

# TRAVELOKA APP CUSTOMERS' PERCEPTIONS OF LOYALTY AND ITS DRIVING FACTORS

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**Background:** Customer loyalty is a key factor in the success of online service companies like Traveloka. Fierce competition between platforms requires companies to not only attract new customers but also retain existing ones through consistent and satisfying experiences

**Purpose:** This study aims to analyze Traveloka customer loyalty and customer perceptions of the factors that drive loyalty. The factors driving loyalty in this study are service quality, trust, perceived price, and brand image

**Methodology:** This study used survey data from 119 respondents, including Traveloka customers in the Greater Jakarta area who had used the app more than once in the past year. Sampling was conducted using a convenience sampling method, and data collection was conducted by distributing questionnaires via Google Forms. Data were analyzed using a quantitative descriptive analysis method

**Finding:** The results of the study indicate that Traveloka customers are categorized as loyal. Customers perceive Traveloka's service quality as good, with an attractive, easy-to-use, and well-organized application. Customers have high trust in Traveloka, believing it is safe to use. Customers perceive that the rates charged by Traveloka are competitive, which is a reason for choosing Traveloka. Regarding brand image, customers perceive that the Traveloka brand has a good image. Among the factors driving customer loyalty, the trust dimension has the highest level of agreement, while price perception and brand image have the lowest levels of agreement

**Limitation:** First, this study used a convenience sampling method with a relatively limited number of respondents (119 people) and focused only on the Greater Jakarta area, so the results cannot be generalized to all Traveloka users in Indonesia. Second, the research approach was quantitative descriptive, so it cannot fully explain the causal relationships between the variables driving loyalty. Third, this study used only customer perceptions as the sole data source, without any other data

**Originality:** First, it uses an integrative approach to four key factors driving customer loyalty-service quality, trust, price perception, and brand image-analyzed within the context of an app-based digital platform. Second, this study adds recent empirical evidence regarding customer perceptions of competitive rates and app usability as critical components in maintaining loyalty in Indonesia.

**Keywords:** loyalty, service quality, trust, perceived price, brand image, OTA