

The Effect of Service Quality of E-Ticketing Technique on Word of Mouth and Repurchase Intention with Customer Satisfaction as an Intervening Variable in Online Services at Traveloka in Binjai City

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DOI: <https://doi.org/10.52403/ijrr.20220824>

ABSTRACT

The phenomenon in this study is that consumers have not repurchased travel tickets at Traveloka in the future. Consumers have not recommended other people to buy travel tickets on Traveloka. Data security in purchasing Traveloka services is not guaranteed. User friendliness in purchasing Traveloka services is still lacking. Accordingly, this study aims to determine whether the service quality of e-ticketing technique has an effect on word of mouth and repurchase intention through customer satisfaction as an intervening variable at Traveloka online services in Binjai City. The data analysis technique used is a quantitative method, and this study uses path analysis. The sample consisted of 160 respondents, and we used a questionnaire to collect the data. The results showed that the service quality of the e-ticketing technique had a positive and significant effect on customer satisfaction. The service quality of the e-ticketing technique has a positive and significant effect on word of mouth. The service quality of the e-ticketing technique has a positive and significant effect on repurchase intention. Consumer satisfaction has a positive and significant effect on word of mouth. Consumer satisfaction has a positive and significant effect on repurchase intention. The service quality of the e-ticketing technique has a positive and significant effect on word of mouth through customer satisfaction as an intervening variable. The service quality of the e-ticketing

technique has a positive and significant effect on repurchase intention through customer satisfaction as an intervening variable.

Keywords: service quality of e-ticketing technique, customer satisfaction, word of mouth, repurchases intention

INTRODUCTION

Business competitiveness and internet use are growing rapidly throughout the world, and the region with the highest level of internet usage is Asia (Kyauk, 2014). Today's increasingly fierce business competition requires companies to have a competitive advantage in order to continue to exist in business. There are many ways that can be applied to create a competitive advantage. One way that can be done to create a competitive advantage is to use modern marketing techniques with the help of internet technology, namely information and communication, that are considered the most frequently used by organizations, namely as a medium to promote and sell company products or services, as well as simplify the transaction process and strengthen the relationship between the company and the customer (Qteistat, 2014). One of the industries that continues to utilize the internet is the e-ticketing business, which offers a number of

advantages to organizations, such as lower costs and better operational efficiency. Some of the companies that employ the e-ticketing business are travel agents (Qteitstat, 2014). The travel agent business is growing rapidly, inseparable from the expansion of transportation, hotels, and tour operators. Travel agent businesses compete to create advantages in order to fulfill consumer needs. Due to the increasing consumer needs for products and services, these provide business opportunities for entrepreneurs to offer convenience attributes to consumers. The travel agent business will grow when the ticket booking system is supported by an online payment system and offers convenience in many ways, such as an easy search for information on travel schedules and ticket prices. Consumers will order tickets anytime and anywhere without having to come to the relevant travel agent bureau (Oroh, 2015). These are some of the positive benefits of using information technology.

The importance of using information technology, particularly for business purposes and types of service to consumers, means that each company must be able to provide good services to satisfy consumers (Shah, 2016), especially when choosing and buying e-ticketing services (Qteistat, 2014). Increased consumer satisfaction can be stimulated by several factors. It can create repurchase intentions for certain products (Mpinganjira, 2014; Byambaa, 2012). Specifically, research on the effect of service quality of e-ticketing techniques with customer satisfaction as the dependent variable in order to test the influence of customer technical support, infrastructure, data security, and user-friendliness as supporting attributes available on the internet, customer satisfaction support systems, as well as the availability of services and benefits for decision making when purchasing e-tickets (Qteitstat, 2014). It includes offerings such as infrastructure, security, user-friendliness, and consumer technical support. This study will be conducted on consumers who use Traveloka

services. The object of research with the consideration that one of the service companies engaged in the travel agent industry with a modern marketing management system is Traveloka. Traveloka has implemented a marketing system through the internet network with easy access and detailed information regarding all consumer needs for train or plane tickets, hotel reservations, and travel trips (Utami, 2010).

By linking the four independent variables with customer satisfaction as the dependent variable, it is possible to gain a deeper understanding of how customer satisfaction is developed when buying e-tickets. (Mpinganjira, 2015; Osman, 2013). The service quality of an e-ticketing technique is measured using four factors: customer technical support; infrastructure; data security; and user friendliness. Customer technical support relates to the service and support provided. Consumers can easily transact business with the company. Infrastructure refers to all the facilities provided to make it easier to transact business. Data security relates to guaranteeing the security of consumers' personal data during dealings with the company. User-friendliness is related to the ease of accessing the company's website (Qteishat, 2014). The company's ability to combine marketing techniques in the media will make it easier for consumers to access the company's website. In addition, the good service quality of e-ticketing technique will contribute to service quality in increasing the level of customer satisfaction and, in the long term, will foster repurchase intention (Moeeni, 2014; Wantara, 2015; Osman, 2013).

The results of the pre-survey research on repurchase intention on Traveloka online services in Binjai City show that there are 23.34% of consumers who have not recommended other people to buy tickets at Traveloka. thing. The results of research by Moeeni (2014) and Osman (2013) show that service quality has a significant effect on repurchase intention. In contrast, the

results of Wantara's research (2015) discovered that service quality has no significant effect on repurchase intention. There are inconsistent results of their research (see Moeeni, 2014; Osman, 2013; Wantara, 2015).

Pre-survey results regarding service quality at Traveloka online services in Binjai City indicate that user friendliness in purchasing Traveloka services is still lacking. Haryono (2015) explains the importance of satisfaction as the extent to which the perceived performance of a product or service meets expectations and fulfills consumer needs. If the performance of the product is lower than customer expectations, the customer is dissatisfied. If the performance matches or exceeds customer expectations, the customer is satisfied. The attention to customer satisfaction has been growing. With tighter competition, more and more producers are involved in fulfilling consumer expectations due to each company's obligation to place an emphasis on customer satisfaction as the primary priority (Rezaei, 2013). A company able to provide good service will encourage customer interest to reuse these services so as to create satisfaction. The service quality that makes customers feel satisfied is employees who arouse customer trust, who provide a sense of security for guests when customers make their transactions, and employees who are more polite. This is what makes customers feel happy. Service companies must maintain services carefully because they can have a deep influence on customer satisfaction (Rezaei, 2013). The results of research by Kumar (2013) and Kumbhar (2011) show that service quality has a significant effect on customer satisfaction. The results of Shah's research (2016) show that service quality has no significant effect on customer satisfaction. There are inconsistent results between the studies (see Kumar, 2013; Kumbhar, 2011; Shah, 2016).

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brand based on their own satisfaction with the product (Hidayati, 2013). Individuals' feelings of pleasure or disappointment that arise as a result of comparing themselves or their perception of the performance or services they received (Khan, 2012). The results of research by Itsarintr (2010) show that word of mouth has a significant effect on repurchase intention. The results of Muhammad's research (2013) show that word of mouth has no significant effect on repurchase intention. There is a research gap between previous work.

Pre-survey findings about word-of-mouth for Traveloka online services in Binjai City indicate that 16.67% of customers are unwilling to recommend Traveloka to others who need online travel agency services. This is an issue with word-of-mouth. Based on these issues, the following research questions are posed:

RQ1: Does the service quality of the e-ticketing technique affect consumer satisfaction at Traveloka online services in Binjai City?

RQ2: Does the service quality of the e-ticketing technique affect word of mouth on Traveloka online services in Binjai City?

RQ3: Does the service quality of the e-ticketing technique affect the repurchase intention of Traveloka online services in Binjai City?

RQ4: Does consumer satisfaction affect word of mouth for Traveloka online services in Binjai City?

RQ5: Does customer satisfaction affect repurchase intention for Traveloka online services in Binjai City?

RQ6: Does the service quality of the e-ticketing technique affect word of mouth, with customer satisfaction as an intervening variable at Traveloka online services in Binjai City?

RQ7: Does the service quality of e-ticketing technique affect repurchase intention, with customer satisfaction as an intervening variable at Traveloka online services in Binjai City?

Therefore, the objectives of this study are:

1. Determine and analyze the relationship between the quality of e-ticketing services and customer satisfaction at Traveloka's online services in Binjai City.
2. Determine and analyze the relationship between the service quality of the e-ticketing technique and word of mouth on Traveloka's online services in Binjai City.
3. Determine and analyze the relationship between e-ticketing service quality and repurchase intention at Traveloka's online services in Binjai City.
4. Determine and analyze the relationship between consumer satisfaction and word of mouth at Traveloka's online services in Binjai City.
5. Determine and analyze the relationship between customer satisfaction and repurchase intention at Traveloka's online services in Binjai City.
6. Determine and analyze the relationship between the service quality of the e-ticketing technique and word of mouth with customer satisfaction as an intervening variable in Traveloka's online services in Binjai City.
7. Determine and analyze the relationship between the service quality of e-ticketing technique and repurchase intention with customer satisfaction as an intervening variable at Traveloka's online services in Binjai City.

This study is anticipated to offer insight and knowledge, particularly regarding the empirical results of the service quality of e-ticketing technique on word-of-mouth and intention to repurchase. Customer satisfaction serves as an intervening variable between the influence of the service quality of e-ticketing technique on word-of-mouth and repurchase intention and the effect of the service quality of e-ticketing technique on these two variables.

LITERATURE REVIEW

E-commerce

The evolution of telecommunications technology and computerization results in cultural shifts in daily life. In this highly evolved age, electronic media has become one of the primary channels for commerce and communication. Today, almost all businesses utilize the internet to advertise their services and products. Significant growth has been seen in the business model between e-commerce service providers and individual consumers as the digital economy crosses international boundaries (Kumar, 2013; Alshehri, 2012).

Kumar (2013) defines e-commerce as an economic transaction in which buyers and sellers form a contract agreement regarding the price and delivery of certain goods or services using electronic media from the internet and complete the transaction by delivering and paying for the goods or services according to the contract. Kumbhar (2011) describes e-commerce as the use of the internet and the World Wide Web to conduct business transactions, and digital e-commerce may facilitate business transactions between businesses and people (Hsu, 2010).

Business-to-business e-commerce (trade between business actors) and business-to-consumer e-commerce (trade between business actors and consumers) are the two segments of e-commerce. The concept of e-commerce reduces logistics, marketing, and operating expenses, thereby maintaining low pricing. It may induce an increase in sales volume if offered at a low price. Additionally, the concept of e-commerce is highly effective and efficient, and it may save time and space, particularly now that the internet network is simple to access, backed by a rising number of wifi hotspots and improved network providers (Kumar, 2013; Chakraborty, 2014).

Customer satisfaction

In a decision process, consumers will not stop buying until the consumption process. Consumers will evaluate the consumption process that has been done. This is called the post-purchase or post-consumption

evaluation of alternatives. This process can also be referred to as the second-stage alternative evaluation process. The result of the second stage of post-consumption evaluation is that consumers are satisfied or dissatisfied with the consumption of the product or brand that has been done. Satisfaction will encourage consumers to buy and consume the product again. Conversely, feeling dissatisfied will cause consumers to be disappointed and stop repurchasing and consuming the product (Kotler, 2012; Osman, 2013).

Consumer satisfaction is an emotional response to the evaluation of the consumption experience of a product or service (Chakraborty, 2014). As Kotler (2012) argues, it is the extent to which the perceived performance of a product or service meets buyer expectations. If the product performance is lower than consumer expectations, the consumer is dissatisfied. If the performance matches or exceeds consumer expectations, the consumer is satisfied. The conclusion is that satisfaction will be achieved when consumer expectations are in accordance with the reality they get. Meanwhile, consumer satisfaction will strengthen attitudes towards the brand if consumers are more likely to repurchase the same brand (Hidayat, 2012).

The importance of consumer satisfaction has grown in recent years. Increasingly, more individuals are paying attention to this. Marketers, customers, consumers, and consumer behavior researchers are the parties most closely linked to consumer satisfaction and dissatisfaction (Shah, 2016). As more and more manufacturers participate in satisfying customers' needs and wants, competition is intensifying, and as a result, companies are emphasizing consumer satisfaction as their primary objective. This is seen in the growing number of organizations that emphasize customer satisfaction in their mission statements, ads, and public relations initiatives (Wantara, 2015). Today, it is considered that the key to success is providing customers with value

and satisfaction through the provision of high-quality services and products at attractive pricing (Haryono et al., 2015).

Consumers have more options due to the expanding number of producers selling goods and services. Hence, the bargaining power of consumers is increasing. Consumer rights are rapidly attracting tremendous attention, notably the security component of the use of specific products or services. Now, there are numerous consumerist activities that fight for consumer rights and corporate ethics, as well as awareness and love for the environment. They try to ensure satisfaction from all parties and other crucial factors (Wantara, 2015).

Basically, customer satisfaction is a principle thing that must be met by the company in the process of retaining consumers and forming consumer loyalty to the products and services sold by the company. (Chinomona, 2013; Akbar, 2011). In evaluating satisfaction with certain products, services, or companies, consumers generally refer to various factors or dimensions.

According to Hidayat (2016), factors that are often used in evaluating decisions on a manufactured product include: performance, additional features, reliability, conformance to specifications, durability, serviceability, aesthetics, and perceived quality. Meanwhile, to evaluate services that are intangible, consumers commonly use several attributes or factors that are better known as "service quality," which consists of tangibles, reliability, responsiveness, assurance, and empathy (Rizan, 2014).

In evaluating satisfaction with a particular company, the determining factors used can be a combination of the determinants of satisfaction with products and services. Consumers generally use the aspect of service and the quality of the goods or services purchased (Haryon, 2015).

Repurchase Intention

Repurchase intention pertains to a situation when a customer is willing and intends to be

involved in future transactions (Rizan, 2014). It is a person's decision to repurchase a product or reuse a service that has been purchased or used, which is usually based on the satisfaction obtained after using the product or service (Sihombing, 2012). Repurchase intention reflects the action of consumers to buy or not buy a product (Chakraborty, 2014). In the consumption process, this purchase intention or repurchase intention is closely related to the motivation to use or buy particular products (Akbar, 2009). The reason for this purchase is different for each customer. Customers will choose products that contain attributes that they believe are relevant to their needs (Byambaa, 2012).

Shah (2016) states that intentions are the tendency to take action on objects. Meanwhile, Hidayat (2016) states that intentions are related to consumer attitudes and behavior. The Theory of Planned Behavior proposed by Eid (2011) states that attitudes can be used to predict behavioral intentions. When consumers have a good attitude towards the product or service they receive, they tend to have an interest in behaving favorably or benefiting the company. This can strengthen consumer relations with the company (Wantara, 2015). A customer's repurchase intention shows the customer's desire to make repeat purchases (Ahmed, 2014). Some characteristics of repurchase intention according to Chakraborty (2014) are as follows: Intention is considered a "trap" or intermediary between motivational factors that influence behavior. Intention also indicates how far someone has the will to try. Intention shows the measurement of a person's will. Intention is related to persistent behavior.

Osman (2013) argues that a specific type of repurchase intention is a repeat purchase, which reflects whether customers anticipate buying a similar product or brand again. It relates to a person's planned decision to repurchase particular services that takes into consideration what they are experiencing

and their level of preference (Chinomona, 2013).

Word of mouth communication

Word-of-mouth communication is a kind of communication and promotion that is often used in marketing, where consumers and customers frequently convey information directly to other prospective customers about their experience with a product or service. Kotler (2012) posits that word-of-mouth communication is a communication method in the manner of offering recommendations, either individually or in groups, for products that attempt to deliver personal information. This communication is widely employed by firms that manufacture both products and services since word of mouth is regarded as extremely successful in accelerating the marketing process and may bring advantages to the company (Mousavi, 2015).

In purchase behavior, according to Haryono (2015), word of mouth is a consumer act that delivers information about brands, goods, and services to other customers in an interpersonal and noncommercial manner. According to Kotler (2012), customers accept and react to word-of-mouth when they do not get sufficient information on assistance with decision-making and the product is extremely complicated and tough to evaluate using criteria assessment. When other sources lack credibility, it is simpler to access the influence of others because they may be addressed, saving time and effort. Word-of-mouth is carried out freely by customers based on their own personal experiences, resulting in the formation of confidence in a product or service based on the recommendations of other consumers. Word of mouth should not be developed randomly by a corporation; word of mouth is formed when the product given provides customers with beneficial features or advantages (Itsarintr, 2010).

The effect of the service quality of e-ticketing technique on customer satisfaction

Today's business development cannot be separated from the role of information technology. The development of information technology has been adopted by many companies to create many competitive advantages, ranging from product design and production processes to marketing the company's products or services. The capability of a company to apply information technology in its business activities will increase its competitive advantage. The influence of service quality of e-ticketing techniques, consisting of customer technical support, infrastructure, data security, and user-friendliness, on customer satisfaction is being studied. Customer technical support relates to services and support provided by travel agent companies personally so that consumers can easily transact business with them. Infrastructure refers to all the facilities provided to make it easier for consumers to transact business with the company (Qteishat, 2014). Data security relates to guaranteeing the security of consumers' personal data during business dealings with the company. User-friendliness is related to the ease of accessing the company's website (Qteishat, 2014).

The company's capability to provide customer technical support plays an important role in shaping the decision-making for individuals to take advantage of e-ticketing services. Customer perception is influenced by the level of support provided to customers, especially when problems arise in e-ticketing services. Infrastructure is essential for the development of a complete system that simultaneously satisfies consumer demands and streamlines activities inside the company. Without the infrastructure to enable e-ticketing, enterprises will not be able to exploit these services to realize cost savings and boost customer satisfaction (Haryono, 2015). Data security in internet commerce is crucial.

This is because customers pay attention to security systems (identification, credit or debit cards, and so on) when consumers make transactions online (Mousavi, 2015). Security problems associated with e-ticketing are a major obstacle to the adoption of e-ticketing services by the public (Kumar, 2013). This is due to the fact that e-ticketing security flaws permit a variety of customer privacy violations. This scenario compels marketers to pay attention to the security features of customer data to promote consumer satisfaction in the e-ticketing sector (Febriani, 2011).

The effect of consumer satisfaction on word of mouth

Word of mouth is an indication of customer loyalty (Ahmed, 2014). (Ahmed, 2014). Positive word of mouth offers a positive contribution to the firm. Consumers are ready to do word of mouth when they are satisfied with the consumption of a company's services or products. This circumstance indicates that, to build favorable word of mouth, corporations may accomplish this by generating high quality goods, creating customers who feel that the company's products can be depended on to satisfy consumer demands and are satisfied with consuming the company's products.

Based on the concept of the link between customer satisfaction and word of mouth and the findings of research by Haryono (2015), the results of Haryono's study (2015) uncovered evidence that consumer satisfaction has a significant and positive impact on word of mouth.

The effect of consumer satisfaction on consumers' repurchase intention

Many firms offer comparable products or services, and consumers may choose a firm that is capable of delivering the highest degree of satisfaction for the product or service that they will consume. Customers may assess services or products that they have experienced and are capable of generating satisfaction for themselves. Perceived satisfaction in the long run will encourage loyalty. Loyalty is exhibited by the readiness of consumers to make repeat purchases and offer recommendations to others (Mousavi, 2015). Likewise, in the e-ticketing sector, consumers who are satisfied with the offerings of an e-ticketing service firm will be loyal to the company. Therefore, the concept of the relationship between customer satisfaction and word-of-mouth and repurchase intention is an attractive one to be studied (Haryono, 2015).

Conceptual framework

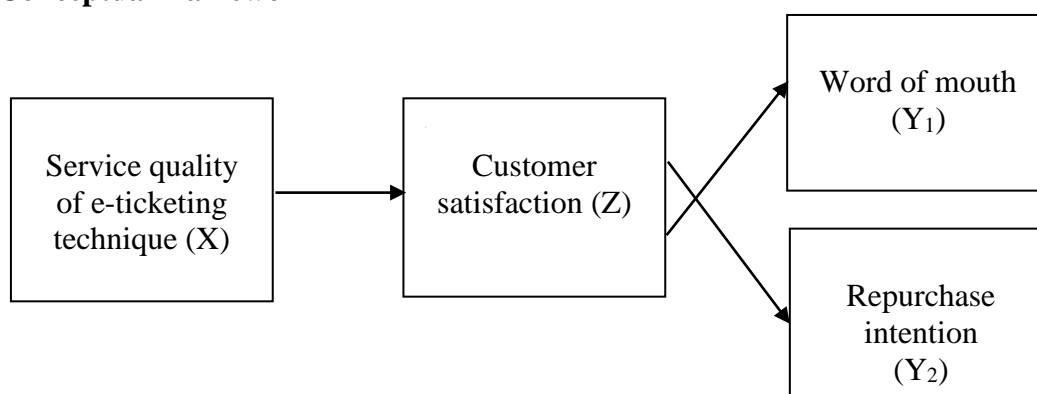


Figure 1: Conceptual framework

The hypotheses proposed in this study are:
H1: The service quality of the e-ticketing technique has a positive and significant

effect on customer satisfaction at Traveloka online services in Binjai City.

H2: The service quality of the e-ticketing technique has a positive and significant effect on word of mouth at Traveloka online services in Binjai City.

H3: The service quality of the e-ticketing technique has a positive and significant effect on repurchase intention at Traveloka online services in Binjai City.

H4: Consumer satisfaction has a positive and significant effect on word of mouth at Traveloka online services in Binjai City.

H5: Consumer satisfaction has a positive and significant effect on repurchase intention at Traveloka online services in Binjai City.

H6: The service quality of e-ticketing technique has a positive and significant effect on word of mouth through customer satisfaction as an intervening variable at Traveloka online services in Binjai City.

H7: The service quality of the e-ticketing technique has a positive and significant effect on repurchase intention through customer satisfaction as an intervening variable at Traveloka online services in Binjai City.

RESEARCH METHODS

This method of study involves quantitative research, namely systematic scientific investigation into the elements and phenomena and the causal linkages between variables. Researchers undertake quantitative research that is associative. The nature of this study may be determined based on the correlation between the study's variables. The population of this research is consumers who live in Binjai City and use Traveloka's online services at least once. The sample was taken with a non-probability sampling sample design and determined by certain sample criteria. The size of the sample is at least five times greater than the number of questions or statement items. Therefore, in this study, there were 16 statement items, so the number of respondents obtained was 160.

Methods for collecting and analyzing data

The source of study data is primary data gathered directly from consumers in Binjai who use Traveloka's online services. The data is gathered by the delivery of questionnaires with questions to be completed by customers. For data analysis, descriptive statistics and path analysis are used. To establish the degree of effect between the independent variables and the dependent variable, hypotheses were tested using simultaneous significance tests (F-statistical test), partial significance tests (t-statistical test), and the coefficient of determination (R²)

Operationalization of variables

The service quality of e-ticketing technique (X) relates to a service provided on the internet network as an extension of the ability of a site to facilitate shopping and distribution activities effectively and efficiently. Consumer satisfaction (Z) pertains to what they perceive to occur after comparing service performance to their expectations. Word of mouth (Y1) is a kind of communication and promotion that is often used in the marketing area in which customers are involved to convey information directly to other potential customers regarding their experience of consuming a product or service. Repurchase intention (Y2) is the consumer's decision process to repeat purchase.

RESULTS

This research was conducted to determine the effects of several independent variables on the dependent variable directly or through intervening variables. In this study, questionnaires were distributed to research respondents, namely consumers who live in Binjai City and have applications and use Traveloka's online services. The number of sets of questionnaires that were distributed and measured was 160 samples.

Characteristics of respondents

Table 1: Characteristics of respondents

Characteristics	Frequency	Percentage
Gender		
Male	99	61.9
Female	61	38.1
Amount	160	100.0
Age		
Above 40 years	53	33.1
Below 40 years	107	66.9
Amount	160	100.0
Education		
Diploma	14	8.8
Bachelor's degree	68	42.5
Master's degree	5	3.1
Senior High School	73	45.6
Amount	160	100.0

Mean results for all variables

Table 2: Mean results for all variables

Constructs	Mean	Classification
Service quality of e-ticketing technique (X)	3.33	Fairly
Customer satisfaction (Z)	3.72	Good
Word-of-mouth (Y1)	3.25	Fairly
Repurchase intention (Y2)	3.34	Fairly

Classical assumption test results

Normality test

Table 3: Normality test results for the first and second substructures

		Unstandardized Residual	Unstandardized Residual
		First substructure	Second substructure
N		160	160
Normal Parameters ^a	Mean	.0000000	.0000000
	Std. Deviation	3.15084304	1.08041187
Most Extreme Differences	Absolute	.085	.051
	Positive	.047	.045
	Negative	-.085	-.051
Kolmogorov-Smirnov Z		1.077	.642
Asymp. Sig. (2-tailed)		.197	.804

The output results from the first substructure normality test show that the Asymp value. Sig. (2-Tailed) is 0.197, while the second substructure shows that the Asymp value. Sig. (2-Tailed) is 0.804. Both values are

greater than 0.05. Thus, it can be concluded that the research data meets the requirements of the normality test (see table 3).

Multicollinearity test results

The multicollinearity test is as follows:

Table 4. Multicollinearity test results

First substructure		
Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Service quality of e-ticketing technique	1.000	1.000
Second substructure		

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Service quality of e-ticketing technique	.519	1.925
Customer Satisfaction	.519	1.925

Table 4 reveals that the Variance Inflation Factor (VIF) for service quality of e-ticketing technique (X) is 1,000 in the first substructure and 1,925 in the second substructure. Both substructures have tolerance values greater than 0.10 and VIF

values less than 10. It is thus confirmed to be free of multicollinearity problems.

Multiple linear regression analysis results

Here are the results of putting the data through the first and second substructure regression models:

Table 5: Multiple linear regression model results

Model	First substructure		Standardized Coefficients	t	Sig.
	Unstandardized Coefficients				
	B	Std. Error	Beta		
(Constant)	4.421	1.502		2.944	.004
Service quality of e-ticketing technique	1.343	.111	.693	12.093	.000
Second substructure					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	.217	.531		-.251	.802
Service quality of e-ticketing technique	.626	.053	.720	11.805	.000
Customer Satisfaction	.069	.027	.154	2.527	.013
Third substructure					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	.273	.533		-.273	.785
Service quality of e-ticketing technique	.502	.053	.566	9.431	.000
Customer Satisfaction	.156	.027	.342	5.692	.000

Table 5 above shows that in the first substructure, the constant with a value of 4.421 explains that if the service quality of the e-ticketing technique is zero, customer satisfaction will be 4.421. The value of the constant b1 is 1.343, explaining that if the service quality of e-ticketing technique increases by one unit, customer satisfaction will increase by 1.343. The second substructure, the value of constant a is 0.217, explaining that if the service quality of e-ticketing technique and customer satisfaction is zero, word of mouth will be formed with a value of 0.217.

The value of the constant b1 is 0.626, explaining that as the service quality of e-ticketing technique increases by one unit, word of mouth will increase by 0.626. The value of the constant b2 is 0.069, explaining

that customer satisfaction increases by one unit and word of mouth will increase by 0.069. The third substructure, constant with a value of 0.273, explains that if the service quality of the e-ticketing technique is zero and customer satisfaction is zero, the repurchase intention formed is 0.273. The value of the constant b1 is 0.502, explaining that as the service quality of e-ticketing technique increases by one unit, repurchase intention will also increase by 0.502. The value of the constant b2 is 0.156, explaining that the customer satisfaction variable increases by one unit, so the repurchase intention variable will increase by 0.156.

Path analysis

Direct effect

The results of the study will prove the compiled hypothesis. The effect of the service quality of e-ticketing technique (X) on customer satisfaction (Z) can be directly formulated as: $X \rightarrow Z = 0.693$. The effect of the service quality of the e-ticketing technique (X) on word of mouth (Y1) can be directly formulated as: $X \rightarrow Y1 = 0.154$. The effect of the service quality of e-ticketing technique (X) on repurchase intention (Y2) can be directly formulated as: $X \rightarrow Y2 = 0.342$. The direct effect of customer satisfaction (Z) on word of mouth (Y1) can be formulated as: $Z \rightarrow Y1 = 0.720$. The influence of customer satisfaction (Z) on repurchase intention (Y2) can be directly formulated as: $Z \rightarrow Y2 = 0.566$.

Indirect effect

The service quality of the e-ticketing technique (X) has an indirect effect on word

of mouth (Y1) through customer satisfaction (Z). This can be formulated as: $X \rightarrow Z \rightarrow Y1$, or $(0.693) (0.720) = 0.498$. The service quality of the e-ticketing technique (X) has an indirect effect on repurchase intention (Y2) through customer satisfaction (Z). This can be formulated as: $X \rightarrow Z \rightarrow Y2$ or $(0.693) (0.566) = 0.392$.

Total effect

The total effect of the service quality of the e-ticketing technique (X) on word of mouth (Y1) through customer satisfaction (Z). This can be formulated as: $X \rightarrow Z \rightarrow Y1 = 0.498 + 0.154 = 0.652$. The total effect of the service quality of the e-ticketing technique (X) on repurchase intention (Y2) through customer satisfaction (Z). This can be formulated as: $X \rightarrow Z \rightarrow Y2 = 0.392 + 0.342 = 0.734$.

The following is a summary of the results of the regression analysis in table 6.

Table 6: Summary of regression analysis results

Hypotheses	variable-to-variable relationship	Direct effect	Indirect effect	Total effect	Decision
H1	$X \rightarrow Z$	0,693	-	-	Accepted
H2	$X \rightarrow Y1$	0,154	-	-	Accepted
H3	$X \rightarrow Y2$	0,342	-	-	Accepted
H4	$Z \rightarrow Y1$	0,720	-	-	Accepted
H5	$Z \rightarrow Y2$	0,566	-	-	Accepted
H6	$X \rightarrow Z \rightarrow Y1$	-	0,498	0,652	Accepted
H7	$X \rightarrow Z \rightarrow Y2$	-	0,392	0,734	Accepted

The result of the coefficient of determination

The results of the coefficient of determination test are as follows:

Table 7: Test results of coefficient of determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
First substructure	.693 ^a	.481	.477	3.16080
Second substructure	.835 ^a	.696	.693	1.08727
Third substructure	.840 ^a	.706	.702	1.09198

Table 7 shows the test result of the coefficient of determination in the first substructural regression model is 0.477, meaning that 47.7 percent of customer satisfaction can be explained by the variable service quality of the e-ticketing technique. 52.3 percent were influenced by other variables that were not included in the research model. The result of the coefficient

of determination test in the second substructural regression model is 0.693. It can be deduced that the variables of service quality, e-ticketing technique, and customer satisfaction account for 69.3 percent of word of mouth. While other variables not included in the research model influence the remaining 30.7 percent.

The result of the coefficient of determination test on the third substructural regression model is 0.702, so it can be interpreted that 70.2 percent of the repurchase intention can be explained by the

service quality of the e-ticketing technique and customer satisfaction variables. The remaining 29.8 percent is influenced by variables not included in the research model.

Simultaneous significance test results

Table 8: Simultaneous significance test results

Second substructure					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	425.895	2	212.947	180.134	.000 ^a
Residual	185.599	157	1.182		
Total	611.494	159			
Third substructure					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	449.483	2	224.741	188.474	.000 ^a
Residual	187.211	157	1.192		
Total	636.694	159			

Table 8 shows that F-count is 180,134 for the second substructure and F-Table 3,05, with significance = 0,000, meaning the service quality of e-ticketing technique and customer satisfaction have a significant influence on word of mouth simultaneously. Therefore, the hypothesis is accepted. The

third substructure, F-count is 188,474, and F-Table 3.05, with a significance of 0.000, meaning that service quality of e-ticketing technique and customer satisfaction have a significant influence on repurchase intention simultaneously. Therefore, the hypothesis is accepted.

Partial significance test results

Table 9: Partial significance test results

First substructure model					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.421	1.502		2.944	.004
Service quality of e-ticketing technique	1.343	.111	.693	12.093	.000
Second substructure model					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.217	.531		-.251	.802
Service quality of e-ticketing technique	.626	.053	.720	11.805	.000
Customer satisfaction	.069	.027	.154	2.527	.013
Third substructure model					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.273	.533		-.273	.785
Service quality of e-ticketing technique	.502	.053	.566	9.431	.000
Customer satisfaction	.156	.027	.342	5.692	.000

Table 9 explains the following results: Hypothesis testing shows t-table = 1,975 < t-count = 12,093, significance = 0,000 < 0,05, The hypothesis that states there is a

positive and significant influence of the service quality of e-ticketing technique on customer satisfaction is acceptable.

Hypothesis testing shows $t\text{-table} = 1,975$, lower than $t\text{-count} = 11,805$, significance = 0,000, lower than 0,05. The hypothesis states that there is a positive and significant influence of the service quality of e-ticketing technique on word of mouth, which is acceptable.

Hypothesis testing shows $t\text{-table} = 1,975$ lower than $t\text{-count} = 2,527$, significance = 0,013 lower than 0,057, and concluded that the proposed hypothesis has a positive and significant influence of customer satisfaction on word of mouth is acceptable.

Hypothesis testing shows $t\text{-table} = 1,975$ less than $t\text{-count} = 9,431$, significance = 0,000 less than 0,05. The hypothesis that states there is a positive and significant influence of the service quality of e-ticketing technique on repurchase intention is acceptable.

Hypothesis testing shows that $t\text{-table} = 1,975$ is lower than $t\text{-count} = 5,692$, significance = 0,000 is lower than 0,05, In conclusion, the positive and significant influence of customer satisfaction on repurchase intention is proven and acceptable.

DISCUSSION

The influence of service quality of e-ticketing technique on customer satisfaction

The findings indicate that the service quality of the e-ticketing technique has a positive and statistically significant influence on customer satisfaction. Infrastructure is essential for the development of a complete system that simultaneously satisfies consumer demands and streamlines activities inside the company. Without the infrastructure to enable e-ticketing, Traveloka in Binjai City would be unable to save costs and boost customer satisfaction with this service. Data security in internet commerce is crucial. This is due to the fact that customers pay close attention to security systems (identification, credit or debit cards, etc.) while transacting with internet firms. E-ticketing security concerns are a key impediment to the public's

acceptance of e-ticketing services. This is due to the fact that e-ticketing security flaws permit a variety of customer privacy violations. This scenario compels Traveloka in Binjai City to focus on the security elements of consumer data in order to increase customer satisfaction. The findings of this study are consistent with those of Qteishat (2014), who found that the service quality of e-ticketing procedures has a significant impact on consumer satisfaction. The effect of service quality on customer satisfaction for e-ticketing solutions, including infrastructure, data security, and user-friendliness, is being investigated. Customer technical support refers to the services and assistance offered by travel agency firms so that customers in Binjai City may effortlessly do business with Traveloka. Infrastructure refers to all the amenities offered to make doing business with Traveloka in Binjai City simpler for customers. Data security entails ensuring the safety of customers' personal information throughout business transactions with Traveloka in Binjai City. User-friendliness refers to the Traveloka website's accessibility in Binjai City. Individuals' decisions to use e-ticketing systems are significantly influenced by a company's capability to offer excellent technical help. The degree of customer care influences consumer perception particularly when difficulties develop with e-ticketing systems.

The influence of service quality of e-ticketing technique on word of mouth

According to the finding, the service quality of e-ticketing techniques has a significant and positive effect on word of mouth. Consumer satisfaction is influenced by the e-ticketing system's service quality, which comprises of infrastructure, data security, and user-friendliness. Customer technical support refers to the services and assistance offered by Traveloka in Binjai City, so that customers may do business with the firm with ease. Infrastructure refers to the amenities made available to customers to

facilitate the process of doing business with Traveloka in Binjai City. Data security relates to ensuring the confidentiality of a consumer's personal information during commercial interactions with a company. Accessibility to the Traveloka site in Binjai City is correlated with user-friendliness. Haryono's study (2015) argues that the service quality of e-ticketing techniques has a significant effect on word-of-mouth.

The influence of service quality of e-ticketing technique on repurchase intention

The results reveal that the service quality of the e-ticketing technique has a positive and significant effect on the intention to repurchase. The capacity of Traveloka in Binjai City to give customer technical assistance has a major role in influencing customers' decisions about the use of e-ticketing services. The degree of customer support influences consumer perception, particularly when problems occur with the e-ticketing service. It becomes essential to develop a comprehensive system that simultaneously satisfies customer needs and optimizes operations inside the company. Without the infrastructure to support e-ticketing, Traveloka in Binjai City would be unable to use this service to reduce costs while also increasing customer satisfaction. Data security in e-commerce is an important responsibility. This occurs because customers at Traveloka in Binjai City focus their attention on the security system while doing transactions. These findings concur with those of Itsarintr (2010), who found that the service quality of e-ticketing techniques had a significant impact on repurchase intention.

The influence of customer satisfaction on word of mouth

The findings indicate that customer satisfaction has a positive and significant effect on word of mouth. Positive word of mouth contributes significantly to Traveloka's popularity in Binjai City. When customers are satisfied with the company's

products or services, they are more likely to share information about the brand. According to the model of the relationship between consumer satisfaction and word-of-mouth, this evidence explains that Traveloka in Binjai City could indeed generate positive word-of-mouth by producing high-quality products, thereby generating consumers who believe that Traveloka products in Binjai City can be relied upon to meet consumer needs and are satisfied with consuming Traveloka products in the city of Binjai. According to the findings of the study by Khan (2012), customer satisfaction has a significant impact on word of mouth.

The influence of customer satisfaction on repurchase intention

The findings reveal a positive and statistically significant relationship between customer satisfaction and repurchase intention. Consumers are able to choose firms that are capable of providing the highest satisfaction level for consumable services or products. Consumers are capable of evaluating services and products that may provide them with satisfaction based on the experience they have received. Long-term satisfaction will generate customer loyalty. The willingness of customers to make repeat purchases, recommend the brand to others, etc., demonstrates their loyalty. Likewise, Traveloka in Binjai City provides the same service. Customers who are satisfied with the e-ticketing service provided by Traveloka in Binjai City will be loyal to the firm. The relationship between customer satisfaction with word-of-mouth and the intention to repurchase This result is consistent with the findings of Khan's study (2012), which indicates that customer satisfaction has a significant effect on repurchase intention.

The influence of service quality of e-ticketing technique on word of mouth through customer satisfaction as an intervening variable

The results show that there is an influence of the service quality of e-ticketing technique on word of mouth through customer satisfaction as an intervening variable. Customer technical support relates to the services and support provided personally so that consumers can easily transact business with Traveloka. Infrastructure refers to all the facilities provided to make it easier for consumers to transact business. Data security relates to guaranteeing the security of the consumer's personal data during business. Userfriendliness is related to the ease of accessing the company's site. The results of this research are in line with Khan's research (2012), where the service quality of e-ticketing technique influences word of mouth through customer satisfaction as an intervening variable.

The influence of service quality of e-ticketing technique on repurchase intention through customer satisfaction as an intervening variable

The results show an influence of the service quality of e-ticketing technique on repurchase intention through customer satisfaction as an intervening variable. Customer perception is influenced by the level of support provided to customers, especially when problems arise in the e-ticketing service. It is important to create a comprehensive system that simultaneously addresses customer needs while also creating the support needed to streamline operations at Traveloka in Binjai City. Without infrastructure to support e-ticketing, it will not be able to take advantage of this service to achieve cost reduction and increase customer satisfaction. Data security in online business is an important matter. This is because the consumer pays attention to the security system when making a transaction. The results of this research are in line with Khan's research (2012), who found that the service quality of e-ticketing technique influences repurchase intention through customer satisfaction as an intervening

variable. The service quality of the e-ticketing technique is a benchmark for consumer satisfaction and repurchase intention at Traveloka in Binjai City. Consumer satisfaction will be created when Traveloka's services are delivered according to consumer expectations.

CONCLUSION AND SUGGESTIONS

The study concluded that the service quality of the e-ticketing technique had a positive and significant effect on consumer satisfaction at Traveloka online services in Binjai City. The service quality of the e-ticketing technique has a positive and significant effect on word of mouth at Traveloka online services in Binjai City. The service quality of the e-ticketing technique has a positive and significant effect on repurchase intention for Traveloka online services in Binjai City. Consumer satisfaction has a positive and significant effect on word of mouth on Traveloka online services in Binjai City. Consumer satisfaction has a positive and significant effect on repurchase intention for Traveloka online services in Binjai City. The service quality of the e-ticketing technique has a positive and significant effect on word of mouth through customer satisfaction as an intervening variable at Traveloka online services in Binjai City. The service quality of the e-ticketing technique has a positive and significant effect on repurchase intention through customer satisfaction as an intervening variable at Traveloka online services in Binjai City.

This study offers the following suggestions: it is anticipated that traveloka in Binjai City protects customer information during and after service transactions. It is also encouraged to improve consumer confidence by enhancing the service quality of e-ticketing systems in order to provide customer-satisfying services. In transactions that involve the purchase of tickets, it is vital to enhance customers' trust in the Traveloka site. It is also encouraged to increase response by answering complaints expeditiously in order to assist customers

who are having problems completing their orders. It is anticipated that Traveloka in Binjai City would track every customer complaint and provide rewards to those who recommend the firm to others. It is intended that by strengthening the service system, particularly in customer service, and by strengthening the competence of individuals directly involved in dealing with dissatisfied customers, customer complaints will be reduced.

Acknowledgement: None

Conflict of Interest: None

Source of Funding: None

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- How to cite this article: Arif Wicaksono, Paham Ginting, Arlina Nurbaity Lubis. The effect of service quality of e-ticketing technique on word of mouth and repurchase intention with customer satisfaction as an intervening variable in online services at Traveloka in Binjai city. *International Journal of Research and Review*. 2022; 9(8): 275-295. DOI: <https://doi.org/10.52403/ijrr.20220824>
