Reviewing the Development of Information, Service, and Website Quality towards Traveloka Customer Satisfaction in Indonesia

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Abstract

Traveloka is one of the solutions in providing the best service for consumers who want to travel between cities and countries. Traveloka users up to 2018 are quite numerous, but it is not yet known how far the quality is given in meeting consumer needs. This study aims to determine the extent of the quality of information systems from Traveloka in meeting the needs of the Indonesian people. The research method uses a literature based on information obtained through the phenomena that occur today and previous research. The results of this literature study show that the quality of Traveloka in Indonesia is relatively good with some previous research results stating that the quality of information and services affects customer satisfaction. Other variables that influence are found on the payment system and security provided by Traveloka to keep customers loyal and have trust in Traveloka. This research contributes to giving customers an overview of Traveloka's quality that can be trusted and provides an overview for new business people in developing business in the field of tour & travel which are promising to date.

Keywords: Information quality; service quality; website quality; information system; customer satisfaction.

1. Introduction

The development of increasingly sophisticated technology makes entrepreneurs make various innovations to improve services in the field of services. Also, information technology can develop rapidly because it is used to solve problems and increase effectiveness, efficiency, and productivity (Syafik & Rinabi, 2017). Therefore, information, communication and internet technology are increasingly spreading in the business and trade industries (Jauhari, 2010). In Indonesia alone, internet users have experienced a significant increase. The Indonesian internet service provider association (APJII) conducted a survey of the number of internet users in Indonesia with the following results (https://apjii.or.id/survei 2017).
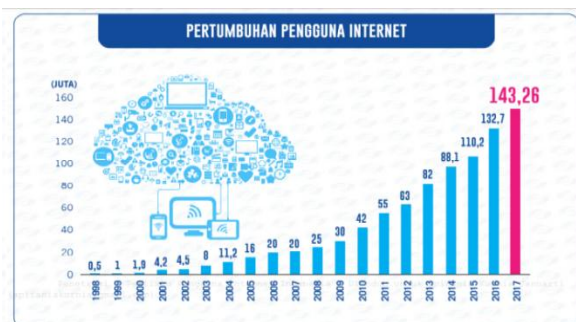
The results of the survey above show that internet users experienced growth from 1998-2017, from 0.5 to 143.26 million of the total population of 262 million people. Higher growth proves that the internet is very influential in people's lives today. A practical and widely used device to access information through the internet today is a smartphone. This was also proven by a survey by APJII regarding the devices used for the internet.
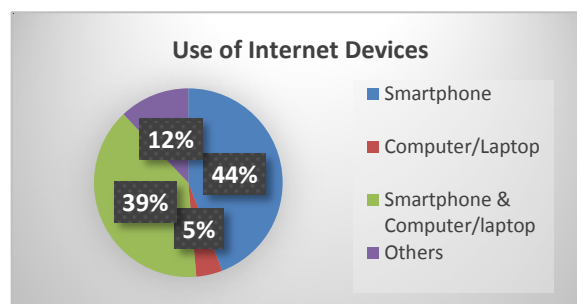
Figure 2. Percentage of Use of Internet Devices.
Source: Association of Indonesian Internet Service Providers (APJII) (2017)

The internet has become highly developed and can support the development of the business world such as e-commerce which is increasingly popular nowadays. E-commerce is a dynamic series of technologies, applications and business processes that connect companies, consumers and certain communities through electronic transactions, trade in goods and services with information made electronically

Figure 1. Growth of Internet Users
Source: Association of Indonesian Internet Service Providers (APJII) (2017)

(Sharma, 2002). One way to make online sales is to use the web (Susianawati et al., 2017).

In Indonesia, Business-to-Consumer e-commerce (B2C) -based e-commerce has developed in the field of tour & travel services that have many enthusiasts such as both local and foreign tourists. Companies are competing to develop business in this field by informing services and facilities through websites that are easily accessible to the public. This, of course, requires the public to begin technology literacy in obtaining accurate information. With technology developed by experts, it is increasingly more comfortable for informatics engineers to develop information systems that are interconnected between one partner and another in the company. The intense competition in tour & travel services, makes agents try to improve service and convenience of consumers in obtaining information. One of the most popular Business to Consumer e-commerce services in tour & travel services is Traveloka, which provides information and web-based flight ticket and hotel services.

Traveloka was founded by Ferry Unardi since 2012. Traveloka continues to innovate in providing the best services and has collaborated with several countries such as Indonesia, Malaysia, Singapore, Thailand, Vietnam, and the Philippines. The following are the results of a survey carried out by the Online Travel Agency (OTA) for consumers who placed their orders for the last six months in 2018.
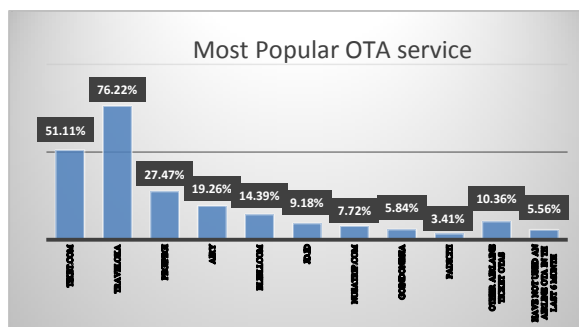

Figure 3. Percentage of Popularity of Online Travel Agencies (OTA)
Source: DailySocial Report Survey Online Travel Agencies (OTA) 2018

Based on the graph, there are two travel agents who occupy the top positions that are widely used by the community, namely Traveloka and Tiket.com. However, Traveloka has a higher number of 76.22%, while ticket.com has 51.11%. This shows that Traveloka is still the prima donna in the tour & travel business and shows that the development of information technology in the 21st century is very rapid and increasingly needed by the community.

Research on Traveloka has been carried out by previous researchers such as Pradana and Setyawan who found a gap in the quality of the website, where customers expect satisfaction from the performance provided by Traveloka. The results of the study show that the quality that is felt cannot fulfill the desires of traveloka.com ideal website users, especially from the quality attributes associated with service interactions on the website. The quality of information from the website is declared bad and cannot fulfill the ideal activities of the respondents as measured by seven indicators of information quality. On the other hand, a researcher named Rinaldi has done secondary data processing regarding complaints from Traveloka customers from 2016-2017 from the Trustedcompany.com site. The results of data processing show that there are three complaints submitted by the customer, namely (1) regarding the information provided, (2) the website system and transactions, (3) and services provided (Rinaldi, 2018). Of the three things, most complaints are service, while the information obtained is the smallest complaint. This shows that Traveloka customers are not fully satisfied with the services provided. While the quality provided by Traveloka significantly affects customer satisfaction as evidenced by research from Kiswara stating that service quality affects customer satisfaction (Kiswara, 2017). On the other hand, Ardiansyah stated that the quality of a website affects consumer satisfaction and buying interest (Saputra, 2018) while Rinaldi stated that information quality, service quality, and system quality affect customer satisfaction (Rinaldi, 2018).

With quite a lot of competitors in the digital era, it is a challenge for Traveloka to further improve its quality to consumers. This study aims to review the development of information quality and Traveloka services in providing customer satisfaction amid increasing competitors. The contribution of this study is to provide information to customers about the results of Traveloka's performance so far and enable customers to get accurate information about the sale of trusted Tour & Travel services. On the other hand, for entrepreneurs who are new and want to start a business, they can have an overview of the current situation regarding the development of the tour & travel business in Indonesia.

2. Literature Review

2.1 Consumer satisfaction

Oxford Advanced Learner's Dictionary (2000) describes satisfaction as "the good feeling that you have when you achieved something, or something

that you want to happen does happen"; "the act of fulfilling a need or desire"; and "an acceptable way of dealing with complaints, a debt, and an injury". Satisfaction is a feeling of pleasure or disappointment from someone who will appear after comparing the results that are thought of the expected performance (Kotler, 2007). Whereas if associated with consumers, customer satisfaction is a situation where consumers realize that the needs and desires are as expected (Tjiptono, 2012).

According to Tjiptono, customer satisfaction consists of five dimensions, namely (Tjiptono & Chandra, 2012):

a. Price, that is, customers who are sensitive to low prices are an important source of satisfaction because customers get a high value of money.
b. Quality of products or services, namely customers feel satisfied after buying or using a product or service.
c. Quality of service, namely the ability of employees to provide good service.
d. Emotional factors, namely customer satisfaction arises when consuming a product or service caused by a product or service brand that has been created well in terms of price and quality.
e. Ease, that is, customers will be satisfied if they feel easy, comfortable and efficient in getting their products or services.

2.2 Information Quality

Good quality information is influenced by accurate, reliable, up to date information, information by the topic of discussion, ease of information so that it can be understood, information that is presented in a formal format and design is appropriate (Ardiansyah, 2018). According to DeLone and Mclean (2003), the quality of information perceived by users can be measured by four indicators of Bailey and Pearson research, namely:

a. Accurate
The information provided must be clear and reflect the intent of the information.
b. Timeliness
The quality of information is said to be good if the information is produced on time and not too late.
c. Completeness
In making decisions, the completeness of information is very important and needed.
d. Presentation of Information
Presentation of information on information systems must be presented in the right form so that users can understand information systems.

The framework of information quality data is available in various national and international statistical institutions. In the quality of information data, there are six dimensions that can be described in general according to the Australian Bureau of Statistics (ABS, 2009), Eurostat (2005), IMF (2012), OECD (2012) and Statistics Canada (2002), as follows.

a. Relevance
Relevance means how well statistics from the data can meet the user's needs in the concept being measured and the population represented.
b. Accuracy
Accuracy refers to the extent to which data can describe phenomena designed to be measured
c. Timeliness
Timeliness is a delay between the reference period and the date when data is available, as well as the delay between the date advertised and the date when it was released.
d. Accessibility
The ease of users in accessing data, especially knowing information that can be ascertained the correctness and suitability or the availability of accessible information media.
e. Interpretability
Integrity is the availability of information to help provide insight into data

2.3 Website Quality

According to Hyejeong and Niehm, the previous researchers divided the quality of the website into five, namely (1) information including the quality of content, completeness, usability, relevance, and accuracy; (2) security includes privacy, trust and security guarantees; (3) ease of covering is easy and fast to operate and easy to understand; (4) comfort, including visual, emotional, creative and attractive design, and (5) quality of services such as completeness online and customer service (Puspitasari et al, 2013).

2.4 Service Quality

Goetsch & Davis defines quality as a dynamic condition related to products, services, human resources, processes and environments that meet or exceed expectations (Tjiptono, 2011: 10). In management. Quality is closely related to customer satisfaction. Quality encourages for customers to establish ties of relationships that benefit the company in the long run. This emotional bond enables the company to understand customer expectations and needs. Companies can improve customer satisfaction by maximizing a pleasant customer experience and minimizing unpleasant customer experience. Thus, customer satisfaction will contribute to creating switching barriers, switching costs, and customer loyalty (Tjiptono, 2011: 115).

2.5 E-commerce

In general, e-commerce is an electronic sale and purchase transaction through internet media. E-commerce is also defined as the process of doing business using electronic technology that connects companies with consumers and society in the form of electronic transactions in the form of exchanges or sales of goods, services, services, and information electronically (Ardi, 2018).

3. Method

The literature review research method is by reviewing literature studies and previous studies sourced from the Survey Online Travel Agencies (OTA) web regarding information on internet users, devices and OTA, google, google scholar as a web to search national and international journal articles related to quality variables information, website quality, service quality and customer satisfaction, references from books related to marketing and customer satisfaction and seminar proceedings as additional information. Some of the problems found in the article are analyzed further, and the results of the research related to the above variables will be reviewed more in the discussion section. The initial concept of the researcher found two problems obtained by previous researchers regarding the perception of Traveloka customers. Problems of research found can be seen in Table 1.

Table 1. Concept of Previous Research Problems

Source	Authors	Research Concept
Advances In Global Business Research	Pradana dan Setyawan	Analyzing the quality of the website towards the performance and interests of Traveloka customers.
Skrispi	Rinaldi	Analyzing the Effect of Information Quality, System Quality and Service Quality on Repurchasing Interest with Customer Satisfaction as a Variable Intervening Traveloka Customer

Previous research combined with other researchers to compare the latest information obtained by researchers. Studies identified from the literature search were then further evaluated to be included in the meta-analysis. We also look for references from several articles to find additional studies that discuss Traveloka's quality level and find additional references regarding customer satisfaction in addition to the above variables. In the end, the researcher will conclude from several references to become the latest information about Traveloka.

4. Result & Discussion

According to Todd Gebski, Vice President of Marketing at Motus LCC, over the past two decades, human life has slowly taken over by technology (Gebski, 2015) Humans today are very dependent on technology and technology itself has increased as people find new ways to do things using cellphones or the internet (Nofadhila et al., 2018). Internet users in Indonesia have reached 83.7 million, making Indonesia the sixth largest in the world as an internet user and will reach 112 million users, beating Japan in fifth place (Kompas, 2014). Increased internet users are used by business people as an opportunity to create online marketing where customers will be facilitated in accessing the information needed. Indonesia is one of the countries that has an attractive natural tourist destination. Therefore, it is not uncommon for many tourists to visit both local and foreign. A business that can be developed and still promises up to now is tour & travel that provides airline ticket and hotel purchasing services online. Online business that is included in the field of e-commerce and is involved in the sale of tour & travel services is Traveloka.

Since 2012, Traveloka has been established by Ferry Unardi as a solution to facilitate the public in obtaining information about airplane tickets and hotels. The new business that developed in 2012 has now become a prima donna in the world of tour & travel because it is still the top rank with the most users. It is an e-commerce business with product booking services for lodging places and airline ticket booking services online. Traveloka also offers a variety of lodging services (hotels) in various cities in Indonesia, providing various promotional and commercial tickets for domestic and foreign flights (Putri & Hari, 2017). The popularity of Traveloka in the form of a web as a provider of airline ticket booking services in the community is undoubtedly because it has collaborated with several countries such as Indonesia, Malaysia, Singapore, Thailand, Vietnam, and the Philippines. Traveloka also expands their business activities to match needs with consumer mobility and provide services that make it easier for consumers to make purchases through the "Traveloka Book Flight & Hotel" mobile application with android and IOS technology from smartphones. The number of attractive facilities and services is a way for Traveloka to provide the best service and satisfy its users. Current information system advancements make Traveloka easy to access by users and will be

related to customer satisfaction. Previous research revealed several problems that occurred in Traveloka and the results of research that proved the influence between variables regarding customer satisfaction which can be seen in Table 2.

Customer satisfaction consists of 5 dimensions, namely price, product and service quality, service quality, emotional factors and convenience (Tjiptono & Candra, 2012). Traveloka user satisfaction is triggered by several things including the quality of information systems and services and websites. Some of the problems found by previous researchers revealed the lack of quality provided by Traveloka. However, until now, Traveloka enthusiasts still occupy the highest position compared to other online travel services (OTA). This indicates that Traveloka continues to try to improve all deficiencies and try to improve the quality provided by Traveloka. Herlambang and friends in Malang City conducted a study and stated that the quality of information systems for hotel reservations online and electronic services partially affected user satisfaction. However, if separated, then the quality of the system partially does not affect. This indicates that the system does not have a significant influence on satisfaction, but services have a big influence (Herlambang et al., 2017).

Traveloka provides a website facility that displays various information regarding flights, hotels, train tickets and so on. The website that has been created can also be a reason for customer satisfaction. The research was carried out by Ardiansyah who stated that the quality of the website affected customer satisfaction together or partially (Ardiansyah, 2018). The two studies were also corroborated by Rinaldi's research, which analyzed at the same time about the quality of information, the quality of systems and services to buying interest with customer satisfaction as an intervening variable in the city of Semarang. The results show that the three variables determine the success of the increase in the number of buyers at Traveloka. (Rinaldi, 2018).

Traveloka users who continue to increase indicating that Traveloka can provide satisfaction to users. User loyalty shows that there is a sense of trust in the information obtained. Although Traveloka once had complaints about services provided as revealed by Rinaldi (2017), Traveloka users have not experienced a significant decline. Trust is an important thing that must be maintained by Traveloka because it is very influential in purchasing decisions. Through the www.traveloka.com website, people can access information more efficiently and make transactions

Table 2. Previous Problems and Research Results

Authors	Tittle	Research Results
Pradana dan Setyawan	Analysis Of Traveloka. Com Website Quality With Importance Performance Analysis (Ipa) Method	The results of the study show that the quality that is actually felt cannot fulfill the desires of traveloka.com ideal website users, especially from the quality attributes associated with service interactions on the website. The quality of information from the website is declared bad and cannot fulfill the ideal activities of the respondents as measured by 7 indicators of information quality.
Rinaldi	Analysis of the Effect of Information Quality, System Quality and Service Quality on Repurchase Interest with Customer Satisfaction as Intervening Variables (Study on Traveloka Customers in Semarang City)	Pre research found 3 complaints submitted by customers, namely (1) regarding the information provided, (2) the website system and transactions, (3) and services provided. The results of the study indicate that information quality, service quality and system quality affect customer satisfaction.
Kiswara	Analysis of Service Quality, Customer Satisfaction, Trust, Commitment and Customer Loyalty in E-Commerce Services (Study of Traveloka Service Customers)	The results of this study prove that service quality has a significant effect on customer satisfaction, customer satisfaction has a significant effect on trust, customer satisfaction has a significant effect on commitment, trust does not have a significant effect on commitment, trust has no significant effect on customer loyalty, commitment has a significant effect on customer loyalty.
Saputra	Analysis of the Effect of Website Quality, Perceived Flow and Customer Satisfaction on the Interest in Buying Traveloka Consumers	The results of this study indicate that there is a significant effect of website quality variables on perceived flow. Then perceived flow has a significant effect on customer satisfaction and buying interest. However, customer satisfaction was found to have no significant effect on the buying interest of Traveloka consumers.

online. The research conducted by Anggraeni and Putu shows that trust and quality of information have a significant effect on purchasing decisions with a percentage of 61%. Each of these two things has a reasonably high influence on online purchasing decisions through a website (Anggraeni & Putu, 2016).

Trust can also arise due to the security created by Traveloka both regarding the truth of information and the security of payment transactions. Nasution has researched Traveloka customers in Medan, the results of the study, show opinions that consumers feel safe with database storage on the Traveloka.com site. Moreover, consumers are dominantly satisfied with the facilities and services provided by Traveloka as a booking service for traveling needs (Nasution, 2017). Payment systems in e-commerce can be done in several ways, namely online credit cards, digital wallets, digital cash, online stored value systems, digital accumulating balance systems, digital and wireless check payment systems (Laudon and Traver, 2009). Research conducted by Mulyasari and friends also shows that as many as 76.47% of electronic payment systems in e-commerce are mostly carried out in Indonesia by using online credit cards. Technological advancements have brought a variety of new functions to mobile devices by supporting a variety of financial services such as bill payments, account transfers, person-to-person transfers, electronic payments in sales, long-distance payments to buy goods and services and other services such as cellular marketing, tickets, discounts and coupons (Babdullah et al., 2017; Oliveira et al., 2016; Patil et al., 2017). Traveloka as e-commerce also provides a payment system that will make it easier for customers. Customers can make payments through internet banking, mobile banking or online credit cards. Mulyasari and friends also examined the payment system at Traveloka and concluded that online payments were plotted using online debit cards, online credit cards, and internet banking (Mulyasari et al., 2014). These facilities and services certainly make it easier for customers to make payments so that customers do not need to spend time visiting the bank and waiting in line for transfers. This shows that Traveloka continues to strive to improve service to consumers with various facilities offered both in accessing information and payments.

5.   Conclusion

The development of information technology has triggered business people to compete in developing online businesses in Indonesia. E-commerce is a very promising business today, especially with adequate internet services and a complete information system

that makes this business have many customers. Traveloka, which is an e-commerce company, has a web-based information system that makes it easy for customers to access information about flight tickets and hotels. The convenience provided makes Traveloka the provider of an airline ticket and hotel purchasing services that are the most superior among competitors similar to it. Traveloka has its way to satisfy its customers by prioritizing quality. From the results of the literature review and previous research shows that traveloka customer satisfaction is triggered by several things, namely information quality, service quality, website quality, and system quality. However, of the many studies, the quality of information and service is the main thing in satisfying customers at Traveloka. There are other variables found, namely the payment system and security provided by Traveloka to keep customers loyal and have trust in Traveloka. So far Traveloka still has good quality and continues to improve services and facilities to attract customers. The disadvantage of this research is that there has not been much discussion about the shortcomings in depth from Traveloka because of the limitations of the literature review. Researchers suggest that further research can examine more about the shortcomings of Traveloka both the system and the services provided and conduct surveys to obtain direct data in the field and strategies implemented to maintain Traveloka's quality.

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