

ABSTRACT

In the rapidly evolving digital age, Indonesia's tourist sector has experienced substantial disruption due to the rise of online ticket purchasing platforms like Traveloka. In the digital age, a website is crucial for conducting business and serving clients online. A website must possess high quality, as website quality significantly influences client satisfaction and loyalty, ultimately affecting purchase intention.

This study aims to analyze the effect of website quality on purchase intention at Traveloka, with customer satisfaction and loyalty as intervening variables using a study on Traveloka users in Indonesia. The presence of this study was triggered by a decrease in the number of visitors to the Traveloka website from June to August 2023. With this decrease, it can be concluded that there are problems that affect the quality of the Traveloka website, which in turn impacts the reduced number of visitors and their purchase intentions on the Traveloka website.

The employed study methodology is quantitative, utilising Structural Equation Modelling (SEM) analysis facilitated by SmartPLS 3 software. The researchers employed a non-probability sampling methodology utilising purposive sampling. This survey had 400 respondents who were Traveloka users in Indonesia.

Based on the results of descriptive analysis, it shows that Website Quality, Customer Satisfaction, and Purchase Intention are in the very good category. Meanwhile, the loyalty variable is in the good category. The results of the study using Structural Equation Modeling (SEM) showed that Website Quality has a positive and significant effect on Purchase Intention, both directly and through the mediation of Customer Satisfaction and Loyalty. In addition, it was found that Customer Satisfaction also has a significant positive effect on Loyalty and Purchase Intention. However, the effect of Loyalty on Purchase Intention was found to be positive but insignificant. The mediation relationship between Website Quality, Customer Satisfaction, and Loyalty on Purchase Intention also shows positive but insignificant results.

Keywords: Website Quality, Customer Satisfaction, Loyalty, Purchase Intention