

**THE IMPACT OF CUSTOMER VALUE, E-SERVICE QUALITY AND  
CUSTOMER TRUST TOWARDS REPURCHASE INTENTION BEHAVIOR  
ON ONLINE TRAVEL AGENCY  
IN CASE STUDY: TIKET.COM**

By

Chrisya Virginia

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**SGU**<sup>®</sup>  
SWISS GERMAN UNIVERSITY

SWISS GERMAN UNIVERSITY  
The Prominence Tower  
Jalan Jalur Sutera Barat no. 15, Alam Sutera  
Tangerang, Banten 15143 - Indonesia

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Chrisya Virginia

Student

Date

Approved by:

Irma Martlani Namangwulan, B.Sc.,MBA

Thesis Advisor

Date

Dr. Nila K. Hidayat SE., MM.

Dean

Date

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Chrisya Virginia

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**ABSTRACT**

THE IMPACT OF CUSTOMER VALUE, E-SERVICE QUALITY AND  
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By

Chrisya Virginia  
Irma Martlani Namangwulan, B.Sc.,MBA

SWISS GERMAN UNIVERSITY

The aim of this study is identify which factors will make customer intent to repurchase on Online Travel Agency. This study aims for which independent variable, which are Customer Value, E-Service Quality and Customer Trust that will affect the repurchase intention to the customer in order to make customer willing to repurchase again. This study is using Multiple Linear Regression model. The method in this research is using quantitative research methods. The sampling method of this research is nonprobability purposive sampling. Data collected through questionnaires to 200 respondents with 30 items of statement. Data processing techniques using validity and reliability analysis, classical assumption test, and hypotheses test. The results showed that the effect of customer value, e-service quality and Customer Trust towards repurchase intention behavior is 71.1%. Based on the partial results of hypotheses testing, sub-variable customer value, e-service quality and customer trust have an effect on repurchase intention behavior, in the amount of 56.3% for customer value, 23.4% for e-service quality and 14.7% for customer trust. Based on the results of this study, author recommends Tiket.com to maintain and increase the ability to deliver customer value, increase the speed of website, and improve its reliability in order to maintain the trust of customers.

*Keywords: Customer Value, E-Service Quality, Customer Trust, Repurchase Intention, Online Travel Agency*



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## DEDICATION

I dedicate this thesis to my loving family and my loved one whose untiring support and assistance have made this thesis finished.

And most of all to our Almighty God, the author of knowledge and wisdom who made this possible, Jesus.



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## TABLE OF CONTENTS

STATEMENT BY THE AUTHOR .....	2
ABSTRACT .....	3
DEDICATION .....	5
ACKNOWLEDGEMENTS .....	6
TABLE OF CONTENTS .....	7
LIST OF FIGURES .....	11
LIST OF TABLES .....	12
CHAPTER 1 - INTRODUCTION.....	13
1.1. Background .....	13
1.2. Research Problems.....	19
1.3. Research Purposes and Objectives.....	20
1.4. Significance and Limitation of Study .....	20
1.5. Research Questions.....	20
1.6. Hypothesis.....	21
1.7. Structure of Chapter .....	21
CHAPTER 2 - LITERATURE REVIEW .....	23
2.1. Customer Value .....	23
2.1.1. Dimensions of Customer Value.....	24
2.2. E-Service Quality.....	25
2.2.1. Dimensions of E-Service Quality .....	26
2.3. Customer Trust.....	27
2.3.1. Dimensions of Customer Trust .....	28
2.4. Repurchase Intention Behavior.....	29
2.4.1. Dimensions of Repurchase Intention Behavior .....	30
2.5. Previous Studies.....	31
2.6. Differences in Studies .....	36
2.7. Research Model .....	37
CHAPTER 3 - RESEARCH METHOD .....	38

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3.1. Research Process.....	38
3.2. Type of Research.....	39
3.3. Source of Data.....	39
3.3.1. Primary Data .....	39
3.3.2. Secondary Data .....	40
3.4. Type of Data.....	40
3.5. Research Instrument.....	41
3.6. Operational Variable .....	41
3.7. Population and Sample .....	43
3.7.1. Population .....	43
3.7.2. Sampling .....	44
3.8. Method of Data Analysis .....	44
3.8.1. Pre-Testing .....	44
3.8.1.1. Validity .....	45
3.8.1.2. Reliability.....	45
3.8.2. Post-Testing.....	46
3.8.2.1. Validity .....	49
3.8.2.1. Reliability.....	50
3.9. Classical Assumption Test.....	47
3.9.1. Normality Test.....	47
3.9.2. Heterocedascity Test .....	48
3.9.3. Autocorrelation Test.....	48
3.9.4. Multicollinearity Test.....	49
3.10. Hypothesis Test .....	50
3.10.1. F-test .....	50
3.10.2. T-Test .....	50
CHAPTER 4 - RESULT AND DISCUSSION .....	52
4.1. Data Source.....	52
4.2. Company Profile .....	52
4.3. Respondent Characteristic .....	53
4.3.1. Gender.....	53

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4.3.2. Age .....	54
4.3.3. Income.....	55
4.4. Description on Research Variables .....	55
4.4.1. Variable 1: Customer Value.....	55
4.4.2. Variable 2: E-Service Quality .....	56
4.4.3. Variable 3: Customer Trust .....	56
4.4.4. Repurchase Intention Behavior.....	57
4.5. Stastitcal Analysis .....	57
4.5.1. Pre Test.....	57
4.5.1.1 Validity Test .....	57
4.5.1.2. Validity Test Result .....	59
4.5.1.2. Reliability Test .....	62
4.5.1.2.1. Reliability Test Result in Pre Test.....	62
4.5.1.2.1.1. Reliability Test in Customer Value .....	62
4.5.1.2.1.2. Reliability Test in E-Service Quality .....	63
4.5.1.2.1.3. Reliability Test in Customer Trust .....	63
4.5.1.2.1.4. Reliability Test in Repurchase Intention.....	64
4.5.2. Post-Test.....	64
4.5.2.1. Validity Test .....	65
4.5.2.1.1. Validity Test Result .....	65
4.5.2.2. Reliability Test .....	69
4.5.2.2.1. Reliability Test Result in Customer Value .....	69
4.5.2.2.2. Reliability Test Result in E-Service Quality .....	70
4.5.2.2.3. Reliability Test Result in Customer Trust .....	70
4.5.2.2.4. Reliability Test Result in Repurchase Intention.....	71
4.6. Descriptive Statistic .....	72
4.7. Regression Analysis .....	72
4.7.1. Classical Assumption Test.....	72
4.7.1.1. Normality Test.....	73
4.7.1.2. Heterocedascity .....	73
4.7.1.3. Autocorrelation Test.....	74

---

4.7.1.4. Multicollinearity Test.....	75
4.8.2. Hypothesis Testing.....	75
4.8.2.1. T-Test.....	76
4.8.2.2. F-Test.....	77
4.7. Discussion.....	78
CHAPTER 5 - CONCLUSIONS AND RECOMMENDATIONS.....	80
5.1. Conclusions.....	80
5.2. Recommendations.....	81
5.2.1 Recommendations for Tiket.com.....	81
5.2.2. Recommendations for Researchers.....	83
GLOSSARY.....	84
ABBREVIATION.....	85
REFERENCES.....	86
APPENDIX A – QUESSTIONAIRE IN ENGLISH.....	91
APPENDIX B – QUESSTIONAIRE IN BAHASA.....	95
APPENDIX C – EXCEL RAW DATA.....	99

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