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The Moderation Role of E-Satisfaction and E-Trust on E-Loyalty of Travelin Application Users

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Abstract: In recent years, the tourism sector has undergone rapid digital transformation and growth. Angkasa Pura II launched the TRAVELIN application to cater to various needs of passengers at Angkasa Pura II airports. Through this application, passengers receive real-time flight reminders and access the locations of all shops, facilities, and ground transportation at the airport with a single touch. This study aims to examine the effect of E-Service Quality and E-Word of mouth on E-loyalty through E-satisfaction and E-trust.The research employs a quantitative method with a sample of 250 users of the Travelin application. Data were collected through questionnaires. The data were analyzed using SmartPLS 4 software. The study revealed that E-Service Quality significantly influences E-satisfaction, E-loyalty, and E-trust. Furthermore, E-Word of mouth significantly affects E-trust and E-loyalty. While E-satisfaction has a significant impact on E-loyalty, E-trust does not have a significant effect on E-loyalty. E-satisfaction is proven to be a significant mediating variable between E-Service Quality and E-loyalty among Travelin application users. On the other hand, E-trust is shown to be an insignificant mediating variable between E-Service Quality, E-loyalty, and E-Word of mouth, E-loyalty. The implication of this research highlights the need to enhance digital service quality (E-Service Quality) to improve customer satisfaction (E-satisfaction), which directly impacts user loyalty (E-loyalty).

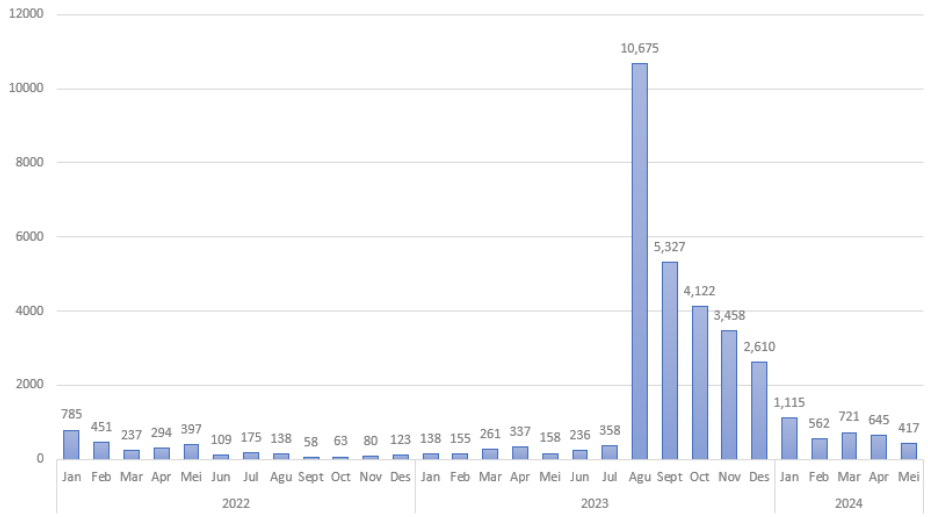
Keyword: Electronic Service Quality, Electronic Word of Mouth, Electronic Loyalty, Electronic Satisfaction, Electronic Trust

INTRODUCTION

Currently, a fundamental transformation in human life and work processes is occurring due to advancements in information technology, which are driving the world toward digitalization. The emergence of digital technology in the era of the 4.0 Industrial Revolution has had a significant impact on human life worldwide. In this revolution, all processes are carried out through automated systems across various activities, where the rapid development of internet technology not only connects people globally but also serves as a foundation for online trade and transportation transactions (Hamdan, 2018).

As a result of digital migration, technological advancements, improved internet accessibility, and the growing number of internet users in Indonesia, the travel agent industry has undergone a transformation. Initially, only conventional travel agents were known, but since 2012, online travel agent applications such as Traveloka, Pegi Pegi, Tiket.com, and others have emerged, including the TRAVELLIN application. These platforms provide services for booking transportation tickets, accommodations, and tourist attractions (Seva et al., 2019).

The number of TRAVELLIN application users experienced growth from May 2023 to December 2023 but showed a decline in 2024 compared to the previous year, as detailed below:



Source: Operational Angkasa Pura II

Figure 1. Number of Travelin Users Jan 2022 – May 2024

Figure 1 illustrates the increase in Travelin application users from January to April, rising from 138 users to 337 users, reflecting a growth of 144.2%. However, in May, the number of users dropped to 158, marking a decline of -56.4%, the user base then surged in August to 1,067 and further increased in September to 5,327 users. Nevertheless, a decrease of 51% was observed in December, bringing the number of users down to 2,610. In 2024, the decline in TRAVELIN users became more drastic, especially when compared to the period from July to December 2023.

Organizations fundamentally aim to provide optimal services; however, service failures are often inevitable. Even companies with the best quality programs and the most customer-oriented strategies cannot completely eliminate service errors (Odoom et al., 2020). Despite efforts to offer the best services, electronic transactions still face various challenges. Customer dissatisfaction may lead to customer loss due to poor service quality (Fuentes-Blasco et al., 2010). Customer loyalty is highly dependent on service quality, as satisfaction and loyalty are achieved when companies consistently provide high-quality services (Safitri et al., 2024). Based on the phenomenon described in the background of this study, the researcher is motivated to conduct a study titled: "The Moderating Role of *E-Satisfaction* and E-Trust on E-Loyalty Among Travelin Application Users".

METHOD

This study employs a quantitative approach. According to (Bahri & Zamzam, 2015), quantitative methods are used to examine a specific population or sample. The population in this study consists of 15,000 Travelin application users. The sample selection follows a probability sampling technique using random sampling. In determining the sample size, this

study refers to two key references. With 50 indicators used to measure five (5) variables, the minimum required sample size is determined by multiplying the number of indicators by 5.

Thus, the sample size for this study is 50 x 5 = 250 respondents. Primary data serves as the main source of information in this research. The primary data was collected through questionnaires distributed to the selected sample. Data processing in this study was conducted using Smart PLS 3 software to minimize errors and ensure accuracy and efficiency in the analysis.

Research Trial Calibration

The outer model analysis explains how each indicator relates to its latent variable. The tests conducted on the outer model include the following (Ghozali & Latan, 2015):

a) Convergent Validity : This value represents the factor loading of latent variables with their indicators. The expected value should exceed > 0.7, although a minimum threshold of 0.6 is commonly accepted for factor loading values.
b) Discriminant Validity : This value refers to the cross-loading factor, which is used to determine whether a construct has adequate discriminant validity. This is assessed by comparing the loading value of a targeted construct, which should be higher than its loading values on other constructs.
c) Average Variance Extracted (AVE) : The AVE value is expected to be greater than 0.5, indicating that the construct explains more than half of the variance in its indicators.
d) Composite Reliability : Data with a composite reliability value of > 0.7 is considered to have high reliability.
e) Cronbach's Alpha : Reliability testing is further strengthened by Cronbach's Alpha, where a value exceeding > 0.6 is required for all constructs to ensure internal consistency.

Hypothesis Testing

SEM-PLS does not assume that data follows a normal distribution; therefore, the significance tests used in regression analysis cannot be applied to assess whether coefficients such as outer weight, outer loading, and path coefficients are significant. Instead, SEM-PLS relies on a non-parametric bootstrapping procedure to evaluate the significance of these coefficients (Edeh, E., Lo, W. J., & Khojasteh, J., 2022).

RESULTS AND DISCUSSION

Validity and Reliability Testing

1. Validity Testing

Based on the validity test results for each indicator (*E-Service Quality, E-Word of Mouth, E-Satisfaction, E-Trust, and E-Loyalty*), it is found that the loading factor values for all indicators used to measure each variable exceed >0.50. Therefore, it can be concluded that the 50 indicators used to measure each variable (*E-Service Quality, E-Word of Mouth, E-Satisfaction, E-Trust, and E-Loyalty*) have met the criteria for convergent validity.

Table 1. Discriminant Validity (Fornell-Larcker Criterion) Test Result

	ELOY	ESAT	ESQ	ETRU	*EWOM*
ELOY					
ESAT	1,028				
ESQ	1,014	1,02			
ETRU	1,026	1,026	1,019		
EWOM	1,038	1,03	1,21	1,041	

Source: Processed by Author

Based on the validity test results presented in Table 1, the cross-loading values for each indicator used in this study show higher values for their respective constructs. This indicates that the latent constructs can better estimate the indicators within their respective blocks compared to indicators in other blocks. Therefore, it can be concluded that all indicators used in this study have met the criteria for discriminant validity.

2. Realibility Testing

Table 2. Realibility Test Result

	Cronbach's alpha	*Composite reliability (rho_c)*
ELOY	0,947	0,958
ESAT	0,954	0,962
ESQ	0,988	0,989
ETRU	0,954	0,962
EWOM	0,912	0,938

Source: Processed by Author

Based on the reliability test results presented in Table 2, the Cronbach's Alpha values obtained for all constructs in this study, including *E-Service Quality, E-Word of Mouth, E-Satisfaction, and E-Trust*, are ≥ 0.70. This indicates that the instrument used in this study is reliable. Furthermore, a composite reliability test was conducted, with the following results:

Table 3. Composite Realibility Test Result

	Cronbach's alpha	*Composite reliability (rho_a)*	*Average variance extracted (AVE)*
ELOY	0,947	0,947	0,792
ESAT	0,954	0,954	0,785
ESQ	0,988	0,988	0,769
ETRU	0,954	0,955	0,785
EWOM	0,912	0,912	0,792

Source: Processed by Author

Based on the reliability test results presented in Table 3, the composite reliability values for all five variables (50 indicators) used in this study exceed 0.70. This indicates that the instrument utilized in this research is reliable.

Inner Model Testing

Following the outer model testing, the next step is to conduct an inner model testing. The inner model assessment involves determining the coefficient of determination, followed by hypothesis testing.

1. Coefficient of Determination

The coefficient of determination (R^2) is measured as a percentage and ranges from 0.0 to 1.0. The closer the value is to 1.0, the better the model's predictive accuracy.

Table 4. Coefficient of Determination Values (R2)

	R-square	*R-square adjusted*
ELOY	0,968	0,967
ESAT	0,981	0,981
ETRU	0,982	0,982

Source: Processed by Author

Based on Table 4, the E-loyalty model demonstrates a coefficient of determination (R^2) of 0.968, or 96.8%, which falls into the strong category. Additionally, the adjusted R-Square value for the *E-Satisfaction* variable is 0.981 (98.1%), and for the E-Trust variable, it is 0.982 (98.2%), both of which are also categorized as strong. Therefore, it can be concluded that the model is robust, indicating a high level of predictive accuracy.

2. Goodness of Fit (GOF)

Table 5. GoF

	AVE	*R-square adjusted*
ELOY	0,792	0,967
ESAT	0,785	0,981
ESQ	0,769	
ETRU	0,785	0,982
EWOM	0,792	
Rata - Rata	0,785	0,977

Source: Processed by Author

GOF = $\sqrt{Avarage AVE\ x\ Avarage\ RSquare}$

GOF = $\sqrt{0{,}785\ x\ 0{,}978}$

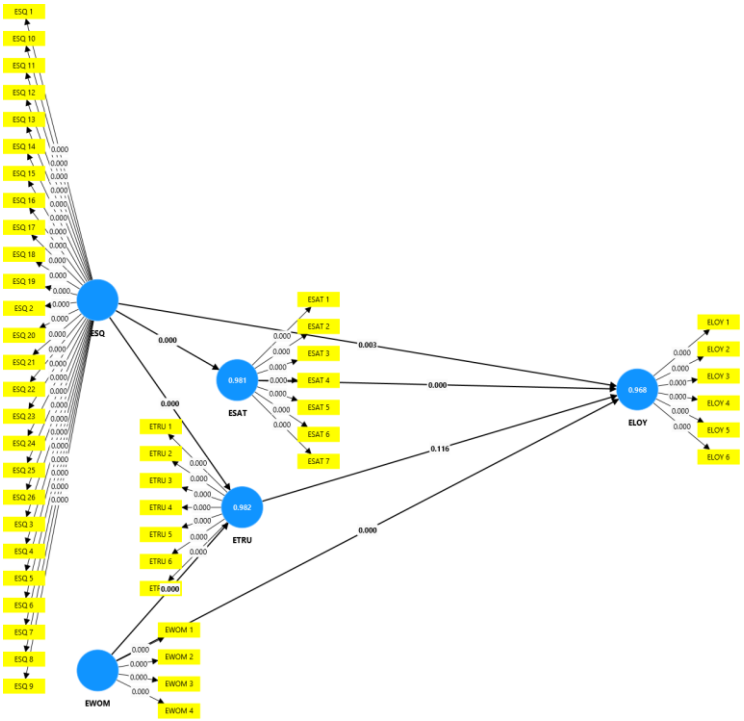
GOF = 0,876

Based on the calculation results, a GoF (Goodness of Fit) value of 0.876 was obtained, indicating that the combined performance of the outer and inner models in this study falls into the high GoF category.

Hypothesis Testing

Hypothesis testing is conducted to examine whether the independent variables, namely *e-service quality* and *e-word of mouth*, as well as the mediating variables, *E-satisfaction* and e-trust, influence e-loyalty, either directly or indirectly. This testing is based on data processing using Partial Least Squares (PLS) analysis with SmartPLS 4.1.0.0 software.

Figure 2 below presents the path diagram from the hypothesis testing output based on Partial Least Squares (PLS) analysis using SmartPLS version 4.1.0.0.



Source: Processed by Author

Figure 2. Path Diagram Output Results of Hypothesis Testing

Based on the data processing results using SmartPLS version 4.1.0.0, as shown in the bootstrapping output in Figure 2 above, and as presented in Table 4.23, which displays the results of the direct effect test, and Table 4.24, which presents the results of the indirect effect test, a more detailed explanation is provided as follows:

Table 6. Testing the Influence of Direct Output from Partial Least Square

	Original Sample	*Standard Deviation*	*T Statistics*	*Pvalues (1 Tail)*	Conclusion
The influence of *E-service quality* towards *E-satisfaction* (H1)	0,99	0,001	915,075	0,000	H1 accepted/supported
The influence *E-service quality* towards *E-loyalty* (H2)	0,367	0,12	3,051	0,002	H2 accepted/supported
The influence *E-service quality* towards *E-trust* (H3)	0,801	0,038	21,204	0,000	H3 accepted/supported
The influence *E-word of mouth* towards *E-trust* (H4)	0,195	0,038	5,085	0,000	H4 accepted/supported
The influence *E-word of mouth* towards *E-loyalty* (H5)	0,199	0,044	4,481	0,000	H5 accepted/supported
The influence *E-satisfaction* towards *E-loyalty* (H6)	0,304	0,083	3,66	0,000	H6 accepted/supported
The influence *E-trust* towards *E-loyalty* (H7)	0,121	0,086	1,406	0,160	H7 rejected or not supported

Source: Processed by Author

Hypothesis 1

The test results indicate a P-value of 0.000, which is less than 0.05 (5% alpha), leading to the acceptance of H1. This statistical finding, with a 95% confidence level, confirms a positive influence of *E-service quality* on *E-satisfaction* in the use of the Travelin application. Based on this, it can be stated that perceived enjoyment enhances *E-satisfaction* in Travelin app usage.

To improve *E-service quality* in the Travelin application, according to Lai, Tsang et al. (2010), companies should focus on key aspects. First, application reliability must be strengthened by ensuring accurate information, high uptime, and seamless transactions. Second, ease of use should be enhanced by designing a user-friendly interface, simplifying the booking process, and ensuring app responsiveness across different devices. Third, application speed and performance must be optimized to maintain functionality, especially during peak traffic periods.

Hypothesis 2

The test results indicate a P-value of 0.002, which is less than 0.05 (5% alpha), leading to the acceptance of H2. This statistical finding, with a 95% confidence level, confirms a positive influence of *E-service quality* on *E-loyalty* in the use of the Travelin application. Based on this, it can be concluded that *E-service quality* enhances *E-loyalty* in Travelin app usage.

To strengthen the influence of *E-service quality* on *E-loyalty* in the Travelin application, Suwondo et al. (2017) suggest that companies focus on improving service quality in several aspects, including application reliability, ease of use, speed, security, personalization, customer support, and the adoption of the latest technologies. The better the service quality provided by the Travelin application, the greater the likelihood that users will feel satisfied, develop trust, and remain loyal. This will increase user retention and encourage continued use of the application in the future.

Hypothesis 3

The test results indicate a P-value of 0.000, which is less than 0.05 (5% alpha), leading to the acceptance of H3. This statistical finding, with a 95% confidence level, confirms a positive influence of *E-service quality* on *E-trust* in the use of the Travelin application. Based on this, it can be concluded that *E-service quality* enhances *E-trust* in Travelin app usage.

To strengthen the influence of *E-service quality* on *E-trust* in the Travelin application, it is essential to focus on aspects that foster a sense of security, convenience, and value for users. Enhancing service quality, including application reliability, data security, ease of use, customer support, and information transparency, will directly reinforce user trust. Higher trust levels contribute positively to user engagement and satisfaction (Suwondo et al., 2017).

Hypothesis 4

The test results indicate a P-value of 0.000, which is less than 0.05 (5% alpha), leading to the acceptance of H4. This statistical finding, with a 95% confidence level, confirms a positive influence of *E-word of mouth (E-WOM)* on *E-trust* in the use of the Travelin application. Based on this, it can be concluded that *E-Word of Mouth* enhances *E-trust* in Travelin app usage.

The more positive reviews and recommendations users receive from others, the higher the likelihood that new users will trust and decide to download and use the application (Kusumawati et al., 2018). Effective review management, prompt responses from developers, and consistency in service quality and user experience are key factors in building strong E-trust through *E-WOM* (Yulianto & Soesanto, 2019). The influence of these two variables is measured at 0.195, meaning that improved *E-WOM* leads to a higher level of *E-trust* in Travelin app usage.

Hypothesis 5

The test results indicate a P-value of 0.000, which is less than 0.05 (5% alpha), leading to the acceptance of H5. This statistical finding, with a 95% confidence level, confirms a

positive influence of *E-word of mouth* on *E-loyalty* in the use of the Travelin application. Based on this, it can be concluded that *E-Word of Mouth* enhances *E-loyalty* in Travelin app usage.

This finding aligns with the study by El Aziz et al. (2024), which suggests that *E-WOM* is a key factor influencing consumer behavior by shaping purchase decisions, providing social proof, building trust, and reducing perceived risks. Positive *E-WOM* contributes to increased E-loyalty and customer retention, whereas negative *E-WOM* can damage a company's reputation and reduce *E-loyalty.*

Hypothesis 6

The test results indicate a P-value of 0.000, which is less than 0.05 (5% alpha), leading to the acceptance of H6. This statistical finding, with a 95% confidence level, confirms a positive influence of *E-satisfaction* on *E-loyalty* in the use of the Travelin application. Based on this, it can be concluded that *E-satisfaction* enhances *E-loyalty* in Travelin app usage.

To strengthen *E-satisfaction* and ultimately improve *E-loyalty* among Travelin users, application managers should focus on enhancing the overall user experience. This includes ensuring fast and efficient customer service, as well as maintaining high standards of data security and privacy. By addressing user needs and expectations while consistently delivering high-quality services, Travelin can foster long-term loyalty that benefits both users and the platform itself (Kalim et al., 2024b).

Hypothesis 7

The test results indicate a P-value of 0.160, which is greater than 0.05 (5% alpha), leading to the rejection of H7. This statistical finding, at a 95% confidence level, suggests that there is no significant positive effect of *E-trust* on *E-loyalty* in the use of the Travelin application. Based on this, it can be concluded that E-trust does not enhance *E-loyalty* in Travelin app usage.

According to the study by Pratama, Rekha et al. (2023), the level of trust in an online shopping application does not necessarily determine *E-loyalty.* Contrary to expectations, customers prioritize the availability of services over trust when shopping online. Customers are less concerned about whether their trust is justified in proportion to the time and costs they are willing to invest.

Table 7. Testing the Influence of Indirect Output from Partial Least Square

	Original Sample	*Standard Deviation*	*T Statistics*	*Pvalues (1 Tail)*	Conclusion
E-service quality indirectly through *E-satisfaction* has an influence towards *E-loyalty* (H8)	0,305	0,085	3,598	0,000	H8 accepted/supported
E-service quality indirectly through *E-trust* has an influence towards *E-loyalty* (H9)	0,105	0,066	1,586	0,113	H9 rejected or not supported
E-word of mouth indirectly through *E-trust* has an influence towards *E-loyalty* (H10)	0,027	0,019	1,427	0,154	H10 rejected or not supported

Source: Processed by Author

Hypothesis 8

The test results indicate a P-value of 0.000, which is less than 0.05 (5% alpha), leading to the acceptance of H8. This statistical finding, at a 95% confidence level, suggests a significant positive indirect effect of *E-service quality* on E-loyalty through E-satisfaction. Based on this, it can be concluded that *E-service quality* indirectly enhances *E-loyalty* via *E-satisfaction*.

These findings suggest that when the *E-service quality* of an application aligns with consumer needs and expectations, it leads to higher customer satisfaction. In turn, this satisfaction fosters electronic customer loyalty and generates positive recommendations, ultimately benefiting the business (Tri Atmojo & Widodo, 2022). This study aligns with previous research by Ginting et al. (2023b), which found that *e-customer satisfaction* mediates the relationship between *e-service quality and e-customer loyalty* in online shopping platforms.

Hypothesis 9

The test results indicate a P-value of 0.113, which is greater than 0.05 (5% alpha), leading to the rejection of H9. This statistical finding, at a 95% confidence level, suggests that there is no significant positive indirect effect of *E-service quality* on *E-loyalty* through *E-trust.* Based on this, it can be concluded that *E-service quality* does not indirectly enhance *E-loyalty* through *E-trust.*

While service quality and user trust may improve directly, they are not sufficient to drive user loyalty. These findings highlight that E-trust alone is not strong enough to enhance E-loyalty. Even if users are satisfied with their experience, this satisfaction does not necessarily translate into greater trust or sustained loyalty. Other factors may play a more dominant role in fostering trust and loyalty among users of digital platforms.

Hypothesis 10

The test results indicate a P-value of 0.154, which is greater than 0.05 (5% alpha), leading to the rejection of H10. This statistical finding, at a 95% confidence level, suggests that there is no significant positive indirect effect of *E-word of mouth (E-WOM*) on *E-loyalty through E-trust.* Based on this, it can be concluded that E-word of mouth does not indirectly enhance *E-loyalty* via *E-trust.*

The relationship between *E-WOM* and *E-trust* suggests that user-generated information shared through *E-WOM* does not significantly increase trust in the Travelin application. This may occur if the reviews are perceived as less credible or if users prioritize personal experiences over external recommendations. Similarly, while trust in the Travelin app is important for building loyalty, other factors may have a more significant impact. Elements such as service quality, app features, and competitive pricing may contribute more to user retention than trust derived from *E-WOM* alone.

CONCLUSION

This study confirms that *E-service quality* and *E-word of mouth (E-WOM)* play a crucial role in shaping *E-loyalty* through *E-satisfaction* and *E-trust* among Travelin application users. The analysis using Smart PLS 4.0 reveals that *E-service quality* has a direct positive impact on *E-satisfaction, E-loyalty, and E-trust*, indicating that high-quality digital services enhance user satisfaction, loyalty, and trust. Key factors such as reliability, ease of use, service speed, and transaction security are essential in creating a positive customer experience.

Furthermore, E-WOM significantly influences E-trust and E-loyalty, suggesting that positive reviews and recommendations from other users contribute to building customer trust and loyalty. Strategies to enhance E-WOM can include encouraging user reviews, implementing referral programs, and ensuring prompt responses to customer feedback.

An interesting finding of this study is that E-trust does not directly affect E-loyalty, implying that while trust is important, user loyalty is also influenced by external factors such as competition, pricing, and promotional efforts. Additionally, *E-service* quality does not impact *E-loyalty* through *E-trust*, indicating that service quality alone is not sufficient to ensure loyalty without the support of other factors.

As an implication, Travelin should strengthen its digital service strategy by optimizing user experience, enhancing system transparency and reliability, and developing marketing strategies based on reviews and recommendations. These efforts are essential to fostering customer loyalty in the highly competitive travel application market.

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