

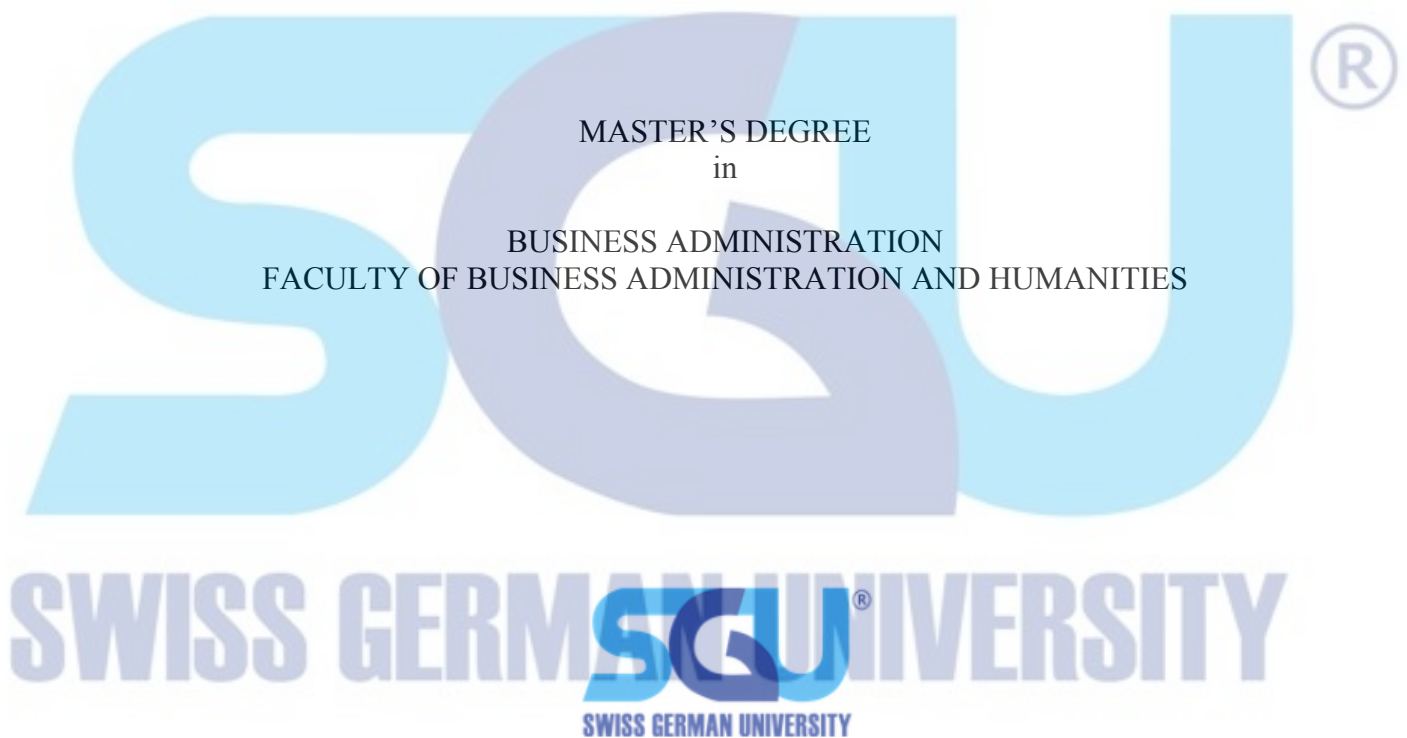
**ANALYSIS THE INFLUENCE OF DYNAMIC PRICING AND E-SERVICE
QUALITY TOWARD CUSTOMER E-SATISFACTION IN ONLINE TRAVEL
(STUDY CASE AT PT. XYZ)**

By

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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.

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ABSTRACT

ANALYSIS THE INFLUENCE OF DYNAMIC PRICING AND E-SERVICE QUALITY TOWARD CUSTOMER E-SATISFACTION IN ONLINE TRAVEL

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The purpose of this study is to analyze the influence of dynamic pricing and e-service quality toward customer e-satisfaction in online travel. The objective of the study is to provide information to PT. XYZ about the relationship among dynamic pricing and e-service quality which influence customer e-satisfaction. In this research, questionnaires were spread online to PT. XYZ's customer. In testing relationship between independent and dependent variable in the model are using Cronbach's Alpha, Pearson's Correlation and Regression. The researcher used closed ended self-administered questionnaires as a method of collecting data. The study was done on one hundred respondents from PT. XYZ's customer. The finding of the study revealed dynamic pricing and e-service quality have positive correlation to customer e-satisfaction in the PT. XYZ. The result indicated that PT. XYZ's customers are satisfied with company website that it offers dynamic pricing method and e-service quality. The company may increase both quality over optimize corporate resources and marketing strategies in order to increase number of online shoppers.

Keywords: E-Commerce, Dynamic Pricing, E-Service Quality, Customer E-satisfaction, Travel Online.



DEDICATION

I dedicate this thesis to my beloved parents, dear husband and my beloved children
Andrew Johanes and Shannon E. Johanes.



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