operates across six countries and remains the largest online travel app in Southeast Asia as of 2022. Founded in 2012 as a travel search engine, Traveloka quickly evolved into a full-fledged online travel agency (OTA) and ticket reservation website. Initially launching in September 2012, the company initially served as a metasearch site aggregating flight data in Indonesia before expanding its services significantly over the years. Key milestones include introducing hotel bookings in July 2014, launching iOS and Android apps in August 2014, and achieving 10 million monthly visitors by the end of that year.

To enhance its reach and offer better services, Traveloka collaborates extensively with various industries, including hospitality, beauty, and healthcare. This strategic approach allows the company to cater to a broader audience while maintaining strong relationships with suppliers and partners. Traveloka has successfully integrated over 100,000 hotels, apartments, and other accommodations into its booking system, along with partnerships with nearly 100 airlines. In recent years, Traveloka has continued to innovate by incorporating features like online check-in and airport transportation services. The acquisition of three online travel agencies—Pegipegi from Indonesia, Mytour from Vietnam, and Travelbook from the Philippines—in December 2018 marked another significant step towards consolidation in the sector. Overall, Traveloka’s dynamic evolution reflects its

commitment to innovation and customer satisfaction, positioning it firmly as a premier player in the global travel tech landscape.