



Analysis of The Influence of User Experience and Feature Functionality on Customers' E-Loyalty of Online Travel Service Application Traveloka

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Abstract

This study aims to examine how hedonic and utilitarian characteristics affect calculative commitment, flow experience, and e-loyalty. This study employs a cross-sectional design and descriptive research methodology. Customers who live in Indonesia and have utilized travel agency websites to make online hotel reservations make up the study's demographic. This study combined a judicial sampling strategy with a non-probability sampling method. There were 100 samples used in this investigation. A questionnaire was used to obtain the data. A structural equation model will be used to examine the data in this investigation. According to the analysis's findings, hedonic and utilitarian aspects enhance users' flow experiences and favourably affect their calculative commitment when utilizing travel agency services. Positive flow experiences also raise customer e-loyalty. In addition, it has been demonstrated that calculative commitment extends the degree of electronic trust. Lastly, it was discovered that e-loyalty was significantly influenced by the degree of electronic trust, suggesting that boosting customer trust in travel agencies can increase platform loyalty. Thus, strategies to strengthen hedonic and utilitarian features, ensure positive flow experiences, and build calculative commitment and e-trust may be vital to growing consumers' e-loyalty towards travel agents.

Keywords: Features, Commitment, Experience, E-Trust, E-Loyalty.

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1. Introduction

The current rapid development of the Internet has significantly impacted the Indonesian economy, especially for developing countries like Indonesia. With 40% of Indonesia's population or around 95 million people, being active internet users, there has been a significant increase compared to the previous year. The main factors behind this increase are improved internet access and increasingly sophisticated technology, making it easier for anyone to connect [1]. The Internet plays a vital role in various daily activities, from searching for information to communicating, causing transactions to purchase goods and services, and providing testimonials about products. With broad internet penetration, Indonesia offers enormous opportunities for e-commerce businesses, projected to reach US\$150 billion by 2022 [2]. E-commerce, which uses the Internet, websites, and mobile applications to conduct business transactions, offers a variety of product categories, starting with fashion, digital devices, food, hobbies, and travel [3]. With e-commerce, Indonesian people can quickly get the products they want, even rare ones. Indonesia's e-commerce market shows the potential to become one of the largest in Asia, especially by utilizing mobile platforms to provide easier access to the entire community [4].

Bounce rate is a term used to describe the percentage of visitors to a website who only open one page without continuing to the next page. In other words, the bounce rate tells how good the company's website is. The higher the bounce rate percentage of a website, the less suitable or uninteresting the website is to visit [5]. On the other hand, if the bounce rate percentage is small, then the website is exciting to see. Travel agent websites have a poor % bounce rate of 40% compared to others, which are 30% and 25%, respectively [6]. This aspect needs to be reviewed by travel agents, considering that a high bounce rate is interpreted as a less attractive website display or that other factors make consumers not stay on the website for long. The bounce rate on this website is thought to be because travel agents do not promote enough about the advantages of using a travel agent, so consumers do not understand the website [7]. Total travel agent transactions increased by more than 200% compared to last year. The majority of buyers themselves are aged 25–35 and belong to Generation Y. Regarding price, and travel agents state that the prices offered are more affordable because they collaborate directly with these hotels [8].

With this direct connection, customers are offered several benefits, such as ease of rescheduling or price negotiations. Currently, the travel agent has more than 800 thousand users. The number of daily transactions is more than 11,000, 50% of which come from existing users, while the other 65% come from new users. Of the

number of transactions per day, 50% are hotel transactions. Seeing this reasonably rapid growth, travel agents are optimistic about targeting transactions that will double in the following year. Therefore, travel agents have prepared various things to achieve this target. These include developing more accessible ordering services, increasing inventory, increasing the choice of payment methods, and collaborating with various parties to present multiple attractive promotions [9]. With the presence of travel agents in Indonesia, it is hoped that they can help answer the needs of every consumer, especially Gen Y consumers who want to make hotel reservations to complete their trip in Indonesia. Many places in Indonesia that offer unique nature and culture still need to be promoted. The growth of technology and the Internet, accompanied by the increasing number of Internet users in Indonesia, creates new business opportunities in the e-commerce sector. However, marketers must add and develop unique strategies, considering that Gen Y dominates the number of online shoppers. They have different characteristics and perspectives from other generations [10].

Apart from being active on digital platforms, Gen Y also often travels. Booking hotels online is a choice consumers make before traveling because it makes it easier for them to find a comfortable place to stay when they arrive at their destination. Before making a hotel reservation, Gen Y pays attention to the appearance, color, price, quality, and ease of website access. To increase the quality of a website, companies must provide unique and entertaining features so that consumers become more interested when searching for products or making purchases [11]. A website's hedonic and utilitarian features can influence its users' hotel booking experience. Hedonic features are features found on a website, such as an innovative design display, an appropriate layout, and an interactive website.

Meanwhile, practical features make it easier for consumers to search for and purchase products on a website, for example, price comparison features and ease of navigation [12]. On the appearance of the travel agent's website, hedonic features include a colourful user interface, an appropriate layout, and animations that help provide interesting promotional information on the website. The hedonic features on the website are visible not only on the first page but also on the hotel search page. The appropriate layout is also presented so that consumers are entertained when searching for a hotel and when booking an actual hotel. Besides hedonic features, travel agents also provide helpful features on their websites. Functional features include hotel search filters, price comparison filters, hotel stars (1–5 stars), and ease of access. One of the exciting hotel search filters is the maps feature, which contains available hotel points in an area. This point is the price per night of a hotel room, so consumers can immediately find out which hotel in the area they want to book according to their budget [13].

These two features both provide benefits for users who access a website. When a website has hedonic and utilitarian features, without realizing it, it will create a pleasant experience for its users. An enjoyable experience can also be called a flow experience [14]. A "flow experience" is a fleeting state in which customers are so comfortable and focused on their online purchasing that they are unaware they have engaged in it. Because of the convenient access and appealing features, customers genuinely enjoy looking for the goods and services they require. Customers are more inclined to make purchases if they want the online buying journey. When they shop online, Gen Y prioritizes the "flow" experience [15]. When using a hotel booking website, customers engage with a "virtual face" that appears on the screen and acts like they are making a hotel reservation in person. Creating a distinctive flow experience is essential to capturing customers' hearts and minds. Therefore, companies must also provide a pleasant shopping experience to create a flow [16]. A website that offers many benefits to its users will make it easier to bring in sales because consumers will return to using the website. Consumers who use a website only because they are looking for profits or lower prices are included in the calculative commitment category. Calculative commitment is when consumers acknowledge the rewards and benefits they receive for continuing to use a particular website and maintaining a relationship with that company [17].

This type of consumer will only use a website if it provides more benefits than others. The company's e-trust is another aspect that encourages customers to remain loyal (return and repurchase) on e-commerce websites. Online purchases are very vulnerable to all forms of risk, ranging from fraud in the products provided to misuse of consumer personal data [18]. For this reason, a website must deliver indicators that make consumers trust and feel comfortable accessing the website. In the e-commerce business, companies must pay attention to the comfort and security of a website to avoid losses between both parties. An attractive and easy-to-use website appearance will create e-trust in a brand. As a result, a satisfying online experience can strengthen the link between the user and the hotel chain [19]. Customers who believe in a website will revisit it and make further purchases since it offers many advantages and can be trusted to deliver accurate information and excellent customer care. The e-loyalty category includes review and repurchase. E-loyalty is the desire of a customer to return to a website and make additional transactions there rather than switching to another one. Seeing the increasing growth due to loyal consumers, coupled with the characteristics of Gen Y who like travelling, provides an excellent opportunity for travel agents to maintain their services. Apart from that, travel agents must also develop marketing strategies to meet the unique preferences and needs of Gen Y, the largest consumer segment in the hotel industry throughout the world, in the next five to ten years [20]. Travel agents are expected to understand the character of

Gen Y consumers by providing a unique flow experience through hedonic and utilitarian features so they can compete with competitors, attract new consumers, and make old consumers more loyal.

2. Research Methods

This research adopts a descriptive research approach with a cross-sectional design. The survey method was chosen as the primary method, and this research explored a sample of consumers who had used online hotel booking services through travel agents in Indonesia. A questionnaire with a Likert rating scale from 1 to 7 was used as a data collection tool. The population of this study consists of these consumers, and the sampling technique chosen was a non-probability sampling method with a judgmental approach. The number of samples selected was 100. Data was collected through the random distribution of questionnaires using a non-probability sampling method. Next, data validity analysis will be conducted using the factor analysis method. Next, the Structural Equation Model method will be applied in this research to examine the relationship between variables and test hypotheses. Using the SEM technique, researchers can analyze and model the correlations between the variables outlined in this study's theoretical framework. As a result, this research is anticipated to deepen our understanding of the variables influencing customer behaviour and choices when utilizing online hotel booking services through gathering and evaluating this data. It is expected that the findings of this study will offer insightful information that will help online travel agencies and the e-commerce sector at large create more successful and efficient marketing and customer service plans.

3. Results and Discussion

This research hypothesis confirms that the presence of hedonic features on a travel agent website has a positive relationship with the level of calculative commitment of users. This is because entertaining elements in the website's appearance can influence consumers' decisions to use the platform when making hotel reservations. Previous research has also shown that hedonic features do have a significant influence on calculative commitment. A hotel booking website can provide customers with a satisfying experience by emphasizing elements like creative design, which will strengthen their loyalty to the platform. A well-designed website can give online visitors a pleasant image of their hotel experience even before they make a reservation or stay at the hotel, much like a hotel staff makes a good impression on guests. As a result, the use of hedonic elements in travel agency website designs makes a lasting impression on users and contributes significantly to developing a strong bond between them and the platform. Thus, creating and enhancing hedonic features on a website for a travel agency can be a valuable tactic to raise visitors' calculative commitment levels.

This research hypothesis confirms that the presence of useful features on a travel agency website positively correlates with the user's calculative commitment level. These features provide users concrete and practical benefits when searching for and booking hotels. Features such as location maps, hotel price filters, ease of access, and providing rewards for members or other promotions can be attractive factors for users to use the travel agent's website. With these features, users can save time, money, and energy by making hotel room reservations with just a few clicks. This finding is consistent with previous research, which also shows that utilitarian features significantly influence calculative commitment. In online shopping, appropriate, reliable, practical, and functional features are critical to building users' calculative commitment to a platform or brand. As a result of useful features on a website, consumers tend to continue using the platform because they feel the real benefits obtained from it. Thus, developing and improving valuable features on a travel agency website can be an effective strategy to increase users' level of calculative commitment.

This research confirms that the presence of hedonic features on a travel agent website has a favourable relationship with the user's sense of flow. Features such as a colourful home page display, pleasant navigation between pages, and aesthetic design elements can create a pleasant atmosphere for users when they search for the desired hotel. These findings are consistent with the results of previous research, which also showed that hedonic features significantly influence the experience of flow. It is recommended that travel agency websites focus particularly on enhancing the overall customer flow experience in this aspect. Since members of Generation Y are more likely to notice a website's overall appearance, having an attractive website design can make them happier when they visit it. Because of this, generation Y can be more easily drawn in and encouraged to revisit a well-designed website with an eye-catching layout and creative design. Thus, travel agency websites must provide a fun and visually appealing flow experience focusing on hedonic features. In doing so, they can increase user engagement and satisfaction and build stronger relationships between users and their platforms.

According to this research hypothesis, the presence of useful features on a travel agent's website has a favourable impact on the flow experience that users report. Features such as location maps, hotel search filters, and photo galleries of hotel reviews provide added value for users when exploring the website. When consumers feel helped and have their practical needs met using these useful features, they tend to feel more satisfied and engaged in the online hotel search process. In this situation, the complete and more helpful the features on a

travel agency website, the higher the flow experience customers feel. These findings are in line with previous research showing that utilitarian features have a significant impact on the flow experience.

Additionally, Generation Y's focus on practical features is even more dominant than hedonic features in influencing their flow experiences. Therefore, to attract attention and satisfy Generation Y consumers, a brand or company needs to design their website by paying attention to and strengthening utilitarian features. Thus, developing valuable features on a travel agency website will increase user comfort and efficiency, increase engagement and satisfaction and enhance the relationship between users and the platform.

This research supports the idea that consumer flow experiences have a favourable relationship with electronic loyalty. When consumers feel the flow caused by the convenience and ease of access to a travel agent's website, they tend to feel satisfied and engaged in the online hotel search or purchasing process. Customers are, therefore, more likely to revisit the website to look up hotels or make purchases. This result is in line with other studies that have demonstrated the substantial impact of flow experience on e-loyalty. Generation Y, for example, tends to be more motivated to return to a website if they experience a pleasant flow during online shopping. This flow experience increases consumers' engagement with the website and brand and encourages them to reconsider their future visits or make further purchases. Thus, travel agency websites need to provide users with a pleasant and seamless experience, thereby increasing the chances of creating e-loyalty. By creating positive streaming experiences, a brand or company can strengthen consumer relationships and increase their loyalty to the platform.

This research hypothesis confirms that calculative commitment from consumers has a positive relationship with the level of electronic trust. This occurs due to consumers' attraction to the alluring hotel price offers and promotions made available by travel agency websites. By focusing on the benefits obtained, such as affordable prices and exclusive promotions, consumers tend to build trust in the website. This finding is in line with previous research, which also shows that calculative commitment significantly influences e-trust. A website that can provide tangible benefits to its consumers, both in terms of financial benefits and other offers, will be more accessible for consumers to trust. Thus, it can be concluded that the presence of calculative commitment positively influences the level of electronic trust. Therefore, it is essential for travel agent websites to continuously improve the offers and benefits offered to consumers, thereby strengthening their trust in the platform. By focusing on building calculative commitment, a brand or company can enhance relationships with consumers and increase the level of electronic trust placed in them.

According to this research hypothesis, e-loyalty is not significantly impacted by commitment. Gen Y possesses solid skills and technological understanding. They can swiftly and readily take in information at the same time. Thus, this capacity may lessen their sense of expense. Accordingly, customers who find low hotel rates on a travel agency's website won't necessarily become devoted because Gen Y is known for being disloyal and is constantly looking for even lower rates than what is listed on existing sites. They believe that if a website is offering low pricing, then there must be other websites providing even lower costs. All that customers desire are deals and reasonable hotel rates that can be found on the Internet. Customers have the option to quit a website and visit another if there is one that offers lower pricing for booking hotels. This indicates that customers have discovered other lodging options with more alluring deals and lower rates. This is also consistent with earlier studies that found no discernible relationship between calculative commitment and e-loyalty. This research explains that e-trust may mediate between calculative commitment and e-loyalty, but calculative commitment does not make consumers loyal to a website. Although calculative commitment contains elements of sustainable use, this commitment is only positively related to opportunistic behaviour and the search for alternatives.

This research hypothesis confirms that electronic trust has a positive relationship with the level of electronic loyalty. This is because customers are more likely to make repeat purchases in the future if they have established trust and have a great hotel booking experience via a travel agency website. These results align with earlier studies, which demonstrate that e-trust significantly affects e-loyalty on a variety of e-commerce platforms and in the context of travel agencies. According to additional studies, a strong sense of trust plays a significant role in determining a customer's loyalty when doing business online. Trust plays a crucial role in establishing long-term commercial partnerships in an online setting. Customers are more likely to stick with a company they have greater faith in. Therefore, companies must continue to use websites that can be trusted and are committed to increasing the level of e-loyalty of consumers, especially Generation Y, who tend to be more involved in online transactions. By building trust and providing positive consumer experiences, companies can strengthen their business relationships and increase customer loyalty levels in the long term.

4. Conclusion

Based on the results of the analysis, several conclusions can be drawn. First, hedonic and utilitarian features have a positive influence on calculative commitment as well as on consumers' flow experiences. This means that improving these features in travel agencies will improve consumers' calculative commitment and flow experience. Furthermore, a significant correlation exists between flow experience and e-loyalty, suggesting that

enhancing flow experience can boost customer loyalty to the platform. Third, e-trust is positively impacted by calculative commitment, suggesting that a higher calculative commitment will result in higher customer trust in travel agencies. Electronic trust has a positive influence on e-loyalty, so increasing the confidence level will also increase consumer e-loyalty towards travel agents. Based on the analysis of the results of this research, it is hoped that the findings can significantly contribute to the company's progress in the future, especially in the context of service and user experience on travel agent platforms. By understanding the positive influence of hedonic and utilitarian features on calculative commitment and flow experience, as well as the impact of flow experience on e-loyalty, companies can focus more on improving service quality and features that can increase user engagement and satisfaction. In addition, it is hoped that this research will become a stepping stone for further research to develop aspects that have not been covered in-depth and explore more factors that influence consumer behaviour when using online hotel booking platforms. Thus, it is hoped that the results of further research can provide a more comprehensive and in-depth understanding and a broader insight for companies in improving marketing strategies and customer service.

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