

Online Marketing Promotion, Customer Satisfaction on Consumer Repurchase Intention: Performance of Online Travel Agent in Jakarta

Firdaus Alamsjah^a, Pantri Heriyati, Jonathan Iezer^b

^a Department of Industrial Engineering, Faculty of Engineering,
Bina Nusantara University, Jakarta, Indonesia 11480

^b Management Department, BINUS Business School, Doctor of Research in Management. Bina
Nusantara University, Jakarta, Indonesia 11480

^c Management Department, BINUS Business School, International Undergraduate Program. Bina
Nusantara University, Jakarta, Indonesia 11480

^a alamsjah@binus.edu (Firdaus Alamsjah), +62811907925

^b pheriyati@binus.edu (Pantri heriyati)

^c jiadriaansz@gmail.com (Jonathan Iezer)

Abstract

The aim of this research paper is to find the influence of marketing strategies used by startups engaged in the field of online travel agencies. Online travel agents and public consumption of online purchases of travel services in Indonesia continues to experience growth. Competition in online travel is getting tighter and online marketing promotion is the most often used by online travel companies to attract buyers and increase expected customer satisfaction.

This research examines the user experience of the largest online travel in Indonesia, Traveloka, and used 100 respondents data source. The data analysis employed was Partial Least Square to analysis the data and test the hypotheses. The impact of online promotions and customer satisfaction significantly influence repurchase intentions of customers using to Traveloka service. The outcome suggests that the ease of usage experience and spontaneous buys not only prompt higher consumer loyalty and consumer needs, but also reinforce repurchase intention. Future studies may additionally test the strength of the interaction of experience and habit to reveal more insights into their relative significance in determine online repurchase intentions.

Keywords: Customer Satisfaction, Online Marketing Promotion, Online Travel Agent, Repurchase Intention

1. Introduction

E-commerce transactions in Indonesia have experienced positive growth over the years, triggering the online tourism sector to become one of the leading drivers of B2C e-commerce in Indonesia. Competition among producers has become more intense. Therefore, understanding customer purchase intention has become a crucial factor in creating competitive advantages for products to survive.

The need websites that can deliver remarkable online experiences has become the main challenge for online travel agents in Indonesia, to attract more visitors to their website and creat more revenue. The primary factor that affects customer purchase intention, online shopping enjoyment and customer satisfaction is the importance of flow experience.

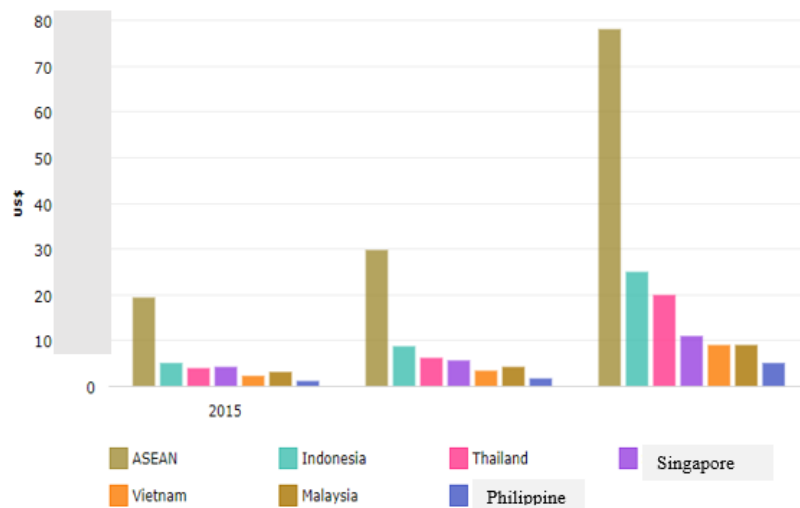


Figure 1. Online Ticket Transactions in Indonesia (in Billion USD)

Source: Temasek Report, 2018

The use of websites has made a strong impact on the hotel service industry (Hakim & Deswindi, 2015). A Nielsen survey stated that 46% of consumers book hotels via the internet (Nielsen, 2014). This condition has created a high growth in online hotel orders and a decline in direct orders. Indonesia experienced growth in online orders from the third quarter of 2015, up 6.9 percent on the previous year, while direct orders for hotel rooms dropped 7.8 percent. The World Independent Hotels promotion research showed that the dominant channels in hotel bookings that were often used by consumers were friends and family, online hotel reservations, trip advisors, repeat guests, travel agents, magazines, Facebook, blogs, guides, Twitter and others (Hakim & Deswindi, 2015).

Online hotel reservations site have sprung up in Indonesia, including Agoda, Tiket.com, Traveloka, Pegipegi, Nusatrip, Ezytravel, Halaltrip, and GoIndonesia. Based on W&S Indonesia Market Research, the number of frequent visitors to Traveloka is 47.4%, Tiket.com is 14.9% and Agoda is 8.5% with future revisit intentions of 41%, 13.7%, and 7.5% respectively (Nusaresearch, 2018). This shows that compared with the other two biggest online hotel reservation companies, Agoda is the company that has the lowest frequent visitors and future visitors.

Online travel agencies (OTA) activities as a branch of commerce are widely used and sought after. A survey conducted by DailySocial through the JakPat Mobile Survey Platform in February 2018 measured the consumption patterns of Indonesian consumers towards OTA services. The findings from this survey showed that 71.44% of respondents have used OTA services for ticket or hotel reservations in the past six months. Other results also showed that 83.95% of all respondents used smartphones to access online travel agency services. As many as 69.26% of respondents made payments to online travel agency services through bank account transfers/ATM (Sudyasjayanti & Setiobudi, 2018). The results of this survey indicate that there was a shift in Indonesia's lifestyle patterns. The consumption expenditure of middle class society and above was more focused on experiential purchases than on physical consumption of goods.

The tourism industry is strongly influenced by the perceptions of tourists visiting tourist attractions. According to Lai and Vinh (2013) the purpose of viral marketing is the process of communicating with potential visitors to influence their destination preferences, intentions to travel and finally their final destination and product choices. Other research states that information systems (IS) effectiveness can be defined as the extent to which a system achieves the goals designed (April & Pather, 2008). However, in today's competitive world, IS are also expected to contribute to achieving the organization's mission, increasing productivity, and facilitating service delivery.

Marketing is one of the main sources of competitive advantage in a company (Guercini & Runfola, 2015). As stakeholders of marketing activities, consumer behavior must be well understood (Abdeen, Rajah, & Gaur, 2016). Behavioral intention is fundamental and gets more attention because it is the main driver for consumers to behave, and has been identified as an important construct in measuring the success of an organization (Lin, 2016; Goode & Harris, 2007; Liao, Wang, & Yeh, 2014).

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2. Research Problems

The emergence of online travel agents is a phenomenon that has affected traditional travel agents. Online travel agents have changed the behavior of Indonesian consumers who previously bought tickets offline. Competition in online travel agents is also getting tougher; therefore, each online travel agent company has a different marketing strategy. The rapid growth of ticket reservations in Indonesia has led companies like Traveloka to improve performance through promotions and services to be able to compete with competitors and to increase loyalty in ticket repurchasing. This research focused on online marketing which is an important factor can affect consumer satisfaction repurchase

3. Literature Review

Online Marketing

Loudon and Traver (2011) defined online marketing as “a technique for trading that is not just items and services, yet in addition a method for exchanging data among sellers and purchasers through computers, including the internet”. The exchanging of data among sellers and purchasers of sites media encourages the exchanging process because of the fact that the speed of data delivered by the internet provides a fast response rate. Marketing is a process of meetings between individuals and groups where each wants to get what they need through the process of creating, offering and exchanging. According to Kim, Fioree and Lee (2007) the elements used as an online marketing dimension are divided into four factors:

1. The first factor (transaction/fee) is the credit card security attributes, quick delivery times, lower costs than a retail shop, no or low shipment costs, money back guarantees, privacy ensured, access to credit card and data based on the seller's reliability.
2. The second factor (incentive program) is comprised of: points earned by guests who frequently visit the site, free preliminaries, entertainment, online membership advantages and coupons that can be redeemed on the sites.
3. The third factor (site design) consists of three-dimensional simulations, virtual visits, word of mouth support, cost free complaints. This attribute can be used so that consumers can become interested in entering a website and having a pleasant experience when browsing a website, which can create a similar experience to direct booking experiences.
4. The fourth factor (interactivity) is linked with interactions between purchasers and sellers for product assessment and product data available online, including the capacity to inspect products, the ability to check and update data, and find out what personal information is collected.

Online travel agents also use digital marketing for their marketing strategies by airing promotions or the cheapest ticket prices that can invite consumers to make an immediate purchase.

The main benefit of using online channels to market a business or product is the ability to measure the impact of any given channel, as well as how visitors acquired through different channels interact with the website or landing page experience. From converting visitors to paying customers, further analysis can be carried out to determine which channels are most effective at acquiring valuable customers. Analytics for web or mobile app experiences can help determine the following:

- Which online marketing channels are the most cost-effective in acquiring customers, based on the visitor-to-customer conversion rate, and the cost of those visitors.
- Which channels are effective at acquiring and driving higher lifetime value for customers - such as email marketing, which drives repeat purchases to previous customers.
- Which customer cohorts exhibit strong engagement behavior and high potential for upsells - such as software or mobile apps, hoping to sell more products to high-engagement customers.

Customer Satisfaction on online transaction

Consumer satisfaction is a condition where consumer expectations are able to be met by the product (Kotler & Armstrong, 1999). Consumers provide certain responses as a result of their evaluation of the gap between their expectations and product performance (Giesel & Cote, 2000). The gap that consumers evaluate becomes important considering the results of the evaluation will determine the estimation of the product for consumers. A product is said to be able to meet the worth expected by purchasers when the expense or effort to get a product is smaller than the results or advantages gained. Various organizations simply just focus on price changes as to give greater purchaser value. Online shopping is the most effective and convenient way to do transactions. In

this process, the purchasers and the sellers do not have to meet directly to do the usual transaction process. Effectiveness and time efficiency in the process is what makes the consumers keen to conduct online transactions. The seller will display all the products online on their website offered to the consumers as buyers. At that point, the purchasers will see and decide what products that they are interested in on the seller’s website (Ishak & Zabil, 2012).

Satisfying consumer needs is the desire of every company. Apart from being an important factor for the company's survival, satisfying the needs of consumers can increase its advantage over the competition. Consumers who are satisfied with products and services tend to buy back products and reuse services when the same needs reappear at a later date. This means that satisfaction is a key factor for consumers in making repeat purchases, which is the largest portion of the company's sales volume.

Customer Loyalty

Customer loyalty is one of the core goals pursued in modern marketing. This is because with loyalty, it is hoped that the company will get long-term benefits for the mutual relationship that has been steeped in a certain period of time.

Predicting consumer buying behavior in the future is very important in marketing planning (Bosnjak, Obermeir & Tuten, 2006).

Ease of shopping is an important factor in sales sites since it is linked with client accommodation (Szymanski & Hise, 2000). The research of Szymanski and Hise (2000) states that the structure of a site as a physical domain store will have a positive result for customers to shop online. Besides, the accessibility of complete data about the items offered is another factor that has an impact for buyers to make a deal (Chung & Shin, 2010). A site should provide security guarantees for customers in leading transactions, for example, maintaining the customers privacy and a guarantee that the product will be delivered on time (Hoffman, Yung & Novak, 2000). Repurchase intention is gained through a learning and thinking process that frames a perception. This purchasing interest builds an expectation in the customer’s thinking and turns into a powerful desire.

4. Methods

Research Model and Hypotheses

This study developed the following research model and hypotheses:

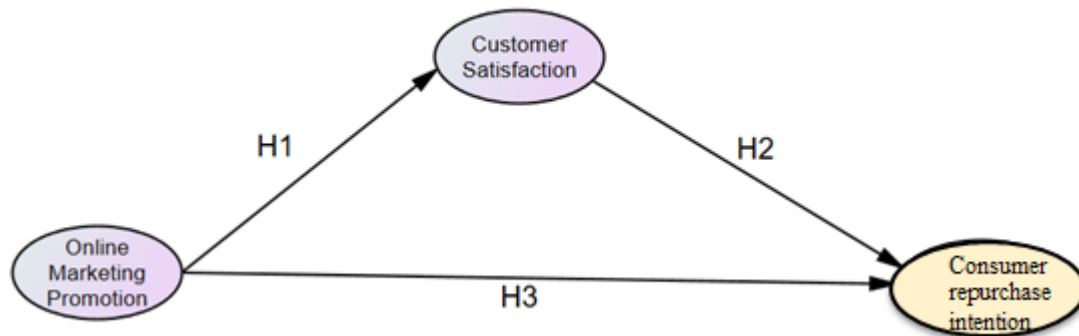


Figure 2. Research Model

Consumers who decide to shop online aim to obtain convenience in conducting transactions (Torkzadeh & Dhillon, 2002). According to Ranganathan and Ganapathy (2002) in the context of Business to Consumer (B2C), online marketing must be well designed so that consumers can quickly get the desired product information. Several empirical findings indicate that the easy access of online shopping sites can increase customer satisfaction (Szymaski & Hise, 2000; Chung & Shin, 2008). Therefore:

H1: Marketing promotion influences online travel agent customers’ satisfaction in Jakarta.

In recent decades, customer satisfaction has consistently been the focal point of consideration of academics and promoting experts. The consideration originates from a way of thinking which stated that to make an organization successfull relies upon the organization's ability to give what buyers they need. In addition, customer satisfaction is an important factor of organization to be successful (Kurtz & Clow, 1993). Furthermore, Shin and Elliot (1998) stated that customer satisfaction leads to consumer retention which can additionally

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increase organizational benefits, given the expense of holding existing customers is less expensive than customer acquisition. In the context of online business, Horppu et al. (2008) state that website satisfaction has a positive effect on website trust. Ongoing satisfaction fosters trust, which is the result of satisfaction that is consistent with individual transactions over time (Hess & Story, 2005). Therefore:

H2: Customer Satisfaction Influences Intention to Repurchase in Online Travel Agents in Jakarta

Online marketing and customer satisfaction are the important factors for a company to obtain benefits (Sawitri et al., 2013). Customer satisfaction is a measure between buyers' desires and company items or services as long as buyers utilize the company's items or services (Andreas, 2012).

As companies pay more attention to online marketing due to its relationship with customer satisfaction, many companies set their orientation through customer satisfaction. Information about customer satisfaction adds input that can be used as a basis for company improvement in terms of service quality strategies as a step to increase customer loyalty (Laurent, 2016). The study also found that online marketing had a significant positive effect on customer loyalty in the form of repurchases through customer satisfaction. Therefore:

H3: Online Marketing Influences Customer Intention Repurchasing in Online Travel Agents in Jakarta Through Customer Satisfaction

5. Research Methodology

This research is a descriptive study with a quantitative approach. According to Sugiyono (2015) quantitative research methods are research methods used to examine certain populations or samples that have the aim of testing a predetermined hypothesis. The type of quantitative research used is explanatory research, namely research that explains the relationship and influence between variables X and Y (research variables) as well as testing hypotheses between variables hypothesized to be tested for truth.

Population is important in all aspects of research (Arikunto, 1998). A sample is a part that is representative of the population under study (Arikunto, 1998). The sampling technique of this research is quota sampling; Traveloka users in the Jakarta area with the criteria that they have made transactions with the service in the previous year to ensure their response will be based on the experience they had. They were also required to be living in the metropolitan area of Jakarta. As the population of Jakarta Traveloka users is indefinite, this research uses 100 respondents as a sample (Hair et al, 1998). This research was conducted from December 2019 to February 2020. The constructs were measured through operationalization of the variables provided in Table 1 and respondents' responses were measured on a 5-point Likert scale. The survey was conducted online and the respondents profile is given in Table 2.

Table 1.Operationalization of Variables

No	Variable	Dimension	Indicator	Measurement Scale
1	Customer Satisfaction “a result of comparison between what a customer expects about services provided by a service provider and what the customer receives in actual terms (Caruana, Money, & Berthon, 2000; Parasuraman et al., 1988)	- Customers feels happy because they meet their expectation. - Customers satisfied about the results they get from the services.	1. I feel the Traveloka has provide excellent services. 2. I feel safe when making transaction through Traveloka services. 3. I feel satisfied using the services provided by the Traveloka. 4. I feel comfortable using the Traveloka services. 5. Using Traveloka services really ease me when want to make a trip. 6. I fully trust when making transaction using the Traveloka services. 7. Customers meets their expectation using the Traveloka services	1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

2	<p>Online Marketing Promotion</p> <p>“a communication system or set of methods, forms and shapes that convey information about products, services and general consumers on the activities of enterprises and the wider environment.” (Novak, D. 2011)</p>	<ul style="list-style-type: none"> - Website Marketing - Video Promotion - Social Media Advertisement - Email Marketing - Pay Per Click Advertising 	<ol style="list-style-type: none"> 1. Social media ads encourage me to use the Traveloka services. 2. I feel satisfied by using the Traveloka services through online marketing. 3. Customers attracted to use the Traveloka services from the advertisement they have seen. 4. Online marketing promotion helps Traveloka services increase their brand awareness 	<p>1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree</p>
3	<p>Customer Repurchase Intention</p> <p>“Customer behavior to respond positively to the quality of service of a company and intend to make a return visit and reintroduce the products of the company.” (Cronin, 2000)</p>	<ul style="list-style-type: none"> - Customer intend to buy more - Customer is willing to recommend to other people. - Customer will rebuy the services in the future. 	<ol style="list-style-type: none"> 1. I intend to continue to purchase the same Traveloka services 2. I would likely to purchase the same Traveloka services all over again. 3. If I had the chances, I will continue to purchase the same Traveloka services. 4. I’m willing to contribute by spreading the words of Traveloka services to others. 	<p>1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree</p>

Table 2. Respondents Profile n=100

	Percentage %		Percentage %
Gender		Occupation	
Male	57	Employee	37
Female	43	Students	19
Age		Public officer	20
25-30	17	Entrepreneur	24
31-36	21	Frequency travel abroad (2019)	
37-42	35	1 time	43
43-48	11	2-5 times	37
>48	16	6-10 times	16
Education		>10 times	4
Diploma	14	Frequency travel nationally (2019)	
Bachelor	51	1 time	21
Master	29	2-5 times	47
PhD	6	6-10 times	14
Domicile		>10 times	11
Greater Jakarta	79	Purpose Trip abroad	
Sub Urban	21	Business	44
		Personal	56
Transaction with Traveloka		Last time traction with Traveloka	
<IDR 500,000	33	<6 month	43
IDR 500,000-2000,000	43	>6 month	57
>IDR 2000,000	24	Frequency using Traveloka	

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Use Traveloka		1 time	31
Airplane ticket	43	2-5 times	41
Book Hotel	32	6-10 times	23
Full Package	4	>10 times	5
Recreation	21		
Access to Traveloka			
Smartphones	73		
Computer	27		

The data was analysed with software using the Partial Least Square (PLS) method. Partial Least Square (PLS) uses each of the three methods in hypothesis testing, which includes measuring the outer model and structural or inner model. The calculation is the convergent validity of the measurement model with reflexive indicators assessed based on the correlation between item scores (component scores) and variables scores (equivalent to confirmatory factor analysis). For the initial research and development a scale of measurement of 0.5 to 0.6 is considered sufficient (Chin, 1998, in Ghozali, 2011). Discriminant validity of the measurement model with reflexive indicators is assessed based on cross-loading measurements with constructs. If the correlation of constructs with measurement items is greater than the size of other constructs, then the latent construct is able to predict the size of the other blocks. Another method for assessing discriminant validity is to compare the square root of average extracted (AVE) values. If the AVE square estimation of every variable is more than the correlation value among variables and different variables in the model, it may be said to have a decent discriminant validity value (Ghozali, 2011).

The structural model is calculated by utilizing R-squared for the dependent construct. The R-squared outcomes show an indication of 0.67. The PLS software will convert pictures to equations then equations into estimates. The structural equation model in this study can be seen below:

$$yRD = a + bOM + bCS + e$$

Where:

bCS = Customer Satisfaction Variable

yRD = Repurchase Intention Variable

bOM = Online Marketing Variable

a = Constant

e = Error

To find out whether there was an effect of the independent variable on the dependent variable, testing of the proposed hypothesis was carried out using Partial Least Square. The coefficient of determination (R²) was used to influence to what extent the percentage of the variation of the independent variable (X) on the model can explain the dependent variable (Y). The coefficient of determination (R²) is expressed as a percentage. This R² value ends between 0 < R² < 1.

6. Results and Discussions

Validity and Reliability Test

Item x4 'comfortable in using the service' was found to have a loading factor below 0.05 and was therefore dropped from further analysis. After dropping the invalid indicator (X4) the following figure describes the loading factors and statistical T values for each indicator:

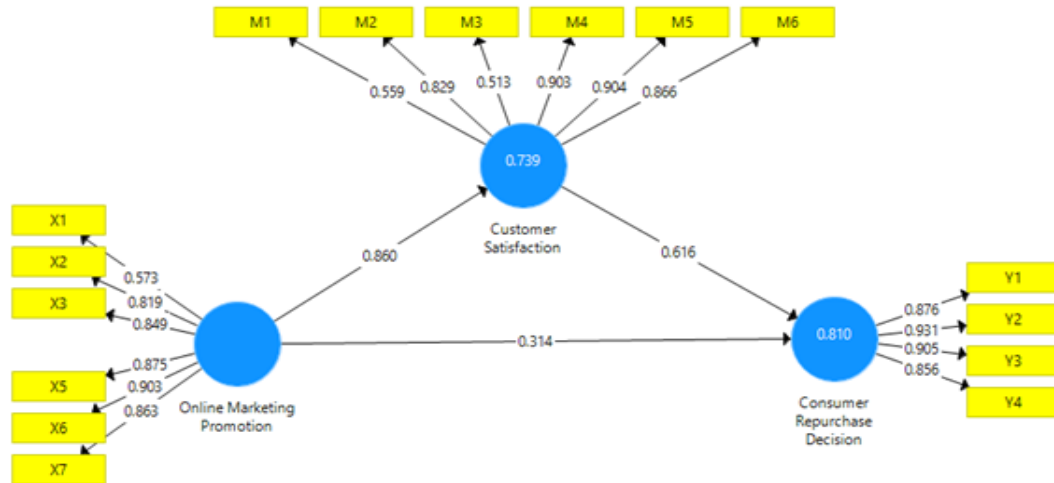


Figure 2. The Path Analysis for Validity Test

The following is a table of the results of reliability testing on each of the research variables.

Table 3. Average Variance Extracted, Composite Reliability and Cronbach’s Alpha

Variable	AVE	Composite Reliability	Cronbach Alpha
Online Marketing Promotion	0.674	0.924	0.899
Customer Satisfaction	0.608	0.899	0.859
Consumer Repurchase Intention	0.796	0.940	0.915

According to the results of the reliability output above, it can be summed up that all research variables had composite reliability and Cronbach’s alpha above 0.7. Likewise the average variance extracted (AVE) value of all variables was more than 0.5, so it can be summed up that the indicators used in each variable had good reliability.

Evaluation of Structural Model Goodness of Fit (Inner Model)

Calculation of structural model goodness of fit is analyzed by using predictive-relevance (Q2) values. The predictive-relevance value (Q2) is calculated using the following formula:

$$Q2 = 1 - (1 - R21) (1 - R22) \dots n$$

R2 is the coefficient of determination which is part of the total variation in the dependent variable which is explained by variations in the independent variable. The following Table 4.1 explains the results of the analysis of the coefficient of determination of the research variables:

Table 4. The R-Square Value

Variable	R-Square Value
Customer Satisfaction	0.739
Consumer Repurchase Intention	0.810
Predictive-Relevance (Q ²)	0.950

According to the coefficient of determination in the table above, the R-squared value for customer satisfaction variable was 0.739, meaning that the value indicated that variations in customer satisfaction could be defined by online marketing promotion of 73.9% while the remaining 26.1% is impacted by different variables which were not stated in this research model.

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The R-squared value for the consumer repurchase intention variable was 0.81, which means that the consumer repurchase intention was defined by the online marketing promotion variable and customer satisfaction by 81%, while the remaining 19% was impacted by other variables which were not stated in this research model. The first and second inner model evaluations were said to be good in explaining the customer satisfaction and consumer repurchase intention variables.

While the predictive-relevance value for the structural model in this study is 0.95 or 95%, which explained that the model was able to define the phenomenon of consumer repurchase intention by 95%, while the remaining 5% was impacted by other variables that were not stated in this research model.

To test the hypotheses in this study, partial statistic values were used for each direct impact pathway. The Figure 3 below defines the path diagram for hypothesis testing.

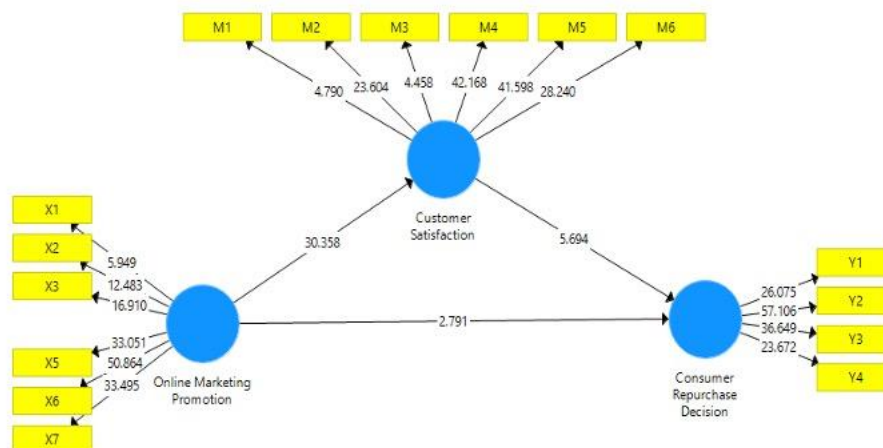


Figure 3. Path Analysis for Hypotheses Testing

The following Table 4 provides the results of the relationships between variables.

Table 4. Path Coefficients of the Research Hypotheses

Hypothesis	Influence Between Variables	t-Statistics	Sig P Values	Information
H ₁	Online Marketing Promotion -> Customer Satisfaction	30,358	0.000	Significant**
H ₂	Customer Satisfaction -> Consumer Repurchase Intention	5.694	0.000	Significant**
H ₃	Online Marketing Promotion -> Customer Satisfaction -> Consumer Repurchase Intention	5.539	0.000	Significant**

Note: ** Significant at the 5% level, * Significant at the 10% level

Online Promotion Significantly Influences Online Travel Agents Customer Satisfaction in Jakarta.

Hypothesis 1 stated that there was a significant influence between online promotion and customer satisfaction. This was the same as research conducted by Torkzadeh and Dhillon (2002) and Ranganathan and Ganapathy (2002) who stated that in the context of business to consumer (B2C), online marketing must be well designed so that consumers can quickly get the desired product information. Several empirical findings indicated that the easy access of online shopping sites could increase customer satisfaction (Szymaski & Hise, 2000; Srinivansan et al., 2002; and Chung & Shin, 2008).

Customer Satisfaction Influences Consumer Repurchase Intention To Use Traveloka Services.

Hypothesis 2 of this research also provided findings that there was a significant influence between customer satisfaction and consumer repurchase intention. This was the same as research conducted by Kurtz and Clow (1993) which explained that consumer satisfaction creates consumer retention, which can further increase organization benefits, given the cost of retaining existing customers is cheaper than customer acquisition. In the

context of online businesses, Horppu et al. (2008) stated that website satisfaction had a positive effect on website trust. Ongoing satisfaction fosters trust, which is the result of satisfaction that is consistent with individual transactions over time (Hess & Story, 2005).

Online Promotion Influence on Customer Intention to Repurchase in Online Travel Agents through Customer Satisfaction

Based on the data analysis, it was found that there was a significant influence of online promotion on consumer repurchase intention through customer satisfaction and this was in accordance with to research conducted by Laurent (2016). Companies are paying more attention to online marketing, and many companies have set their orientation through customer satisfaction. Information about customer satisfaction adds input and can be used as a basis for company improvement in terms of service quality strategies as a step to increased customer loyalty (Laurent, 2016). Laurent (2016) found that online marketing had a significantly positive effect on customer loyalty in the form of repurchases through customer satisfaction.

7. Conclusions

This research study explored the influence of online promotion and customer satisfaction on customer repurchase intention in the Traveloka online travel agency in Indonesia. The results of this research provide information that online promotion is important in the marketing business and leads to increased business growth of an online company such as Traveloka. Based on the data gathered from 100 respondents, most of the respondents were between 25 to 35 years old (35%) and most of the respondents' occupation was 'employee' (37%), followed by entrepreneurs (24%). This means that most of the respondents were classified as middle age people that already had their own job or income to buy Traveloka's services. Online promotions had a significant influence on customer satisfaction, meaning that online promotions could attract more customers and maintain the loyalty of customers. Online promotions could also provide information about the products offered with the purpose of gaining customer satisfaction. Based on the findings of this research, it can be concluded that online promotions significantly affect both customer satisfaction and consumer repurchase intention. Customer satisfaction was also found to significantly influence customer repurchase intention. Further, when a customer was satisfied about using Traveloka's services, they intended to repurchase Traveloka's services. Traveloka emphasizes customer satisfaction as the main goal to maintain their position as the top company in the online travel agency world. This would also gain more customers and influence customer repurchase intention. In the fierce competition between online travel agencies, many efforts have been made by other top online travel agencies besides Traveloka such as Agoda and Tiket.com. In addition, there was also the influence of online promotions on repurchase intention through customer satisfaction; it is important to consider customer satisfaction as an important variable to encourage customer repurchase. The R-squared value indicated a strong ability of digital promotion strategy and customer satisfaction to explain the repurchase intention of Traveloka customers.

Managerial Implications

Based on the findings of this research, there are a number of managerial implications mainly focusing on three major areas:

Online Promotion: An online promotion has important implications for the services and product information provided to the customers. Once the company know what the customer's needs are, it needs to guarantee that the services feature their needs or change the design to include related features. Rather than persuading customers to purchase the services they have, Traveloka should offer them the services they require and promote the features they need. A business strategy concentrated on offering services that suit their objective market promotes development and improves service quality. The strategy at that point indicates that Traveloka run advertisements promoting the high quality of their services.

Customer Satisfaction: The main implication of a business strategy is the direction toward addressing customers' needs that results in increased consumer loyalty. Once Traveloka has distinguished its objective target market and the characteristic of their clients through studies and market considers, it can concentrate on the strategies to serve their customers better than any other competitors. Customer impressions of the company improve with this focus, and the image in the marketplace turns out to be increasingly positive. The business technique is intended to increase new clients as they manufacture an increasingly good reputation.

Customer Repurchase Intention: According to the findings of this research, the impact of online promotion and customer satisfaction significantly influence the repurchase intention variable. The outcome suggests that the ease of usage experience and spontaneous buys not only prompt higher consumer loyalty and consumer needs, yet in addition reinforce the repurchase intention.

Future studies may additionally test the strength of this examination in the interaction of experience and habit to reveal more insight into their relative significance in clarifying online repurchase intention.

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The results of this research are expected to be applied to online travel businesses, especially Traveloka in increasing their business growth by increasing sales and re-purchase numbers of customers they already have with good service and adequate online marketing will create better customer satisfaction and will increase repurchases from existing customers will have implications for the company's improved profitability.

Limitations

This research is mainly focused on the online travel agencies which in this case is Traveloka, which may limit the insight of how customers may see how digital promotions may influence their satisfaction and thus their intention to repurchase.

Recommendation

For the future research, it is recommended to have comparisons on similar travel agent services with national and international coverage. The variability of respondents may also be important to consider where local customers may have different responses or preferences compared with international customers.

8. Acknowledgement

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