

ABSTRAK

Indonesia merupakan salah satu pasar online terbesar di dunia dengan lebih dari 191 juta pengguna internet pada tahun 2020. Hal ini menyebabkan berbagai industri online mulai berkembang salah satunya adalah Online Travel Agent (OTA). Akan tetapi dengan adanya pertumbuhan layanan OTA yang semakin pesat menyebabkan persaingan antar OTA menjadi ketat. Selain itu loyalitas pelanggan yang berubah membuat layanan OTA sulit untuk bertahan. Penelitian ini akan bertujuan untuk melakukan analisis terhadap loyalitas pelanggan menggunakan model American Customer Satisfaction Index (ACSI). Terdapat 6 variabel yaitu Customer Expectation, Perceived Quality, Perceived Value, Customer Satisfaction, Customer Complaint, dan Customer Loyalty. Hubungan tiap variabel dalam model akan menghasilkan 9 hipotesis yang akan diuji dengan metode Structural Equation Modeling (SEM). SEM sebagai alat analisis dapat menjawab masalah bersifat korelasi. Teknik pengumpulan data dilakukan dengan online survey kepada pelanggan layanan OTA dengan kebutuhan 385 data responden. Uji validitas dan reliabilitas data akan dilakukan untuk menguji keabsahan data untuk dilakukan analisis. Hasil penelitian menunjukkan 2 hipotesis ditolak dan 7 hipotesis diterima.

Kata kunci : Loyalitas Pelanggan, SEM, ACSI, Online Travel Agent.

Abstract

Indonesia is one of the largest online marketplaces in the world with more than 191 million internet users in 2020. This has caused various online industries to develop, one of which is Online Travel Agent (OTA). However, the growth of each OTA service causes competition between OTAs to be intense. In addition, changing customer loyalty makes it difficult for OTA services to survive. This study will aim to analyze customer loyalty using the American Customer Satisfaction Index (ACSI) model. There are 6 variables and this model is Customer Expectation, Perceived Quality, Perceived Value, Customer Satisfaction, Customer Complaint, and Customer Loyalty. The relationship between each variable in the model will produce 9 hypotheses that will be tested using the Structural Equation Modeling (SEM) method. SEM as an analytical tool can answer correlation problems. The data collection technique was carried out by online survey to OTA service customers with the need for 385 respondent data. Data validity and reliability tests will be carried out to test the validity of the data for analysis. The results showed that 2 hypotheses were rejected and 7 hypotheses were accepted.

Keywords: customer loyalty, SEM, ACSI, Online Travel Agent.