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COMPARISON OF THE ROLE OF DIGITAL E-TICKETING IN IMPROVING THE QUALITY OF SERVICE AND CUSTOMER SATISFACTION

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Abstract:
The presence of E-ticketing plays a big role in the world as with the presence of E-ticketing. Users are becoming more time-efficient. Physical evidence becomes unnecessary and at the same time the service quality provides various conveniences that eventually brings customer satisfaction. The purpose of this research is to compare the role of E-ticketing in two Online Travel Agents (OTA) which has an impact on improving service quality as well as on increasing customer satisfaction. The method used in this research is a quantitative method with purposive sampling as the sample used by distributing questionnaires to 200 respondents consisting of 100 Traveloka users and 100 Tiket.com users. The data was analyzed by using SEM Smart PLS 3. The results of this research show that there are strengths and weaknesses of each OTA. As on the E-ticketing variable, both agents excel in terms of convenience in using the E-ticketing but are weak in useful planning. On the variable of service quality, Traveloka has services that the users want to repurchase but lacks in handling complaints, whereas Tiket.com has services that are deemed consistent but lacking in travel destinations variety. On the variable of customer satisfaction, Traveloka users are satisfied with their services while Tiket.com users are satisfied because their expectations are met. However, Traveloka and Tiket.com are equally weak in providing the users with satisfactory experiences.

Keywords: *E-Ticketing, Service Quality, Customer Satisfaction, Traveloka, Tiket.com*

1. Introduction

The development of digital technology started with the presence of the internet. It is growing very rapidly in all lines of life. Technology also has a great impact all over the world. Everything can be accessed with digital internet technology. One example is in the airline industry. Currently, the airline industry in Indonesia is growing rapidly, especially in the reservation of airline tickets with the presence of E-ticketing.

All information in electronic tickets is stored in a digitally computerized system. E-tickets have succeeded in eliminating ticket printing costs, reducing paper use, increasing passenger flexibility and increasing check-in speed. E-ticketing is an opportunity to maximize service quality which has an impact on customer satisfaction.

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This is something that players in the technology industry who are engaged in the travel industry are starting to glance at. As we know several companies such as Traveloka and Tiket.com have applied this platform of digital system of ticketing.

Table 1. Total Users Traveloka and Ticket.com

Web	Year	Users
Traveloka	2020	9.3 Million
Tiket.com		4.36 Million
Traveloka	2019	79 %
Tiket.com		8.9 %

Source 1 (Similarweb.com n.d.)
Source 2 (tirto.id n.d.)

As shown in the survey conducted in 2020, Traveloka gained 9.3 million visits and Tiket.com obtained 4.36 million within the past 6 months, and in a survey conducted by Alvara Research Institute in which they conducted a survey with 1.204 respondents, the great majority of respondents chose Traveloka (79% of the total number of respondents or about 952 respondents).

Hence, the researcher has taken two examples of companies with the same platform, namely Traveloka and Tiket.com as both companies are more popular than other companies with the same platform. Both companies have the same services but different levels of customer satisfaction.

2. Literature Review

2.1. E-Ticketing

E-ticketing is digital information by which customers are able to reserve seats in the airline database system and make online payment (Lee and Wan 2010).

The available E-tickets require some complicated procedures as they include the issuance and confirmation of the ticket media. E-tickets have become a passenger's airline ticket reservation eliminating the need to get paper "valuable documents" issued, as well as serve the purpose of recording sales, tracking and utilization (James, Zulkifli, and Mohamed 2008).

In addition to saving airlines costs, passengers also gain a lot of benefits from the convenience of E-tickets. It is not necesary for passengers to bring paper tickets, thus reducing the risk of losing tickets. Besides, passengers can

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check in online via the internet to check available seats in order to choose their seats. Another advantage is that consumers can easily compare ticket rates online without having to pay any transaction fees in advance (Sulaiman, Ng, and Mohezar 2008).

2.2. Service Quality

The journal of Setiawan et al. (2020) states that service quality is a customer's perceived assessment of the overall benefits of a product or service. A form of the fulfillment of obligation of any party to serve any other party well in compliance with the applicable rules. Service quality is an organization's ability to meet or exceed customer expectations.

In the journal of Saribanon, Dwi Pratiwi, and Tasran (2021) it is stated that Service Quality is total customer satisfaction given that a service can fully satisfy consumers, i.e. meeting a consumer’s expectations for the service, hence called a high-quality service.

Service quality is reviewed on the overall support provided by the website. Service quality can be seen from the level of service provided in compliance with what customers expect (Elkhani, Soltani, and Jamshidi 2014).

2.3. Customer Satisfaction

Customer satisfaction is the result of purchase and utilization, and it is derived from a buyer's comparison of the relative cost of the purchase reward and the expected return. It is also viewed as an emotional state that occurs in response to a service assessment. Customer satisfaction can simply be defined as a condition where the needs, desires and expectations of customers can be met through the products or services consumed (Tami 2004).

According to Setiawan et al. (2021) customer satisfaction comes from performance assessment compared to what is expected by customers. If customer expectations are successfully met, customer satisfaction is achieved. The literature Leong et al. (2015) shows the difference in the perceived service performance of the product in the hope of meeting customer expectations. Customer satisfaction is defined as an individual's perception of dissatisfaction or pleasure.

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2.4. The effect of E-Ticketing on Customer Satisfaction

The advancement of technology creates human desires to obtain things or to get things done more easily. By means of E-ticketing, customers do not have to bother getting paper tickets printed anymore and are not worried about losing tickets. The convenience offered by the electronic ticket gives customers satisfaction as it increases their mobility.

A literature review on customer satisfaction towards E-tickets shows that satisfaction is measured by two components: customer satisfaction and customer retention rates. Loyalty models in E-ticketing and E-services have been reviewed by Chang, Wang, and Yang (2009); Qteishat, Alshibly, Al-ma'aitah,(2014)). Also, another literature review regarding the analysis of consumer satisfaction with E-ticket services shows that satisfaction variables in the literature generally provide consistent answers, meaning that the website users are not very satisfied with the performance of the E-ticket site, but they are still willing to try making a purchase and giving recommendation to others (Sri Restuti, Tengku Firli Musfar 2014).

H1 : E-Ticketing has a positive effect on Customer Satisfaction

2.5. The effect of E-Ticketing on Service Quality

The presence of E-ticketing also gives rise to the development of the system supporting the E-ticketing process. The system that was initially served by humans has now been replaced with a website-based system. The quality of the system must also be improved to facilitate users in using E-ticketing. The effects generated by this website system are very relevant for products, such as services (Bleier, Harmeling, and Palmatier (2019); Herhausen et al. (2020))

E-ticketing satisfaction is affected by various variables aimed at customer service quality (Qteishat, Alshibly, and Al-ma'aitah 2014).

H2 : E-Ticketing has a positive effect on Service Quality

2.6. The effect of Service Quality on Customer Satisfaction

The overall satisfaction experienced by customers arises from the service ability to provide customer needs in compliance with customer desires and expectations (Hellier et al. 2003).

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Advances in Transportation and Logistics Research
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The impression left with customers because of the quality provided can be used as a benchmark to measure whether or not the quality provided is good. If the service received is of poor quality, consumers will definitely feel dissatisfied. On the other hand, if the quality of service received by consumers is excellent, consumers will feel satisfied (Tami 2004).

Efforts made by a company as well as its ability to provide high-quality services will result in customer satisfaction. This finding supports the conclusion of Setiawan et al. (2020) believing that the quality of service has a positive impact on satisfaction. Based on the results of the previous studies, it is expected that there is a positive correlation between service quality and customer satisfaction in this study.

H3 : Service Quality has a positive effect on Customer Satisfaction

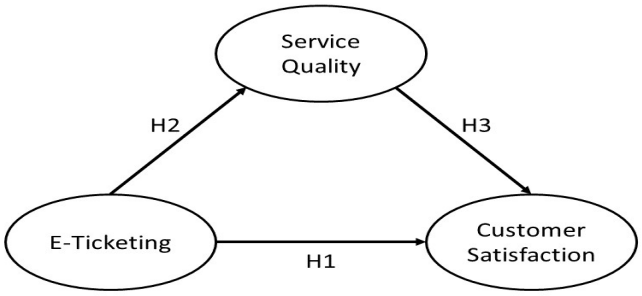

Figure 1. Conceptual Framework

3. Method

In this study, the researcher drew samples by distributing online questionnaires using a google form to as many as 200 respondents consisting of 100 Traveloka users and 100 Tiket.com users. The sampling technique used is a non-probability technique with purposive sampling. The research instrument used is a questionnaire, using a Likert scale of 1 – 5 with a score of 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree. The data analysis is done using SEM SMART PLS.

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Table 2. Measurement Items

Variable		Indicator
E-ticketing (Sulaiman, Ng, and Mohezar 2008)	ET 1	Easy
	ET 2	Convenient way
	ET 3	Cost saving
	ET 4	Elimination of ticket loss
	ET 5	Useful for planning
Service Quality (Li and Liu 2019; Setiawan et al. 2020; Zhafira et al. 2019)	SQ 1	This ticket service meets my needs
	SQ 2	I will use this e-ticket service again
	SQ 3	Consistent service
	SQ 4	Assured safety
	SQ 5	Flight destinations variety
	SQ 6	Readiness to help
Customer Satisfaction (Anggrayni et al. 2020)	CS 1	Satisfaction with the service
	CS 2	Expectation fulfilment
	CS 3	Satisfactory experience

4. Discussion and Result

Table 3. Convergent Validity and AVE of Traveloka & Tiket. com

Construct	Item	Traveloka		Tiket. com		
		Outer Loading	AVE	Outer Loading	AVE	Result
E ticketing	ET 1	0,842	0,639	0,828	0,694	Valid
	ET 2	0,850		0,875		Valid
	ET 3	0,793		0,821		Valid
	ET 4	0,775		0,844		Valid
	ET 5	0,732		0,795		Valid
Service Quality	SQ 1	0,784	0,561	0,798	0,597	Valid
	SQ 2	0,800		0,800		Valid
	SQ 3	0,742		0,827		Valid
	SQ 4	0,760		0,819		Valid
	SQ 5	0,737		0,626		Valid
	SQ 6	0,665		0,746		Valid
Customer Satisfaction	CS 1	0,917	0,790	0,870	0,771	Valid
	CS 2	0,901		0,924		Valid
	CS 3	0,848		0,838		Valid

According to Hair Jr. et al. (2017), the loading factor declared to be valid if the value obtained exceeds 0.50 (> 0.50). In Table 3, all Outer Loading as well as Average Variance Extracted (AVE) have the value of above 0.50. Thus, it can be stated that the indicators used in this study have reached the results of the convergent validity test.

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Advances in Transportation and Logistics Research
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Table 4. Discriminant Validity

Item Indicator	Traveloka			Tiket. com		
	ET	SQ	CS	ET	SQ	CS
ET 1	0,842	0,615	0,632	0,828	0,679	0,649
ET 2	0,850	0,639	0,589	0,875	0,714	0,681
ET 3	0,793	0,607	0,661	0,821	0,650	0,549
ET 4	0,775	0,534	0,476	0,844	0,744	0,648
ET 5	0,732	0,600	0,511	0,795	0,684	0,597
SQ 1	0,671	0,784	0,621	0,698	0,798	0,646
SQ 2	0,635	0,800	0,673	0,650	0,800	0,610
SQ 3	0,492	0,742	0,542	0,693	0,827	0,595
SQ 4	0,586	0,760	0,634	0,692	0,819	0,588
SQ 5	0,522	0,737	0,598	0,538	0,626	0,494
SQ 6	0,428	0,665	0,489	0,583	0,746	0,652
CS 1	0,675	0,727	0,917	0,620	0,690	0,870
CS 2	0,636	0,706	0,901	0,693	0,717	0,924
CS 3	0,617	0,691	0,848	0,668	0,636	0,838

It can be observed in Table 4 above that each indicator value in the variable itself has a greater value when compared to the indicator value in other variables. Therefore, it can be concluded that Discriminant Validity belongs to a category of being good. The reliability testing uses the Composite Reliability method and Cronbach's Alpha, which according to Hair Jr. et al (2017) that research instruments can be deemed reliable if the value is above 0.70 (> 0.70), and the results of this study can be examined in Table 5 below.

Table 5. Reliability Testing of Traveloka & Tiket. com

Variable	Traveloka		Tiket. com		Reliability
	Cronbach's Alpha	Composite Reliability	Cronbach's Alpha	Composite Reliability	
ET (X)	0,858	0,898	0,889	0,919	Reliable
SQ (Y)	0,844	0,884	0,862	0,898	Reliable
CS (Z)	0,867	0,919	0,850	0,910	Reliable

Table 6. R Square and Hypothesis Testing of Traveloka

Path	Path Coef	T Statstics	P Value	Decision	Variable	R Square
ET – SQ	0,751	15,749	0,000	H2 : Significant (+)	SQ (Y)	0,564
ET – CS	0,287	2,554	0,011	H1 : Significant (+)	CS (Z)	0,671
SQ – CS	0,581	5,130	0,000	H3 : Significant (+)		

It can be observed in Table 6 above that H1 has a variable that reciprocally contibutes, i.e. E-ticketing affects Customer Satisfaction with a P-value of 0.011. Moreover, H2 states that the E-ticketing variable affects

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Service Quality with a P-value of 0.000. Also, in H3 it is stated that Service Quality affects the Customer Satisfaction variable with a P-value of 0.000.

Table 7. R Square and Hypothesis Testing of Tiket. com

Path	Path Coef	T Statstics	P Value	Decision	Variable	R Square
ET – SQ	0,835	23,473	0,000	H2 : Significant (+)	SQ (Y)	0,697
ET – CS	0,344	2,380	0,018	H1 : Significant (+)	CS (Z)	0,639
SQ – CS	0,489	3,919	0,000	H3 : Significant (+)		

In table 7 above, it can be observed that H1 has a variable that reciprocally contibutes, i.e. E-ticketing affects Customer Satisfaction with a P-value of 0.018. Moreover, H2 states that the E-ticketing variable affects Service Quality with a P-value of 0.000. Also, in H3, it is stated that Service Quality affects the Customer Satisfaction variable with a P-value of 0.000.

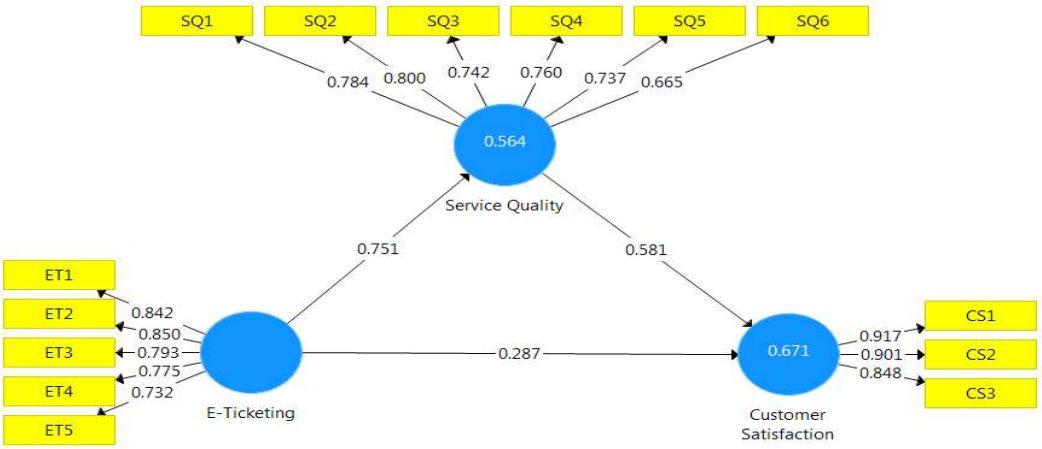

Figure 2. Traveloka PLS Algorithm

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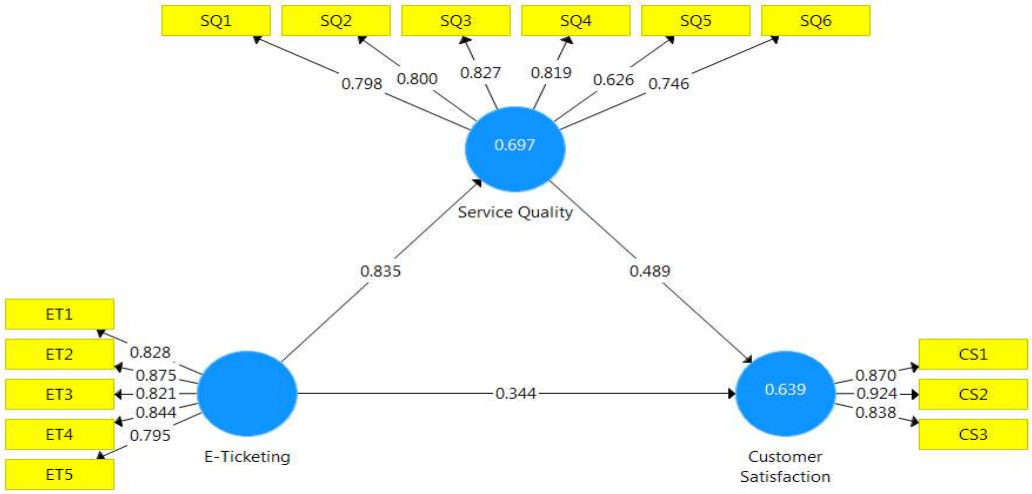

Figure 3. Tiket.com PLS Algorithm

5. Conclusion

On Traveloka and Tiket.com, E-ticketing has a positive and significant effect on service quality. On Traveloka and Tiket.com, the indicator of convenient way is the most influential and the indicator of useful for planning is the least influential.

Positive and significant results are shown on the effect of E-ticketing on customer satisfaction. On Traveloka, the most influential indicator is I will use this E-ticket service again while the least influential on Traveloka is readiness to help. On Tiket.com the most influential indicator is consistent service whereas the least influential is flight destinations variety.

Positive and significant results are shown on the effect of service quality on customer satisfaction. On Traveloka, the most influential indicator is satisfaction with the service while on Tiket.com, the most influential indicator is expectation fulfillment. Furthermore, on both Traveloka and Tiket.com, the least influential indicator is similarly satisfactory experience.

Managerial Implications

The results of this study, engagement of Traveloka and Tiket.com Online Travel Agent (OTA) users, show that the users will choose E-ticketing if they obtain the convenience of E-ticketing wrapped by the quality of each service that meets what they expect, and indicators that are considered less

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excellent such as : indicator "Readiness to help" for Traveloka and indicator "Flight destinations variety" for Tiket.com must be improved in order for companies to compete.

Therefore, the researchers suggest that the next researchers develop this research as well as the variables involved and that this research is to be conducted in other industries as well.

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