

## Perceived Ease of Use, Perceived Usefulness, and Customer Satisfaction as Driving Factors on Purchase Intention on Traveloka in Indonesia

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### ARTICLE INFO

**Keywords:** Perceived Ease of Use, Perceived Usefulness, Customer Satisfaction, Repurchase Intention, Traveloka

*Received : 25, October*

*Revised : 10, November*

*Accepted: 20, December*

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### ABSTRACT

The development of digital technology is driving a shift in consumer behavior in planning and booking trips online. Traveloka as one of the largest online travel platforms in Indonesia is widely chosen because of its complete features and is considered to be easy for users. However, various negative reviews on the app store related to price discrepancies at checkout, limited payment methods, and customer service that uses AI show that it causes problems with Perceived Ease of Use (PEOU), Perceived Usefulness (PU), and user satisfaction that can reduce repurchase intentions. This study analyzes the influence of PEOU and PU on the satisfaction and repurchase intention of Traveloka users in Indonesia using the Technology Acceptance Model (TAM) framework, as well as testing satisfaction as a mediator. The methods used were quantitative explanatory online questionnaires on the Likert scale and Partial Least Squares (PLS) analysis. The results are expected to make a theoretical contribution to the implementation of TAM and practical input for Traveloka management to improve convenience, transparency, and service quality.

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## **INTRODUCTION**

Technological developments have changed people's habits in utilizing digital tools (Az-zahra et al., 2024). The Internet as a form of technological advancement shows an increasingly large role, as seen from the increase in the number of internet users in Indonesia every year (Rohayati, 2024). As reflected in the data provided by Statista (2025).

According to data taken from statista (2025), the number of internet users in Indonesia continues to increase consistently from 2014 to the estimated year 2029. From only about 44 million users in 2014, the number has soared to more than 257 million by 2029. The development of internet penetration in Indonesia shows a very rapid rate of increase in the last decade. The adoption of the internet by Indonesian people has overhauled a number of aspects of their lives, including the mechanism for purchasing goods and services. Easy access through digital devices encourages the convenience of consumers to make online transactions regularly. This phenomenon is evident in the travel sector, where consumers now often buy plane tickets, book accommodation, buy train tickets, as well as bus and travel services through digital platforms imarcgroup.com.

From data taken from Imarc (2025) The value of the online travel market in Indonesia is recorded at USD 7,321.33 million in 2024 and is expected to grow to USD 16,955.05 million in 2033, with an average annual growth rate (CAGR) of 9.78% during the period 2025–2033. This rapid growth is driven by the increasing use of digital technology, the dominance of consumers who rely on mobile devices, and the increasing need for a practical and seamless travel experience. Various key services such as flight bookings, hotel accommodation, and tour packages are now increasingly in demand through digital platforms (Sun et al., 2024).

According to a survey conducted by Rakuten Insight (2025) In June 2023 regarding online travel agencies (OTAs), around 85 percent of respondents in Indonesia stated that they had used Traveloka, followed by Tiket.com and Agoda. Traveloka is an Indonesian startup that has grown into a unicorn company, providing various services such as airline tickets, hotel bookings, and other travel services. Traveloka is an online travel platform established in Indonesia in 2012. Initially focusing on airline search & booking, it later expanded to include hotel bookings, trains, buses & travel, car rentals, airport transfers, local activities & attractions, holiday packages, and related financial products (such as insurance) (Traveloka, 2025).

According to information available on the Traveloka website (2025) , Traveloka's supporting advantages can be seen from various features that provide convenience and real benefits for its users. First, Traveloka has a large inventory and functions as a one-stop platform, providing more than 2.2 million accommodations, hundreds of airlines, and tens of thousands of tourist activities in one application. This allows users to plan their entire trip without the need to switch to another platform, thus increasing efficiency and ease in reaching travel destinations. In addition, package bundling features such as flight and hotel combinations, tour packages, and tour activities help users plan trips more efficiently and economically, as they offer more economical prices while saving

planning time. Furthermore, the application of recommendations and personalization based on artificial intelligence (AI) through Traveloka 5.0 allows the system to adjust the choice of destinations and activities according to user preferences. This feature makes the search and travel planning process more relevant, fast, and effective,

Other advantages of Traveloka are various features designed to make it easier for users in every stage of using the application. One of its flagship features is Passenger Quick Pick or TravelokaQuick, which allows passenger data storage for quick bookings with just one click. This feature reduces the need for repetitive data input, thus speeding up the process and improving user convenience. In addition, in the Traveloka 5.0 update of the Smart Search feature, the company made significant improvements to the user interface (User Interface/UI) and user experience (UX) by presenting a simpler homepage view and a smart machine learning-based search system (Smart Search). The main goal of this update is to create navigation that is more intuitive, efficient, and in line with customer needs. Traveloka also provides various auxiliary and automation features, such as IVAN (in-app virtual assistant), price alerts, and save lists, which help users find, monitor, and store products without having to do repeated searches. In terms of transactions, support for various payment methods, both local and international, as well as fast and secure checkout processes through tokenization systems, also simplify the purchase process and reduce technical barriers.

The advantages possessed by traveloka strengthen users' confidence that Traveloka is not just a travel booking application, but a digital platform that is able to increase productivity, efficiency, and convenience in the entire travel planning process (Putra et al., 2022). Thus, the combination of usability perception increases the perception of performance or productivity (usefulness) and ease of use makes Traveloka one of the most trusted and relevant platforms in Indonesia. But on the other hand, traveloka often receives criticism and negative reviews from its users (Setiawan & Widanta, 2021). Various complaints that arise against the Traveloka application can have an impact on customer satisfaction, causing a decrease in repurchase intention (Alfyana & Zuhroh, 2022).

### ***Problem Statement***

Based on the data surveyed from reviews on the appstore about traveloka, several main problems were found that affect user perception of usability (*Perceived Usefulness/PU*) and ease of use (*Perceived Ease of Use/PEOU*) Traveloka application. In terms of usability perception (PU), users experience difficulties due to price differences. The problem that arises is the discrepancy between the price listed in the catalog and the final price during the checkout (CO) process. Users said that previously the price displayed in the application had included all costs or was "all in", but now when checking out, another additional fee appears marked with the "++" symbol. This condition creates the perception that the price information provided is not transparent and can reduce customer satisfaction with the clarity of the pricing system in the application (Talwar et al., 2020). In addition, the limitations of payment methods, Traveloka application users give a

1-star rating quoted from the traveloka apps store review He revealed that the unavailability of several popular payment options, further weakens the perception that traveloka provides convenience and flexibility that is beneficial for users (Yulianingrum, 2025).

Meanwhile, in terms of the perception of ease of use (PEOU), based on data surveyed from reviews on the appstore regarding traveloka, users expressed their dissatisfaction with Traveloka's Customer Service (CS) service because they felt that there were no more services that involved direct human interaction. All questions and complaints are answered by automated systems or Artificial Intelligence (AI), while telephone services (call centers) are considered to only follow the flow of the system without providing real solutions. This condition makes users have difficulty interacting with humans when facing obstacles and feel that they do not get personal or solutional responses. The problem is related to Perceived Ease of Use, because the troubleshooting process becomes more complicated and requires additional effort from the user. Additionally, the lack of flexible human interaction makes the app feel difficult to use, especially when non-technical issues occur. The lack of a "user-friendly" experience in the help desk also reduces the user's comfort in using the Traveloka application. As a result, this can reduce the level of user satisfaction with Traveloka services, cause feelings of not being heard or not prioritized, and potentially hinder the intention to repurchase the application in the future (Amin et al., 2014).

The issues that appear on reviews on the App Store are strongly related to users' satisfaction levels and their decision to make a transaction, which ultimately affects the intention to buy back. In the framework of the Technology Acceptance Model (TAM), the perception of the benefits of an application (Perceived Usefulness) and the ease of use (Perceived Ease of Use) play an important role and indirectly affect the intention to repurchase through the customer satisfaction variable. When users encounter issues such as price differences between initial and checkout times, unclear promo information, and complex and confusing interface displays, then the overall user experience becomes negative. This condition lowers the satisfaction rate because users feel that the app does not meet their expectations in terms of reliability, efficiency, and convenience (Mookherjee et al., 2021).

Previous studies have shown that the Technology Acceptance Model (TAM), with its two core constructs perceived ease of use (PEOU) and perceived usefulness (PU) has become one of the main frameworks for explaining technology acceptance and information system usage behavior (Davis, 1989). In the context of e-commerce and digital financial services in Indonesia, recent studies have found that PEOU and PU significantly influence satisfaction, which in turn drives repurchase intention or continuance intention (Perwangsa Nuralam, 2024), for example in the use of online marketplaces and e-wallet services (Olivia & Marchyta, 2022). However, the pattern of relationships among PEOU, PU, satisfaction, and repurchase intention has relatively rarely been tested explicitly in the online travel agent (OTA) context, particularly for Traveloka as one of the dominant players in the Indonesian market. TAM-based studies on

Traveloka tend to focus on satisfaction and actual usage, rather than extending to repeat purchase behavior (Novita & Helena, 2021).

At the same time, the OTA and travel website literature tends to explain repurchase intention through dimensions such as service quality, website quality, price, brand image, trust, and security, rather than through PEOU and PU (Rosyidin & Prihatini, 2020). Research on OTA platforms and travel booking websites shows that electronic service quality and trust play an important role in shaping satisfaction as well as purchase and repurchase intentions (Aditya et al., 2023). These findings strengthen the view that post-purchase behavior in OTAs is more often modeled from the perspective of service and website quality than from the perceived ease of use and usefulness of the system as defined in TAM. From these results, it can be concluded that Perceived ease of use, perceived usefulness, where customer satisfaction as a dimensional variable to repurchase intention, especially in using the traveloka application when traveling. Based on existing phenomena, including research gaps and negative reviews, the author will do it by conducting a study entitled Perceived ease of use, perceived usefulness, and customer satisfaction as driving factors on repurchase adopted from the research (Nuralam et al., 2024).

### *Significance of the study*

Theoretically, this study adds insight into the application of the Technology Acceptance Model (TAM) in the realm of online travel applications in Indonesia, with a focus on Traveloka. Rather than just assessing the acceptance of the technology in the early phases, this study explores how the perception of ease of use (PEOU) and perception of usability (PU) impacts user satisfaction and subsequently influences repurchase intent. This approach broadens the understanding of the role of TAM's key constructs in shaping user loyalty on digital platforms.

In terms of implementation, the findings of the study are expected to provide practical direction for Traveloka management and similar industry players. Identifying the factors that have the most influence on satisfaction and intention to return to the service can be the basis for improving application features, optimizing ease of use, increasing information transparency, and improving customer service. With these improvements, companies can formulate more effective strategies to retain existing users while attracting new users.

For users, the results of this study have the potential to encourage an improvement in the quality of the services they use every day. Meanwhile, regulators, digital marketing practitioners, and app developers can use the findings as a reference in designing policies and service development strategies that focus on user experience and satisfaction. In addition, the study opens up opportunities for further research for example by adding variables such as trust, risk perception, or brand image, or by conducting comparisons between OTA platforms thus making room for further exploration of user behavior in the digital services ecosystem.

## **THEORETICAL REVIEW**

### ***Theoretical Foundations***

According to Sugiyono (2017), theory can be understood as a series of thoughts or reasoning consisting of concepts, definitions, and propositions that are arranged in an orderly manner. Broadly speaking, theory serves to provide explanations, make predictions, and help control a phenomenon. Meanwhile, a concept is a concise idea that arises from the process of drawing general conclusions about an event based on the results of observations that are considered relevant.

#### ***(TAM)***

The Technology Acceptance Model (TAM) is a theoretical model that is widely used to understand how individuals receive and use information technology. This model was developed by Fred D. Davis in 1986 as an improvement on the Theory of Reasoned Action (TRA) previously introduced by Fishbein and Ajzen in 1975. TAM aims to explain the psychological factors that shape a person's intentions and behavior when dealing with a technological system. Davis (1989) explained that this model is based on two main constructs, namely Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). Perceived Usefulness refers to an individual's belief that the technology used can improve his or her performance, while Perceived Ease of Use relates to the extent to which the technology is considered easy to operate without requiring a great deal of effort.

In today's business and organizational environment, TAM is an important reference for analyzing how information systems and digital applications are received by users, both internally and externally. This model is widely applied to measure acceptance of various forms of technological innovation such as e-commerce, enterprise resource planning (ERP), customer relationship management (CRM), digital banking services, and online learning platforms. By understanding the factors that affect the perception of usability and ease of use, companies can design more appropriate implementation strategies that drive technology adoption and maximize the business value generated (Venkatesh et al., 2003).

#### ***Perceived ease of use***

Perceived Ease of Use (PEOU) is one of the central constructs in the Technology Acceptance Model (TAM) introduced by Fred D. Davis in 1986. According to Davis (1989), PEOU describes the extent to which a person believes that the use of a system or technology does not require a great effort. In other words, when a technology is easy to understand and operate, the likelihood of people accepting it will increase. PEOU emphasizes the subjective perception of users towards the ease of interacting with the system, for example, the extent to which the interface is clear, the navigation is intuitive, and the tasks can be completed quickly.

In the realm of business and e-commerce, this ease of use is often an important determinant for the adoption of digital applications, be it online shopping platforms or technology-based public services. If users consider an

application to be easy to use from the registration stage, product search, to the payment process, they tend to be more interested in continuing to use the service. Therefore, developers need to design user-friendly interfaces to improve customer experience and loyalty (Gefen, Karahanna, & Straub, 2003).

### *Perceived usefulness*

The concept of Perceived Usefulness (PU) is one of the main constructs in the Technology Acceptance Model (TAM) introduced by Fred D. Davis (1986). Davis (1989) defines Perceived Usefulness as the extent to which a person believes that the use of a certain system or technology will improve his or her work performance or productivity. In other words, if someone judges that information systems can help them complete work faster, more efficiently, or with better results, then their perceived usefulness will increase. PU describes the user's perception of the value of the benefits of the technology, so that it becomes the main determining factor in the information technology adoption process.

Practically, Perceived Usefulness is one of the key factors that determine the success of the implementation of information technology in modern organizations and businesses. Systems that are considered to provide real benefits for users, both in improving work efficiency, facilitating communication, and accelerating decision-making, tend to be more acceptable and used sustainably. Therefore, organizations need to ensure that the technology implemented is not only easy to use but also provides added value that is relevant to the needs and goals of the users (Venkatesh et al., 2003).

### *Customer Satisfaction*

Customer satisfaction is a key concept in marketing and management that indicates the extent to which a product or service meets – or exceeds – consumer expectations. Kotler and Keller (2016) explain that satisfaction arises as an emotional reaction after consumers compare perceived product performance with their expectations; When performance equals or exceeds expectations, consumers feel satisfied, while performance below expectations leads to dissatisfaction. Thus, customer satisfaction becomes an important benchmark to assess how well a company delivers value to its customers.

Satisfaction plays a strategic role in building long-term relationships between customers and businesses. Satisfied customers are usually more loyal, more forgiving of minor mistakes, and more likely to make repeat purchases and recommend services to others (Kotler & Keller, 2016). In the digital and e-commerce era, satisfaction levels are influenced by a number of factors such as service quality, ease of use of the platform, delivery speed, transaction security, and product information disclosure (Anderson & Srinivasan, 2003).

### *Repurchase intention*

Repurchase intention is one of the important concepts in the study of consumer behavior that describes a person's tendency to return to buy the same product or service in the future. Hellier et al. (2003) explain that repurchase intent is a consumer's decision to make a repurchase from the same provider, which is

usually based on previous positive experiences. This intention reflects the form of customer loyalty that arises when they are satisfied with the quality of the product, service, and value obtained. In modern marketing, repurchase intent is often used as the main benchmark of the success of a customer retention strategy. In the realm of e-commerce, repurchase intent is an important indicator to assess the effectiveness of a digital platform. Consumers who are satisfied with the quality of service, ease of use of applications, transaction security, and accuracy of the delivery process tend to have a stronger desire to shop again (Gefen, 2002). In addition, the perception of perceived ease of use and perceived usefulness in the Technology Acceptance Model (TAM) can also influence repurchase intent indirectly through increased customer satisfaction (Venkatesh & Davis, 2000). These findings show that the quality of user experience in using digital systems plays a significant role in shaping repurchase intentions in the current digital economy era.

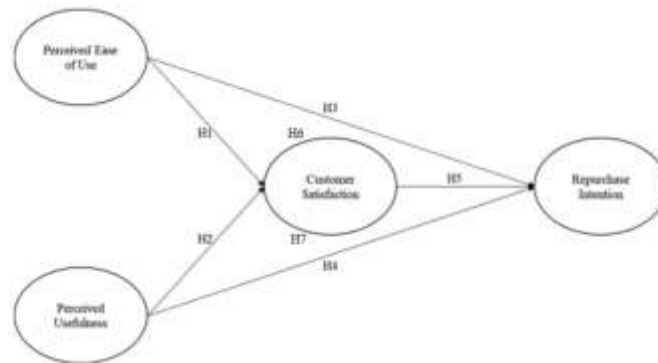
### *Frame of Mind*

This research refers to the Technology Acceptance Model (TAM) introduced by Davis (1989), which emphasizes that user acceptance of a technology is influenced by two main aspects, namely Perceived Ease of Use (PEOU) and Perceived Usefulness (PU). PEOU describes the extent to which users feel that a system or application can be used easily without excessive effort. When users consider an application to be easy to run, the perception of its benefits (PU) also tends to increase, because it allows users to maximize the features available to achieve their goals (Venkatesh & Davis, 2000).

Perceived Usefulness has an important role in shaping customer satisfaction. Users who experience real benefits such as ease of access, effectiveness, or increased productivity will usually be more satisfied with the services provided. These findings are in line with various studies that show that perception of benefits has a positive effect on customer satisfaction levels in digital-based services (Rahi et al., 2017). Not only that, PEOU can also affect satisfaction because an easy to use system is able to reduce barriers, avoid frustration, and create a more comfortable interaction experience (Chong, 2013). Customer satisfaction then becomes an important factor that drives Repurchase Intention, which is the user's intention to return to make a purchase or use the service in the future. Customers who are satisfied with the experience of using the app show a higher tendency to reuse (Kotler & Keller, 2016). Some studies have also confirmed that satisfaction acts as a mediating variable between user perceptions of systems such as PEOU and PU and behavioral intentions, including the decision to buy back (Zhou, 2011; Kim et al., 2017).

Overall, the relationship between variables in the research framework showed that user experience was influenced primarily by two core perceptions, namely PEOU and PU. The ease of use makes the app more convenient and less confusing, while the perception of usability gives the sense that the technology really helps. Both not only increase customer satisfaction, but also contribute directly to repurchase intent. In addition, customer satisfaction also strengthens the relationship: when an application is considered easy and useful, the

satisfaction level increases, and ultimately encourages users to return to using the service in the future.



**Figure. 1 Conceptual Framework**

### ***Research Hypothesis***

Hypothesis is an initial statement of conjecture whose truth still needs to be proven (Widodo, 2017). It is called a provisional conjecture because the answers submitted still rely on the basis of the related theory, not on empirical findings obtained through the data collection process (Sugiyono, 2017). Through the collection of this data, the necessary evidence will be obtained to answer the research problems that have been formulated previously.

Based on the framework that has been put forward, as a hypothesis, this research will ultimately produce a relationship between the perception of ease of use, perception of usability, and customer satisfaction as a driving factor for the intention to repurchase the traveloka Indonesia application

### **METHODOLOGY**

This study was conducted to trace the relationship between variables through a quantitative approach by utilizing primary and secondary data. The main instrument used was a questionnaire with a Likert scale of 1-5, ranging from "strongly disagree" to "strongly agree", which was compiled to capture the perception of Traveloka application users in Indonesia. Meanwhile, a literature review is used to reinforce the theoretical basis and provide an empirical picture that complements the analysis. Data collection is carried out through Google Form so that the questionnaire distribution process can reach more respondents quickly and practically. The collected data is then analyzed using the Partial Least Square (PLS) method, so that the relationship between variables, namely the perception of ease of use, the perception of usability, and customer satisfaction as the driver of repurchase intention can be examined more thoroughly and in-depth in the context of using Traveloka.

## RESULTS

*Steps of Your result test here*

In this section, you must provide us with each step taken to accomplish your studies. You must not put too much the result of descriptive statistics here; on the other hand, it should be summarized in an easier to read table or graphs. You must not forget the numbers for every table and chart presented in your paper.

Table 1. Three Box Method (**Table has to be in good quality of reading**)

| Score           | Criteria |
|-----------------|----------|
| 50,00 – 100,00  | Low      |
| 100,01 – 150,00 | Medium   |
|                 | High     |

All equations must also be numbered.

$$Y = G + C + I + Nx \dots\dots\dots (1)$$

In this section, every statistical test you conducted must be explained thoroughly. This part is very critical to elaborate on the employed stated research methodology. Every statistical finding must be summarized and presented in tables or graphs; instead of a mere copy-paste from your statistical tools.

## DISCUSSION

This part allows you to elaborate on your results findings academically. You must not put numbers related to your statistical tests here; instead, you have to explain that numbers here. You have to compile your discussion with academic supports to your study and a good explanation according to the specific area you are investigating.

## CONCLUSIONS AND RECOMMENDATIONS

This study confirms that the Technology Acceptance Model (TAM) is the most appropriate approach to explain the phenomenon of using these applications. In this model, the perception of perceived ease of use and perceived usefulness are seen as important elements that shape the way users feel and assess their experience when using the Traveloka application. Both aspects are believed to increase customer satisfaction and ultimately influence the emergence of the intention to make a repurchase. In this variable relationship flow, customer satisfaction acts as a link that explains how the perception of convenience and usability can lead to the user's decision to return to the transaction. This study uses a quantitative method with a Likert scale questionnaire and Partial Least Square (PLS) analysis to test the relationship between variables empirically in Traveloka users in Indonesia. This approach is expected to enrich the development of TAM theory in the context of online travel applications, as well as provide practical input for Traveloka to improve interface design, clarity of information, ease of payment system, and service quality so that user satisfaction and loyalty can continue to be maintained.

## **FURTHER STUDY**

This study has several limitations that should be acknowledged so that its findings are not interpreted beyond their actual scope. First, the use of non-probability sampling via an online questionnaire means that respondents are more likely to be active social media users, so the results may not fully represent all Traveloka users in Indonesia, especially those less familiar with digital technology. The cross-sectional research design also limits the ability to draw strong causal conclusions, as the relationships between variables captured here primarily reflect statistical associations at a single point in time. In addition, all variables were measured using self-report Likert-scale items, which are vulnerable to various biases (such as social desirability and common method bias), and the researcher could not fully control the context in which respondents completed the questionnaire. The focus on a single platform (Traveloka) and a limited set of main variables (perceived ease of use, perceived usefulness, satisfaction, and repurchase intention) also means that the picture of user behavior remains partial, as other potentially important factors such as trust, perceived risk, e-service quality, brand image, price perceptions, and negative past experiences were not included in the model.

In light of these limitations, future research is encouraged to use more representative sampling techniques (such as stratified or cluster sampling) and to broaden the respondent base across age groups, regions, and occupational backgrounds to strengthen the generalizability of the findings. Longitudinal or panel designs are recommended to capture changes in users' perceptions and satisfaction over time, particularly when there are updates to app features, pricing policies, or customer service systems. To reduce single-method bias, subsequent studies could combine quantitative surveys with qualitative approaches, such as in-depth interviews or focus group discussions, conducted with users who have experienced issues like price discrepancies, limited payment methods, or dissatisfaction with AI-based customer service. The conceptual model may also be extended by incorporating additional relevant variables (for example, platform trust, information quality, perceived risk, customer service quality, brand image, and perceived price fairness) and by comparing different OTA platforms using multi-group analysis. In doing so, future research can refine the model, enrich the analytical context, and offer broader theoretical and practical contributions to the development of online travel booking applications in Indonesia.

## **ACKNOWLEDGMENT**

This section gave you the opportunities to present gratitude to your colleagues who provide suggestions for your papers. You can also convey your appreciation to the financial grants you are accepting, making this paper.

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