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The Influence of Information Quality, System Quality, and E-Service Quality on Repurchase Intention Through Customer Satisfaction Among Online Travel Agency Users

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Abstract

The purpose of this study is to examine the effects of information quality, system quality, and e-service quality on repurchase intention for airline tickets, with customer satisfaction serving as a mediating variable among Traveloka users. This study employs a quantitative approach using primary data collected through an online questionnaire distributed to 150 respondents who are Traveloka users in Depok City and have purchased airline tickets at least twice. The sampling technique used is non-probability sampling with a purposive sampling method. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that information quality, system quality, and e-service quality have positive and significant direct effects on customer satisfaction. Furthermore, system quality and e-service quality have positive and significant direct effects on repurchase intention. However, information quality does not have a significant direct effect on repurchase intention. The indirect effect analysis reveals that information quality, system quality, and e-service quality positively and significantly influence repurchase intention through customer satisfaction. These findings suggest that online travel agency providers should enhance information quality, system quality, and e-service quality to improve customer satisfaction and increase repurchase intention.



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1. Introduction

The rapid development of information and communication technology has significantly increased internet usage across various aspects of society [1]. Initially used primarily as a modern communication tool, the internet has evolved into a primary medium that supports a wide range of daily activities. The increasing accessibility of the internet has enabled individuals from diverse backgrounds to leverage digital technology to perform and fulfill their daily needs more efficiently [2].

The numerous benefits offered by the internet have encouraged industries across various sectors to continuously develop and innovate digital-based services [3]. In the era of globalization, not only have product-based industries undergone digital transformation, but service industries have also adapted by developing digital platforms and technologies that enable consumers to meet their needs more effectively.

One industry that has experienced substantial transformation as a result of technological advancement is the tourism sector [4]. Developments in information

and communication technology have made it easier for consumers to access travel-related information, plan trips, and purchase transportation tickets and accommodation online [4].

According to Statistics Indonesia (BPS) [5], the number of domestic tourist trips in Indonesia increased consistently between 2022 and 2025. The highest growth was generally observed during major holiday periods, particularly Eid al-Fitr and the year-end holidays. During the Eid al-Fitr holiday period in 2025, domestic tourist trips reached 128.29 million. Furthermore, Statistics Indonesia reported that domestic tourist trips during January-November 2025 totaled 1.09 billion, representing an 18.95% increase compared to the 920 million trips recorded during the same period in the previous year.

The substantial increase in domestic tourism activity may be attributed to several factors, including the development of digital transportation and accommodation booking services that facilitate travel planning [4]. This development has been marked by the emergence of Online Travel Agencies (OTAs), which provide online booking services for transportation tickets and accommodation through digital platforms.

An Online Travel Agency (OTA) is an intermediary that promotes and distributes travel-related products and services, such as airline tickets, vehicle rentals, cruises, hotel accommodations, railway transportation, and holiday packages, on behalf of service providers through internet-based platforms [6]. According to Market Research Future [7], the OTA sector is projected to grow at an annual rate of approximately 12.5%. These findings suggest that OTAs have become one of the primary channels through which consumers make travel reservations online.

Traveloka is one of Indonesia's leading Online Travel Agencies (OTAs) and a leading travel and lifestyle super app in Southeast Asia, offering comprehensive online booking services for airline tickets, accommodations, and other travel-related products. Founded in 2012 as an airline ticket price comparison platform, Traveloka has continuously expanded its service offerings and operations across several countries, including Vietnam, Singapore, Malaysia, Thailand, the Philippines, and Australia, while providing 24-hour customer support in local languages. According to Traveloka's official website, the application has been downloaded more than 139 million times and attracts approximately 49 million monthly active users. Among its various services, airline ticket booking remains one of the platform's most frequently used features due to the convenience of searching for flight information, comparing prices,

selecting departure schedules, and completing transactions within a single application [8]. Despite its strong market position and sustained growth, Traveloka continues to face intense competition from other OTA providers, making it essential for the company to implement effective strategies to maintain its market leadership.

One strategy that Traveloka can adopt is to strengthen consumers' repurchase intention. Repurchase intention refers to a customer's willingness to repurchase products or services after having previously experienced their benefits and quality [9]. A higher level of repurchase intention reflects stronger customer trust and confidence in the platform, ultimately contributing to the company's ability to sustain its competitive advantage. Repurchase intention is generally influenced by customer satisfaction derived from previous purchase or service experiences. Customer satisfaction plays a crucial role in encouraging consumers to make repeat purchases. Kotler et al. [10] define customer satisfaction as a feeling of pleasure or disappointment resulting from a comparison between perceived performance and prior expectations.

Customer satisfaction is achieved when the products or services received by consumers meet or exceed their initial expectations. One of the key determinants of customer satisfaction in digital service environments is information quality. Information quality refers to the availability of accurate, relevant, and useful information that facilitates consumer decision-making and helps consumers meet their needs [11]. High-quality information is characterized by accuracy, reliability, timeliness, and relevance.

In addition to information quality, system quality is another important determinant of customer satisfaction in digital service platforms. System quality refers to users' evaluation of an information system's performance and reflects the quality of interactions between users and the system [12]. A high-quality system is characterized by fast processing speed, accurate outputs, ease of use, and minimal system errors that could disrupt service performance.

Besides information quality and system quality, e-service quality is another critical factor influencing customer satisfaction and repurchase intention. Pramuditha et al. [13] define e-service quality as a company's capability to facilitate transaction and service delivery processes effectively and efficiently through digital channels. When consumers perceive that the services provided meet or exceed their expectations, they are more likely to develop positive experiences and higher levels of satisfaction,

which subsequently increase their intention to make repeat purchases.

This study focuses on Traveloka users because Traveloka is one of Indonesia's leading online travel agencies (OTAs), consistently ranking among the top platforms in the online flight ticket and travel booking category according to the Top Brand Index (TBI) published by the Top Brand Award. In 2025, Traveloka achieved a Top Brand Index score of 37.30%, reflecting a high level of brand awareness, usage, and consumer trust in the platform [14]. In addition, this study is conducted in Depok City because of its exceptionally high level of digital technology adoption. Internet penetration data indicate that Depok records the highest internet penetration rate in Indonesia, at 80.51% [15]. This high level of internet access suggests that residents of Depok extensively use digital technology in various daily activities, including searching for information and conducting online travel-related transactions. Therefore, Traveloka users in Depok provide an appropriate context for examining the effects of information quality, system quality, and e-service quality on customer satisfaction and repurchase intention in the online travel agency context.

Although numerous studies have examined the relationships among information quality, system quality, e-service quality, customer satisfaction, and repurchase intention, the findings remain inconsistent. Several studies have reported that information quality and system quality significantly influence repurchase intention through customer satisfaction, while others have found that e-service quality also exerts a significant indirect effect through customer satisfaction [16, 17]. In contrast, other empirical studies have shown that information quality, system quality, and e-service quality do not significantly influence repurchase intention through customer satisfaction [18]. These inconsistent findings indicate that the relationships among these variables remain inconclusive and warrant further investigation, particularly in the context of online travel agencies. Furthermore, relatively few studies have integrated information quality, system quality, and e-service quality into a single comprehensive framework while simultaneously examining the mediating role of customer satisfaction in influencing repurchase intention.

Building on these research gaps, this study proposes an integrated model to examine the effects of information quality, system quality, and e-service quality on repurchase intention through customer satisfaction as a mediating variable among Traveloka users in Depok. Using a quantitative approach and Partial Least Squares

Structural Equation Modeling (PLS-SEM), this study investigates the relationships among these constructs within the online travel agency context. This study contributes to the literature by integrating the Information Systems Success Model [11] and the Expectation Confirmation Model [19] into a unified framework for explaining repurchase behavior. It also provides empirical evidence on the mediating role of customer satisfaction in the relationships between information quality, system quality, e-service quality, and repurchase intention. Furthermore, the findings extend the existing literature by providing insights into the Indonesian online travel agency market and enhancing the understanding of consumer behavior in digital service environments.

2. Literature Review

2.1. Theoretical Foundation

2.1.1. Information Systems Success Model

The Information Systems Success Model (IS Success Model) proposed by DeLone and McLean [11] is a conceptual framework developed to explain and measure the success of information systems. The model emphasizes that information system success cannot be evaluated based on a single dimension but should instead be assessed through several interrelated factors. The framework consists of six major components: system quality, information quality, service quality, use, user satisfaction, and net benefits. These components are interrelated and collectively contribute to the evaluation of information system success.

2.2.2. Expectation Confirmation Model

The Expectation Confirmation Model (ECM) is a theoretical framework that explains users' continuance behavior toward an information system based on their previous usage experiences. The model suggests that an individual's decision to continue using a system is influenced by satisfaction, which results from comparing initial expectations with the actual performance perceived after using the system.

Bhattacharjee [19] developed the ECM to explain that, in the context of information systems, continuance intention is primarily influenced by user satisfaction and perceived usefulness. According to the model, user satisfaction is formed through a confirmation process, which refers to the comparison between users' initial expectations and the benefits they perceive after using the system. When the system performs in accordance with or exceeds users' expectations, satisfaction increases, leading to a stronger intention to continue

using the system. Conversely, when the system fails to meet users' expectations, satisfaction decreases, reducing the likelihood of continued use.

The integration of the IS Success Model and the ECM provides a comprehensive framework for explaining user satisfaction and continuance behavior in information system contexts. The IS Success Model proposes that system quality, information quality, and service quality are key determinants of user satisfaction, which subsequently leads to net benefits, such as continued use and positive behavioral intentions. The ECM complements this perspective by explaining the psychological process underlying the formation of user satisfaction, whereby continuance intention is driven by satisfaction resulting from the confirmation of users' initial expectations and perceived system performance. When system performance meets or exceeds users' expectations, confirmation occurs, resulting in higher satisfaction and a stronger intention to continue using the system. Conversely, when system performance falls short of users' expectations, satisfaction declines, reducing continuance intention. Thus, the IS Success Model explains the antecedents of user satisfaction, whereas the ECM explains the cognitive evaluation process through which satisfaction is formed and translated into continuance behavior. By integrating these two models, this study provides a stronger theoretical foundation for explaining how system-related factors and expectation confirmation jointly influence user satisfaction and repurchase intention in the online travel agency context.

2.2. Relationship between Variables

2.2.1. The Influence of Information Quality on Customer Satisfaction

Information quality is widely recognized as one of the most important determinants of customer satisfaction in online environments. According to DeLone and McLean [11], information quality refers to the extent to which the information provided by a system is accurate, complete, relevant, understandable, and timely. High-quality information enables customers to evaluate products and services more effectively, reduces uncertainty during the purchasing process, and supports informed decision-making. Consequently, customers are more likely to perceive the platform as useful and reliable, leading to higher levels of satisfaction. The IS Success Model further posits that information quality is a key antecedent of user satisfaction because users rely on the information provided by a system to fulfill their needs and expectations [11].

Previous studies have consistently supported the positive relationship between information quality and customer satisfaction. DeLone and McLean [11] identified information quality as one of the primary determinants of user satisfaction in information systems. Furthermore, Ghasemaghahi & Hassanein [20] found that higher levels of online information quality significantly enhance consumer satisfaction across various online contexts. Similarly, Shim & Jo [21] demonstrated that information quality has a significant positive effect on user satisfaction in online health information platforms. Their findings indicate that users who perceive information as accurate, relevant, and useful report higher levels of satisfaction with the platform. Therefore, improving information quality represents an effective strategy for enhancing customer satisfaction in digital environments.

H1: Information Quality has a positive and significant effect on Customer Satisfaction.

2.1.2. The Influence of System Quality on Customer Satisfaction

System quality refers to the desirable characteristics of an information system, including accessibility, reliability, usability, functionality, and response time. According to DeLone and McLean [11], system quality is a critical determinant of user satisfaction because it reflects how effectively a system performs in meeting users' needs. A system that is stable, easy to use, and capable of delivering fast and error-free services enhances users' experiences and reduces the effort required to complete transactions. In the context of e-commerce, customers are more likely to be satisfied when a platform provides smooth navigation, rapid response times, and reliable system performance, as these features facilitate efficient and convenient shopping experiences.

Previous studies have consistently demonstrated the positive relationship between system quality and customer satisfaction. Wang [22] found that system quality significantly influences user satisfaction in e-commerce systems, suggesting that users evaluate their experiences more positively when a system operates reliably and efficiently. Similarly, Sharkey et al. [23] reported that system quality has a significant positive effect on user satisfaction in e-commerce environments, identifying reliability and usability as important predictors of satisfaction. Their findings indicate that customers are more satisfied when online platforms provide consistent performance and minimize technical problems during transactions. Therefore, improving system quality is an effective strategy for enhancing customer satisfaction by creating a seamless and enjoyable user experience.

H2: System Quality has a positive and significant effect on Customer Satisfaction.

2.1.3. The Influence of E-Service Quality on Customer Satisfaction

E-service quality refers to the extent to which a website or online platform effectively facilitates efficient and convenient shopping, purchasing, and service delivery processes. According to Parasuraman et al. [24], e-service quality encompasses several dimensions, including efficiency, fulfillment, system availability, and privacy. High levels of e-service quality enable customers to complete transactions conveniently, receive products or services as promised, and feel secure when providing personal information online. Consequently, customers are more likely to develop favorable evaluations of their online shopping experiences, resulting in higher levels of satisfaction. Therefore, e-service quality is considered a critical determinant of customer satisfaction in digital and e-commerce environments.

Previous studies have consistently demonstrated the positive relationship between e-service quality and customer satisfaction. Blut et al. [25], through a meta-analytic review, found that e-service quality significantly influences customer satisfaction across various online service contexts. Their findings suggest that customers are more satisfied when online platforms provide reliable services, user-friendly interfaces, secure transactions, and efficient service delivery. Similarly, Rita et al. [26] reported that e-service quality has a significant positive effect on customer satisfaction in online shopping environments. Their study showed that customers who perceive higher levels of service efficiency, reliability, and privacy protection are more likely to be satisfied with the platform. These findings indicate that improving e-service quality is an effective strategy for enhancing customer satisfaction by creating a seamless, trustworthy, and convenient online shopping experience.

H3: E-Service Quality has a positive and significant effect on Customer Satisfaction.

2.1.4. The Influence of Information Quality on Repurchase Intention

High-quality information enables customers to evaluate products and services more effectively, reduces uncertainty during transactions, and supports informed decision-making. Accurate, relevant, and reliable online information enhances consumers' confidence in their purchase decisions by helping them assess available alternatives and make informed choices. Consequently, customers are more likely to develop positive perceptions of the platform and exhibit a stronger

intention to repurchase from the same online retailer [27].

Empirical evidence supports the positive relationship between information quality and repurchase intention. Zheng et al. [28] found that information quality significantly influences repurchase intention in online shopping environments. Their study showed that information quality affects repurchase intention both directly and indirectly through customer satisfaction and trust. These findings indicate that high-quality information enhances customers' evaluations of online platforms and encourages repeat purchase behavior. Therefore, information quality is expected to have a positive and significant effect on repurchase intention.

H4: Information Quality has a positive and significant effect on Repurchase Intention.

2.1.5. The Influence of System Quality on Repurchase Intention

In e-commerce environments, high system quality enables customers to navigate websites smoothly, access product information quickly, and complete transactions without technical disruptions. This positive user experience reduces customers' effort and frustration during online shopping, thereby increasing their confidence in the platform. When customers perceive that an online system performs reliably and consistently meets their expectations, they are more likely to develop favorable attitudes toward the platform and exhibit a stronger intention to repurchase in the future [29].

Empirical evidence supports the positive relationship between system quality and repurchase intention. Zheng et al. [28] found that system quality, including system performance attributes such as usability and reliability, significantly influences customers' repurchase intention in online shopping environments. Their study showed that a well-performing system enhances user experience and customer satisfaction, which subsequently encourages repeat purchasing behavior. These findings indicate that higher system quality leads to more positive evaluations of the platform and increases customers' intention to repurchase. Therefore, system quality is expected to have a positive and significant effect on repurchase intention.

H5: System Quality has a positive and significant effect on Repurchase Intention.

2.1.6. The Influence of E-Service Quality on Repurchase Intention

E-service quality reflects the extent to which an online platform delivers services that meet customer

expectations throughout the purchasing process. In e-commerce environments, high e-service quality enables customers to receive prompt responses, experience secure transactions, and obtain products or services as promised [24]. These positive service experiences reduce perceived risk and strengthen customer trust in the platform. When customers perceive that an online platform consistently delivers reliable, efficient, and secure services, they are more likely to develop favorable evaluations of the platform and exhibit a stronger intention to repurchase in the future.

Empirical evidence supports the positive relationship between e-service quality and repurchase intention. Blut et al. [25] found that e-service quality has a significant positive effect on customer behavioral outcomes, including repurchase intention, across various online service contexts. Their findings indicate that customers who perceive higher levels of service efficiency, reliability, and security are more likely to engage in repeat purchasing behavior. Therefore, e-service quality is expected to have a positive and significant effect on repurchase intention.

H₆: E-Service Quality has a positive and significant effect on Repurchase Intention.

2.1.7. The Influence of Customer Satisfaction on Repurchase Intention

Customer satisfaction plays a critical role in shaping customers' repurchase intention in online shopping environments. According to ECM [19], satisfaction is formed when customers compare their initial expectations with their actual experiences after using a system or service. When an online platform meets or exceeds customer expectations, it generates satisfaction, which becomes a key driver of customers' intention to continue using or repurchasing from the same platform. In e-commerce contexts, satisfied customers are more likely to make repeat purchases because positive experiences reduce uncertainty and increase confidence in future transactions.

Empirical evidence supports the positive relationship between customer satisfaction and repurchase intention. Prahiawan et al. [30] examined the relationship between e-satisfaction and repurchase intention in online shopping environments and found that e-satisfaction positively influences repurchase intention, indicating that customers who are satisfied with their previous online shopping experiences tend to exhibit a stronger intention to repurchase. Although the relationship was reported as statistically insignificant in certain cases, the study nevertheless suggests that satisfaction remains an important psychological factor influencing customers'

willingness to continue purchasing from the same platform. Overall, these findings indicate that higher levels of customer satisfaction are expected to strengthen repurchase intention in e-commerce contexts.

H₇: Customer Satisfaction has a positive and significant effect on Repurchase Intention.

2.1.8. The Influence of Information Quality on Repurchase Intention through Customer Satisfaction

High-quality information enables customers to evaluate products more effectively, reduces uncertainty during transactions, and increases confidence in purchasing decisions. According to DeLone and McLean [11], information quality is a key determinant of user satisfaction because it directly influences how effectively users achieve their goals when interacting with an information system. When customers perceive the information provided by a platform as accurate, reliable, and useful, they are more likely to be satisfied with their experience, which subsequently strengthens their intention to repurchase from the same platform.

Empirical evidence supports the mediating role of customer satisfaction in the relationship between information quality and repurchase intention. Astono et al. [31] found that information quality has a positive and significant effect on customer satisfaction, which subsequently has a positive effect on repurchase intention in e-commerce environments. Their study, conducted among online marketplace users, demonstrated that high-quality information improves customers' understanding and evaluation of products, thereby increasing customer satisfaction and strengthening repurchase intention. The findings further indicate that customer satisfaction serves as a significant mediating mechanism linking information quality to repurchase intention. Therefore, customer satisfaction is expected to positively and significantly mediate the relationship between information quality and repurchase intention.

H₈: Customer Satisfaction positively and significantly mediates the relationship between Information Quality and Repurchase Intention.

2.1.9. The Influence of System Quality on Repurchase Intention through Customer Satisfaction

According to DeLone and McLean [11], system quality is a key determinant of user satisfaction because it reflects how effectively an information system supports users in completing their tasks efficiently and effectively. A high

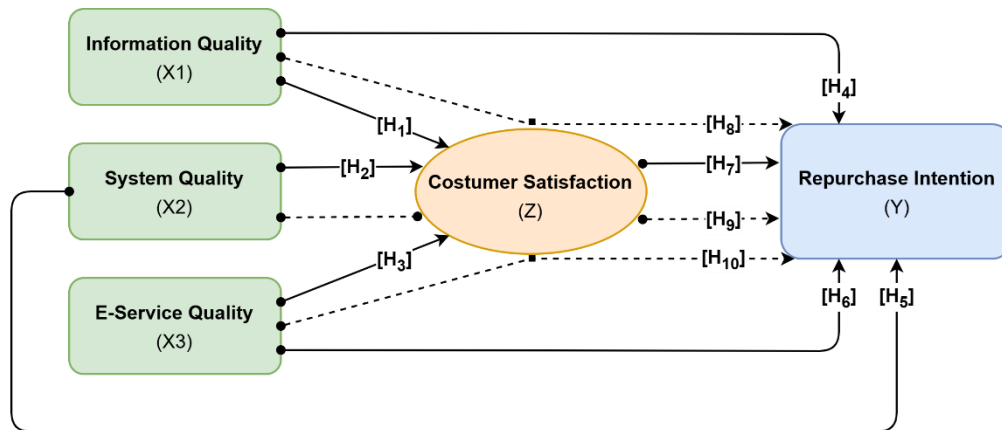


Figure 1. Research framework.

quality system enables customers to navigate the platform smoothly, complete transactions without errors, and access services quickly, thereby reducing effort and enhancing the overall user experience. These positive interactions increase customer satisfaction, which subsequently strengthens customers' intention to repurchase from the same platform.

Empirical evidence supports the mediating role of customer satisfaction in the relationship between system quality and repurchase intention. Phuong & Tran [32] found that system quality significantly influences behavioral intention through customer satisfaction in information system environments. Their study demonstrated that higher system quality enhances user satisfaction by improving usability and reducing the effort required during system interaction. In turn, satisfied users are more likely to continue using and repurchasing from the same platform. These findings indicate that customer satisfaction serves as a significant mediating mechanism linking system quality and repurchase intention in online environments.

H₉: Customer Satisfaction positively and significantly mediates the relationship between System Quality and Repurchase Intention.

2.1.10. The Influence of E-Service Quality on Repurchase Intention through Customer Satisfaction

E-service quality refers to the overall performance of an online platform in delivering reliable, efficient, responsive, and secure services throughout the purchasing process. When customers experience smooth and dependable service interactions, they are more likely to perceive the platform as trustworthy and convenient, thereby increasing their satisfaction. Jain et al. [33] found that service quality significantly influences customer satisfaction in online retail environments, with satisfied customers being more likely to develop positive behavioral intentions, including repurchase intention.

These findings suggest that high e-service quality contributes to repurchase intention by first enhancing customer satisfaction.

Empirical evidence further supports the mediating role of customer satisfaction in the relationship between e-service quality and repurchase intention. Natrilia et al. [34] found that customer satisfaction significantly mediates the relationship between e-service quality and repurchase intention in online shopping environments. Their study demonstrated that improvements in e-service quality enhance customer satisfaction, which subsequently strengthens customers' intention to repurchase. These findings indicate that customer satisfaction serves as a key mediating mechanism through which e-service quality influences repurchase intention in e-commerce contexts.

H₁₀: Customer Satisfaction positively and significantly mediates the relationship between E-Service Quality and Repurchase Intention.

3. Materials and Methods

3.1. Research Design

This study employed a quantitative research approach with a causal research design. The purpose of this study was to examine the effects of information quality, system quality, and e-service quality on repurchase intention through customer satisfaction as a mediating variable among Traveloka users. The measurement items for each variable are presented in Table 1. A survey method was used to collect data from respondents who met the predetermined criteria.

3.2. Population and Sample

The population of this study consisted of Traveloka users domiciled in Depok who had purchased airline tickets through the application. Since the exact population size

Table 1. Measurement variable.

Construct	Indicator Source	Indicator	Number of Ques. Items
Information Quality (IQ)	Adapted from Laudon & Laudon [35]	Accuracy, integrity, timeliness, completeness, validity, and consistency.	7
System Quality (SQ)	Adapted from Zamir & Kim [36]	Accessibility, reliability, usability, functionality, and response time.	5
E-Service Quality (ESQ)	Adapted from Ardiyanti & Putra [37]	Efficiency, fulfillment, privacy, and system availability.	5
Customer Satisfaction (CS)	Adapted from Indrasari [38]	Expectation confirmation, revisit intention, and willingness to recommend.	5
Repurchase Intention (RI)	Adapted from Kotler et al. [10]	Transactional intention, referential intention, preferential intention, and exploratory intention.	5

was unknown, a non-probability sampling technique using purposive sampling was employed.

The respondents were selected based on three criteria. First, respondents had to be at least 17 years old to ensure their ability to make independent purchasing decisions. Second, respondents were required to have purchased airline tickets through the Traveloka application at least twice within the previous year to ensure sufficient experience with the platform. Third, respondents had to be domiciled in Depok, as the study specifically focused on consumers residing in this area. A total of 150 valid responses were collected and analyzed.

3.3. Data Collection Procedure

Primary data were collected through an online questionnaire administered using Google Forms. The questionnaire consisted of statements measuring information quality, system quality, e-service quality, customer satisfaction, and repurchase intention. The measurement items were adapted from previous studies to fit the context of online travel agency services.

Responses were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). This scale was used to capture respondents' perceptions and evaluations of the variables examined in this study.

3.4. Data Analysis Technique

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. PLS-SEM was selected because it is well suited for examining complex relationships among latent variables and simultaneously assessing both direct and indirect effects.

The analysis was conducted in two stages. The first stage involved evaluating the measurement model (outer model) to assess the validity and reliability of the constructs. Convergent validity was evaluated using factor loadings and the Average Variance Extracted (AVE).

Discriminant validity was assessed using the Fornell-Larcker criterion and the Heterotrait-Monotrait ratio (HTMT), while reliability was evaluated using Cronbach's alpha and Composite Reliability.

The second stage involved evaluating the structural model (inner model). Model fit was assessed using the Standardized Root Mean Square Residual (SRMR). The explanatory power of the model was evaluated using the coefficient of determination (R^2), while predictive relevance was assessed using Stone-Geisser's predictive relevance (Q^2). Furthermore, the effect size (f^2) was examined to determine the contribution of each exogenous variable to the endogenous variables.

The relationships among the variables were formulated using the structural equations presented in Equations 1 and 2.

$$CS = \beta_1 IQ + \beta_2 SQ + \beta_3 ESQ + \zeta_1 \quad (1)$$

$$RI = \beta_4 IQ + \beta_5 SQ + \beta_6 ESQ + \beta_7 CS + \zeta_2 \quad (2)$$

In these equations, CS represents customer satisfaction, RI denotes repurchase intention, β_1 – β_7 represent the path coefficients, and ζ_1 and ζ_2 represent the error terms of the endogenous variables. These equations enable the assessment of both the direct and indirect effects within the proposed model.

Hypothesis testing was conducted using the bootstrapping procedure. Direct effects were evaluated through path coefficient analysis, while indirect effects were assessed to examine the mediating role of customer satisfaction. A hypothesis was considered supported when the t-statistic exceeded 1.96 and the corresponding p-value was less than 0.05.

4. Results and Discussion

4.1 Descriptive Statistics

Data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach.

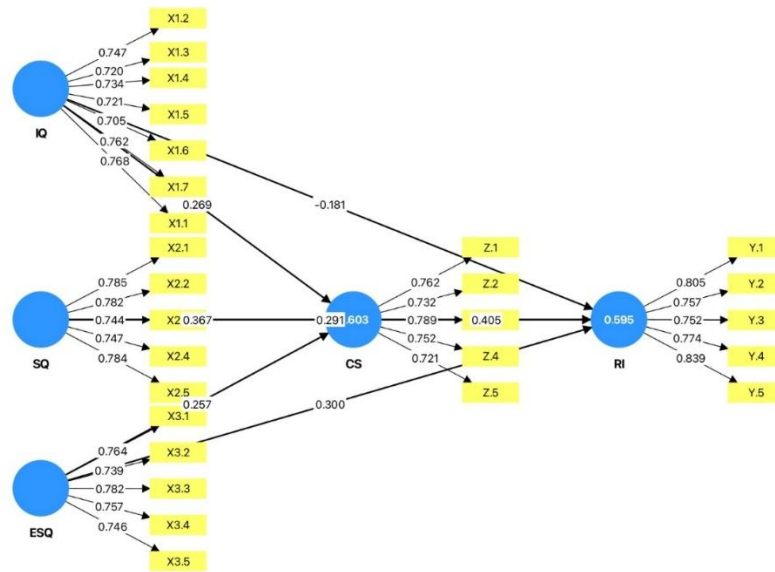


Figure 2. Outer loading.

Table 2. Descriptive statistics.

Variable	Original Sample	Mean	Std. Dev.
IQ → CS	0.269	0.273	0.101
SQ → CS	0.367	0.365	0.095
ESQ → CS	0.257	0.258	0.099
IQ → RI	-0.181	-0.173	0.108
SQ → RI	0.291	0.293	0.121
ESQ → RI	0.300	0.300	0.102
CS → RI	0.405	0.401	0.113

Table 3. Convergent validity and composite reliability.

Variable	Cronbach's Alpha	Composite Reliability		Average Variance Extracted
		(rho_a)	(rho_c)	
IQ	0.860	0.865	0.893	0.543
SQ	0.827	0.828	0.878	0.591
ESQ	0.815	0.816	0.871	0.574
CS	0.845	0.850	0.890	0.618
RI	0.807	0.809	0.866	0.565

Table 2 presents the descriptive statistics, including the path coefficients, means, and standard deviations for the relationships among the variables examined in this study.

Based on the descriptive statistical results, information quality (IQ) has a positive effect on customer satisfaction (CS), with a path coefficient of 0.269 (mean = 0.273, SD = 0.101), indicating a consistent positive relationship between information quality and customer satisfaction. System quality (SQ) also demonstrates a stronger positive effect on customer satisfaction, with a path coefficient of 0.367 (mean = 0.365, SD = 0.095), suggesting that better system performance enhances customer satisfaction.

Similarly, e-service quality (ESQ) has a positive effect on customer satisfaction, with a path coefficient of 0.257 (mean = 0.258, SD = 0.099), indicating a stable relationship across the bootstrap samples. Regarding

repurchase intention (RI), information quality exhibits a negative relationship with repurchase intention (path coefficient = -0.181, mean = -0.173, SD = 0.108), suggesting a weak inverse association. In contrast, system quality positively influences repurchase intention, with a path coefficient of 0.291 (mean = 0.293, SD = 0.121), while e-service quality also has a positive effect on repurchase intention, with a path coefficient of 0.300 (mean = 0.300, SD = 0.102). These results suggest that both system quality and e-service quality contribute to higher repurchase intention.

Finally, customer satisfaction emerges as the strongest predictor of repurchase intention, with a path coefficient of 0.405 (mean = 0.401, SD = 0.113), highlighting its critical role in encouraging customers' intention to repurchase.

Table 4. Fornell-Larcker.

Variable	IQ	SQ	ESQ	CS	RI
IQ	0.737				
SQ	0.572	0.769			
ESQ	0.645	0.680	0.758		
CS	0.440	0.674	0.657	0.786	
RI	0.644	0.695	0.680	0.695	0.751

Table 5. HTMT.

Variable	IQ	SQ	ESQ	CS	RI
IQ					
SQ	0.673				
ESQ	0.762	0.827			
CS	0.505	0.800	0.784		
RI	0.764	0.850	0.837	0.836	

Table 6. SRMR.

Fit Index	Saturated Model	Estimated Model
SRMR	0.065	0.065
NFI	0.772	0.772

Table 7. Result of R-square (R^2).

Endogenous Construct	R^2	R^2 Adj.
CS	0.595	0.584
RI	0.603	0.595

Table 8. Results of predictive relevance (Q^2).

Endogenous Construct	Q^2 Predict
CS	0.567
RI	0.481

4.2. Measurement Model Evaluation

The measurement model was evaluated to assess the validity and reliability of the constructs used in this study. The evaluation focused on convergent validity, discriminant validity, and construct reliability. Convergent validity was assessed using outer loadings and the Average Variance Extracted (AVE). Discriminant validity was evaluated using the Fornell-Larcker criterion and the Heterotrait-Monotrait ratio (HTMT), while reliability was assessed using Cronbach's alpha and Composite Reliability.

The results presented in Figure 2 indicate that all indicator loadings exceed the recommended threshold of 0.70. Table 3 shows that all constructs have AVE values above 0.50. In addition, the Cronbach's alpha and Composite Reliability values reported in Table 3 exceed 0.70 for all constructs, confirming that they satisfy the recommended reliability criteria. Furthermore, Table 4 shows that the Fornell-Larcker criterion is satisfied, as the square root of the AVE for each construct (IQ = 0.737, SQ = 0.769, ESQ = 0.758, CS = 0.786, and RI = 0.751) is greater

than its correlations with the other constructs, indicating adequate discriminant validity. The HTMT results presented in Table 5 further support discriminant validity, as all HTMT values range from 0.505 to 0.850, remaining below the recommended threshold of 0.90. These findings indicate that the measurement instruments are appropriate for subsequent structural model analysis.

Overall, the results confirm that IQ, SQ, ESQ, CS, and RI represent distinct and well-defined constructs with adequate convergent validity, discriminant validity, and reliability. Therefore, the measurement model is considered robust and suitable for structural model evaluation.

4.3. Structural Model Results

The structural model was evaluated using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach by examining model fit, explanatory power (R^2), predictive relevance (Q^2), effect size (f^2), and hypothesis testing through the bootstrapping procedure. Together, these analyses provide a comprehensive assessment of the proposed model and the relationships among the latent constructs.

As presented in Table 6, the SRMR value of 0.065 is below the recommended threshold of 0.08, indicating a good model fit. The NFI value of 0.772 also suggests an acceptable level of model fit. Therefore, the proposed model adequately fits the observed data and is suitable for further structural analysis. Table 7 shows that customer satisfaction (CS) has an adjusted R^2 value of 0.584, indicating that information quality (IQ), system quality (SQ), and e-service quality (ESQ) explain 58.4% of the variance in customer satisfaction. Similarly, repurchase intention (RI) has an adjusted R^2 value of 0.595, indicating that information quality, system quality, e-service quality, and customer satisfaction explain 59.5% of the variance in repurchase intention. These results indicate that both endogenous constructs have moderate explanatory power.

The predictive relevance analysis presented in Table 8 shows that all endogenous constructs have Q^2 values greater than zero, confirming that the model has satisfactory predictive relevance. Specifically, customer satisfaction has a Q^2 value of 0.567, while repurchase intention has a Q^2 value of 0.481, indicating moderate to strong predictive capability. Furthermore, the effect size (f^2) results in Table 9 show that information quality (0.040), system quality (0.091), and e-service quality (0.092) have weak effects on repurchase intention, whereas customer satisfaction has a moderate effect (0.161). For customer satisfaction, system quality

Table 9. Results of effect size (f^2).

Variable	Repurchase Intention (Y)	Category	Customer Satisfaction (Z)	Category
IQ	0.040	Weak	0.100	Weak
SQ	0.091	Weak	0.173	Moderate
ESQ	0.092	Weak	0.073	Weak
CS	0.161	Moderate	n/a	n/a

Table 10. Results path coefficients (direct effect).

Variable	Original Sample (O)	t-Stat.	P-Value
IQ → CS	0.269	2.658	0.008
SQ → CS	0.367	3.856	0.000
ESQ → CS	0.257	2.582	0.010
IQ → RI	-0.181	1.666	0.096
SQ → RI	0.291	2.404	0.016
ESQ → RI	0.300	2.958	0.003
CS → RI	0.405	3.586	0.000

Table 11. Results of indirect effect.

Variable	Original Sample (O)	Sample Mean (M)	Std. Dev.	t-Stat.	P-Values
IQ → CS → RI	0.109	0.108	0.049	2.221	0.026
SQ → CS → RI	0.149	0.147	0.060	2.490	0.013
ESQ → CS → RI	0.104	0.104	0.051	2.034	0.042

demonstrates a moderate effect size (0.173), while information quality (0.100) and e-service quality (0.073) have weak effect sizes. Overall, these findings indicate that the proposed structural model demonstrates acceptable fit, moderate explanatory power, satisfactory predictive relevance, and meaningful relationships among the study constructs.

4.4. Hypothesis Testing

Following the evaluation of the structural model, the direct effects among the latent constructs were examined to test the hypothesized relationships between information quality (IQ), system quality (SQ), e-service quality (ESQ), customer satisfaction (CS), and repurchase intention (RI). The direct effect analysis was conducted using the bootstrapping procedure in PLS-SEM, which estimates the magnitude, direction, and statistical significance of each structural relationship. As presented in Table 10, IQ has a positive and significant effect on CS ($\beta = 0.269$, $t = 2.658$, $p = 0.008$). Similarly, SQ has a positive and significant effect on CS ($\beta = 0.367$, $t = 3.856$, $p < 0.001$), while ESQ also positively and significantly influences CS ($\beta = 0.257$, $t = 2.582$, $p = 0.010$). Regarding RI, IQ has a negative but statistically insignificant effect ($\beta = -0.181$, $t = 1.666$, $p = 0.096$). In contrast, SQ has a positive and significant effect on RI ($\beta = 0.291$, $t = 2.404$, $p = 0.016$), and ESQ also has a positive and significant effect on RI ($\beta = 0.300$, $t = 2.958$, $p = 0.003$). Furthermore, CS demonstrates a strong positive and significant effect on RI ($\beta = 0.405$, $t = 3.586$, $p < 0.001$). Overall, the results

support all proposed direct relationships except the effect of information quality on repurchase intention.

The mediating role of customer satisfaction was subsequently examined by evaluating the specific indirect effects of IQ, SQ, and ESQ on RI using the bootstrapping procedure. As presented in Table 11, all indirect effects are positive and statistically significant. IQ has a significant indirect effect on RI through CS ($\beta = 0.109$, $t = 2.221$, $p = 0.026$), indicating that customer satisfaction mediates the relationship between information quality and repurchase intention. Similarly, SQ has a significant indirect effect on RI through CS ($\beta = 0.149$, $t = 2.490$, $p = 0.013$), suggesting that improvements in system quality increase repurchase intention by enhancing customer satisfaction. ESQ also has a significant indirect effect on RI through CS ($\beta = 0.104$, $t = 2.034$, $p = 0.042$), confirming the mediating role of customer satisfaction in this relationship. Overall, these findings demonstrate that customer satisfaction serves as a significant mediating variable in the relationships between the three exogenous variables and repurchase intention.

4.5. Discussion

4.5.1. The Influence of Information Quality on Customer Satisfaction

IQ has a positive and significant effect on CS, indicating that higher information quality leads to greater customer satisfaction. This finding is consistent with the IS Success Model, which identifies information quality as an

important determinant of system success through user satisfaction [11]. This relationship can be explained by the availability of accurate, relevant, and up-to-date information, such as ticket prices, flight schedules, and airline details, which helps users reduce uncertainty during the decision-making process. When users can obtain reliable information without additional verification from other sources, the cognitive effort required to search for and compare alternatives is reduced. As a result, users experience a more efficient and confident decision-making process, leading to higher satisfaction with the application. This finding is consistent with the study by Shim & Jo [21], which reported that information quality significantly influences customer satisfaction.

4.5.2. The Influence of System Quality on Customer Satisfaction

SQ has a positive and significant effect on CS, indicating that higher system quality contributes to greater customer satisfaction. This finding can be explained by the ability of a stable and responsive system to enable users to complete transactions efficiently without technical errors or delays. When the application is easy to navigate and functions reliably, users experience greater convenience and less frustration during use. This positive user experience ultimately enhances customer satisfaction. According to the IS Success Model, system quality reflects an information system's ability to deliver effective performance that meets users' needs and expectations, thereby increasing customer satisfaction [11]. This finding is consistent with the study by Sharkey et al. [23], which found that system quality has a direct positive effect on customer satisfaction.

4.5.3. The Influence of E-Service Quality on Customer Satisfaction

ESQ has a positive and significant effect on CS, indicating that higher e-service quality leads to greater customer satisfaction. This finding can be explained by the effectiveness of digital service delivery, including responsiveness, ease of use, transaction clarity, data security, and the availability of user support. When users perceive that the application provides reliable and efficient electronic services, they are able to complete booking activities more efficiently and with greater confidence. In addition, high e-service quality reduces users' concerns about transaction risks, particularly regarding payment security and service reliability. This, in turn, strengthens users' trust in the platform and creates a smoother and more convenient service experience, ultimately increasing customer satisfaction. The IS Success Model identifies service quality as an important determinant of user satisfaction, as high-quality services

enable the system to meet users' expectations and generate positive evaluations [11]. This finding is consistent with the study by Rita et al. [26], which reported that e-service quality has a significant positive effect on customer satisfaction.

4.5.4. The Influence of Information Quality on Repurchase Intention

The empirical results indicate that IQ has a negative and insignificant effect on RI. According to the ECM, continuance intention is shaped by users' evaluations of their previous experiences [19]. In this context, repurchase intention is not determined solely by information quality but is more strongly influenced by the overall user experience, including transaction convenience, system usability, and service efficiency. This finding may be explained by the fact that users of online travel agencies tend to perceive information as standardized and readily available across competing platforms. Consequently, information quality does not create sufficient differentiation to directly influence repurchase intention. Therefore, information quality alone is insufficient to encourage users to reuse the platform. Instead, repurchase intention is driven by the overall system experience and the satisfaction derived from it. This finding is inconsistent with the study by Zheng et al. [28] but is consistent with [18], who found that information quality does not have a significant direct effect on repurchase intention.

4.5.5. The Influence of System Quality on Repurchase Intention

SQ has a positive and significant effect on RI, indicating that higher system quality leads to greater repurchase intention. According to the ECM, repurchase intention is formed when users' experiences meet or exceed their initial expectations [19]. This finding can be explained by the ability of a well-performing system to provide a smooth, stable, and efficient user experience throughout the ticket booking process. When the application is easy to navigate, fast, and free from technical errors, users are more likely to be satisfied with their experience and develop a stronger intention to reuse the platform for future transactions. This finding is consistent with the study by Zheng et al. [28], which reported that system quality has a positive and significant effect on repurchase intention.

4.5.6. The Influence of E-Service Quality on Repurchase Intention

ESQ has a positive and significant effect on RI, indicating that higher e-service quality increases users' repurchase intention. Consistent with the ECM, continuance

intention develops when users' prior experiences meet or exceed their expectations [19]. In this study, e-service quality contributes to a positive user experience through ease of use, convenience in completing booking transactions, consistency between expected and actual service performance, and reliable transaction security that minimizes concerns regarding data safety. Collectively, these attributes create a favorable perception of e-service quality, which encourages users to repurchase airline tickets through Traveloka. This finding is consistent with the study by Blut et al. [25], which found that e-service quality has a positive and significant effect on repurchase intention.

4.5.7 The Influence of Customer Satisfaction on Repurchase Intention

CS has a positive and significant effect on RI, indicating that higher customer satisfaction leads to stronger repurchase intention among users. According to the ECM, continuance intention is shaped by users' satisfaction following their experience with a system or service [19]. When the perceived benefits of using Traveloka meet users' expectations, satisfaction is formed. This satisfaction reflects users' overall evaluation of their experience, encompassing both the functional and emotional aspects of using the application. Satisfied users are more likely to develop trust and positive attitudes toward the platform, reducing their likelihood of switching to alternative services and strengthening their intention to reuse the application for future transactions. This finding is consistent with the study by Prahiawan et al. [30], which reported that customer satisfaction has a significant effect on repurchase intention.

4.5.8 The Influence of Information Quality on Repurchase Intention through Customer Satisfaction

IQ has a positive and significant effect on RI through CS, indicating that higher information quality increases repurchase intention through customer satisfaction. This finding can be explained by the ability of the information provided by Traveloka, including flight schedules, ticket prices, airline details, and promotional offers, to meet users' expectations and reduce uncertainty during the decision-making process. As a result, users experience greater satisfaction with the platform, which subsequently encourages their intention to repurchase airline tickets. This finding is consistent with the IS Success Model, which identifies information quality as a key determinant of customer satisfaction in information systems [11]. In this study, information quality does not directly influence repurchase intention but affects it

indirectly through customer satisfaction, indicating a full mediating effect of customer satisfaction. This finding is supported by Astono et al. [31], who found that information quality influences repurchase intention through customer satisfaction.

4.5.9 The Influence of System Quality on Repurchase Intention through Customer Satisfaction

SQ has a positive and significant effect on RI through CS, indicating that higher system quality increases repurchase intention through customer satisfaction. According to the IS Success Model, system quality is an important determinant of customer satisfaction in information systems [11]. System quality is reflected in features such as ease of navigation, the speed of the ticket search process, system stability, and the absence of technical errors. When users perceive that the application operates smoothly and reliably, they develop a more positive experience, leading to greater satisfaction with the Traveloka application. This satisfaction subsequently strengthens their intention to repurchase airline tickets through the platform. The mediation analysis indicates that customer satisfaction partially mediates the relationship between system quality and repurchase intention. This finding is consistent with the study by Phuong & Tran [32], which found that system quality influences repurchase intention through customer satisfaction.

4.5.10 The Influence of E-Service Quality on Repurchase Intention through Customer Satisfaction

ESQ has a positive and significant effect on RI through CS, indicating that higher e-service quality increases repurchase intention through customer satisfaction. E-service quality reflects service performance in terms of responsiveness, ease of access, transaction clarity, data security, and user support. These attributes create a positive user experience that enhances customer satisfaction and encourages users to repurchase through Traveloka. This finding is consistent with the IS Success Model, which identifies service quality as an important determinant of user satisfaction [11]. In this study, e-service quality improves customer satisfaction, which subsequently increases repurchase intention. The mediation analysis further indicates that customer satisfaction partially mediates the relationship between e-service quality and repurchase intention. This finding is supported by Natrilia et al. [34], who found that e-service quality influences repurchase intention through customer satisfaction. Customer satisfaction therefore serves as an important mechanism through which e-service quality enhances repurchase intention.

5. Conclusions, Implications and Limitations

This study examined the effects of information quality, system quality, and e-service quality on repurchase intention through customer satisfaction among Traveloka users in Depok. The findings indicate that information quality, system quality, and e-service quality positively and significantly influence customer satisfaction. Furthermore, system quality, e-service quality, and customer satisfaction positively affect repurchase intention, whereas information quality does not have a significant direct effect on repurchase intention. The results also demonstrate that customer satisfaction significantly mediates the relationships between information quality, system quality, e-service quality, and repurchase intention. These findings suggest that customer satisfaction plays a key role in translating users' evaluations of Traveloka's services into repurchase intention.

This study reinforces the Information Systems Success Model and the Expectation Confirmation Model (ECM) by confirming that system quality, e-service quality, and customer satisfaction are key determinants of repurchase intention in the online travel agency context. The findings suggest that user behavior is primarily driven by post-adoption evaluations, in which system and service experiences shape customer satisfaction, which subsequently influences continuance intention, consistent with the ECM. However, the non-significant direct effect of information quality on repurchase intention indicates a contextual deviation from the Information Systems Success Model, suggesting that users of mature digital platforms may prioritize system performance and service experience over informational attributes when making repeat purchase decisions. Furthermore, customer satisfaction serves as an important mediating mechanism through which perceived service quality is translated into repurchase intention, reinforcing its central role in explaining users' continuance behavior in digital travel services.

From a practical perspective, the findings suggest that Traveloka should continuously improve its information quality, system quality, and e-service quality to strengthen customer satisfaction and encourage repeat purchases. Information quality can be enhanced by ensuring that flight schedules, ticket prices, promotional information, and travel policies are accurate, complete, and regularly updated. In addition, maintaining high system quality through reliable application performance, fast response times, and an efficient booking process is essential for delivering a positive user experience. Traveloka should also strengthen its e-service quality by improving transaction security, enhancing system

availability, and providing responsive customer support. By focusing on these areas, Traveloka can increase customer satisfaction and encourage users to repurchase airline tickets through the platform.

This study has several limitations that should be considered when interpreting the findings. First, the study is limited to Traveloka users in Depok, which may restrict the generalizability of the findings to other regions or online travel platforms. Second, the study only examines information quality, system quality, e-service quality, customer satisfaction, and repurchase intention. Therefore, future research is encouraged to expand the scope of the study by including respondents from different geographical areas and investigating other online travel agency platforms. Future studies may also incorporate additional variables, such as trust, perceived ease of use, perceived value, promotion, or brand image, to provide a more comprehensive understanding of the factors influencing repurchase intention in the online travel industry.

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