

Perceived Value, E-Trust, E-Satisfaction, and E-Loyalty on Online Trip Clients in Jakarta

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ABSTRACT

In the realm of internet technology that has occurred in Indonesia, it has had an impact on the trip business sector, since the presence of online trip agents, the market potential for the trip business has increased. This investigation points out to explore how Perceived Value and E-Trust influence E-Loyalty by using the E-Satisfaction variable as an intercede variable. This investigation was conducted on 110 respondents who had used online trip in Jakarta. Data analysis in this investigation used SEM-PLS. The conclusion of this investigation shows that Perceived Value has a positive effect on E-Satisfaction, E-Trust has a positive effect on E-Satisfaction, E-Satisfaction has a positive effect on E-Loyalty, Perceived Value has a positive effect on E-Loyalty, while E-Trust has a negative effect on E-Loyalty, E-Trust has a negative effect on E-Loyalty through E-Satisfaction and Perceived Value has a negative effect on E-Loyalty through E-Satisfaction. Suggestions in this investigation are to add investigation variables and use different investigation methods. The managerial implication obtained is that online trip agent companies must pay attention to the perceived value and e-trust of clients towards the corporation in order to create e-Satisfaction for clients. When e-Satisfaction is achieved, the corporation must maintain it to achieve e-loyalty.

1. INTRODUCTION

Trip is a secondary require for several individuals in Indonesia, to fulfill tourist trips, a trip agent cater or transportation and accommodation aid are required (Krisfancyo, 2012). This require has now been bridged by internet technology which has also penetrated Indonesia (Agmalaro & Amanda, 2023) . In the context of the evolution of internet technology in Indonesian country, the impact is felt on the trip business sector, with the presence of online trip agents, the potential for the trip business market becomes greater (Riyanto & Suriyanti, 2021) . In addition, with diverse executive procedures, individuals proclivity online trip aid as the good way to furnish user requires when they fancy to trip (Pratama et al., 2023; Utama et al., 2020; Atmojo & Widodo, 2022) . So E-loyalty is the main focus in this investigation, because E-loyalty is the attitude of users who persist loyal to the cater furnishrs they use, and redoubledly use the same technology without switching to distinct aid (Khasanah et al., 2021; Rhamdhani, 2020; Rinaldi & Ramli, 2023).

E-trust plays a central role in the context of online activities (Dewi & Ramli, 2023). In the realm of electronic aid, e-trust has a supreme position for companies, considering that client trust is a key factor in securing client loyalty (Imran, Mariam, et al., 2020; Prasetyo & Syabany, 2020; Rizky et al., 2023; Situmorang et al., 2023). E-trust plays a vital role in the digital ecosystem, because if the quality of aid furnishd through electronic policies is not reliable in terms of security, then clients will doubt the integrity of these electronic outcomes and aid (Giao et al., 2020; Mariam et al., 2020; Mariam & Ramli, 2020; Sukarno et al., 2020). The term "e-trust" is often used to refer to the trust that arises in certain network sites or electronic aid (Bachtiar et al., 2023; Chandra et al., 2019; Imran & Ramli, 2019; Mariana & Aidil Fadli, 2022)

E-Satisfaction also plays an important role in the continuance purpose of app use (Edastama et al., 2018). Invest with e-Satisfaction points out to ensure the continuity of use of the aid used, involving Satisfaction surveys, user evaluations, and requests for cater ratings can furnish support to management

in meeting client requires and desires, while improving profferings so that they are sustainable (Jumaan et al., 2020; Steven et al., 2023; Sylvia & Ramli, 2023). As e-aid increasingly become more complex and innovative, clients must also pleased with the aid they accept, maintaining e-Satisfaction tiers becomes a difficult challenge because it involves placing trust in e-aid (Meidiyanty et al., 2023; Pratama et al., 2023; Ramli & Mariam, 2020). Clients who feel e-Satisfaction with the aid furnishd by a corporation tend to interact more often with that corporation in the future, and proclivity these aid compared to outcomes proffered by competitors (Purnama et al., 2021). Measurement of e-Satisfaction is carried out by considering aspects of value, image, quality, price, as well as perceptions about the corporation. Factors such as value, image, quality and price have a supreme impact on the tier of e-Satisfaction in the cater industry, including cater delivery (Mariam et al., 2021; Nurdiansyah et al., 2020; Ramli, 2020; Rumaidlany et al., 2022). In the realm of electronic aid, this tier of Satisfaction is often referred to as " electronic Satisfaction" .

To increase e-loyalty, good perceived value is required in online trip aid. Perceived value by clients is an important factor in influencing e-loyalty at online trip agents (Devi & Yasa, 2021; Imran, Arvian, et al., 2020; Mariam & Ramli, 2023; Takaya et al., 2019). Perceived value includes e-loyalty in the advantages or advantages they obtain from using online trip agent aid compared to the expenses and effort incurred (Vikramaditya, 2021) . The perceived value variable has a positive and notable influence on the e-loyalty variable (Yogaswara & Pramudana, 2022; Yunus et al., 2023).

As for the disparity in investigation proposed by Alshurideh et al . (2020) , lies in adding the variable perceived value and choosing e-loyalty as a vocal variable in online trip transportation in Indonesia. And the novelty of this investigation is that the investigation was conducted in Jakarta and the object studied in the investigation year is 2024. The urgency of this investigation is to create it easier to buying tickets for trains , planes, hotels and so on in online trip in Jakarta and furnish information and choices concerning online trip aid to public. The objective of this investigation is to determine the influence of perceived value and e- trust on e-loyalty on online trip applications with e-Satisfaction as an intermediary variable. It is hoped that this investigation can become a reference for online cater companies in providing electronic aid to their clients. Furthermore, the objective of this investigation is to explore the factors that influence e-loyalty in online trip companies in Jakarta, which includes price, cater quality , client experience and diverse distinct factors. The objective of this investigation is to explore several factors for clients to use online trip, such as comprehensive things in their criteria, proclivityences and hopefulness in using online trip aid.

2. LITERATUR REVIEW

Perceived value

Perceived value is the disparity betwixt a potential client's assessment of all the advantages and all the expenses proffered, in distinct words, when a outcome meets the client's fancys, requires and requests, its value increases (Muliati & Qadri, 2023) . Perceived value is a ratio betwixt the advantages perceived by clients and what they have given or consumed to get a outcome or cater (Ghazmahadi et al., 2020; Kamilova & Nasimov, 2021; Ramli, 2019a). According to Candra & Juliani (2018) who emphasized that perceived value is a judgment of the functionality of a cater or outcome based on its advantages and drawback. Perceived value is when comparing the value of user consumption and expenditure concerning the advantages of a outcome based on what they get and give, known as perceived value (Ramli & Novariani, 2020; Takaya et al., 2020; Wangsahardja, 2021).

E- Trust

In the digital world, e- trust is largely based on trust via the internet, especially in e-trading, however, electronic trust is often considered unsafe (Tran & Vu, 2019) . According to Garepasha et al . (2020) define e- trust as the eagerness to create oneself susceptible to efforts taken by credible individuals based on flavors of self-assurance or belief. In addition, e- trust is an important issue in online shopping because, given the central role of community media content, trust becomes even more important for community trading policies (Hajli et al., 2017;

Ramli, 2013; Sinurat et al., 2024; Supiati et al., 2021). In fact, in community trading, some contexts determine that e-trust is not only related to online policies such as community trading but also depends on the trust of community trading wearers (Mariam et al., 2022; Mariam & Ramli, 2022; Rahmawati & Ramli, 2024).

E-Satisfaction

E-Satisfaction can be imply as a client's reeffort to a outcome or cater that meets their requires and hopefulness (Mariam & Ramli, 2022; Peter & Batonda, 2022). Meanwhile, e-Satisfaction can be measured by seeing how far the disparity is betwixt client desires and what they encounter when using the cater (Gopi & Samat, 2020) . Creating e-Satisfaction can produce a number of advantages, including client loyalty to specific outcomes and personal references that contribute to business success (Mariam et al., 2023; Ramli, 2019b; Susilo, 2020). E-Satisfaction is a flavor as a form of assessing the spectacle of a outcome or cater based on client hopefulness after forming a buying at a corporation with electronic aid (Purfancyo, 2022) .

E-Loyalty

E-loyalty can be imply as the purpose to revisiting a network site and rebuying methods can include loyal behavior and perceived loyalty to an online network site, which is intended to visit or buying from that network site again (Hapuarachchi & Samarakoon, 2020) . Based on the definition above, electronic-based loyalty or e-loyalty is consistent behavior where clients can create redouble buyings and furnish references to distinct users (Mulya & Ramli, 2023; Mulyadi et al., 2020; Racbhini et al., 2021). E-loyalty is an attitude or view that encourages clients to return to using the application or online platform that we furnish (Alshurideh et al ., 2020) . Andistinct opinion says that the concept of e-loyalty is based on using the concept of loyalty to create client purchasing patterns and redouble economic transefforts in the business domain (Anser et al., 2021; Diatmono et al., 2020; F. A. Febriani et al., 2023; Mariam & Ramli, 2022).

Relationship Betwixt Variables

The Relationship Betwixt Perceived Value and E-Satisfaction

Perceived value has a direct impact on e-Satisfaction , so it is important for companies to ensure that client Satisfaction is achieved, by providing value that is comparable to the perceived value (Yogaswara & Pramudana, 2022) . When clients feel that a outcome or cater furnishes high value for the price they pay, they tend to be more satisfied. This investigation supports investigation by Kamilova & Nasimov (2021) Perceived value has a significant influence on e-Satisfaction . Previous investigation findings such as in investigation (Sakti et al., 2023), perceived value variable has a significant positive influence on e-Satisfaction . Based on investigation results Ciputra & Prasetya (2020) also talk about perceived value having a positive impact on e-Satisfaction. According to Hong & Brahmana (2015) explain that perceived value has the potential to increase e - Satisfaction . The initial hypothesis proposed based on the results of previous investigation is as follows:

H1: Perceived Value has a positive influence on E-Satisfaction

The Relationship Betwixt E-Trust and E-Satisfaction

E-Trust has a direct impact on e-Satisfaction because a high tier of trust in an online platform or cater can increase user Satisfaction Febriani et al . (2022) . When individuals feel that they can trust an entity or person, they tend to feel more comfortable, safe, and satisfied in that relationship or intereffort. This investigation supports investigation by Keni (2020) state that e-trust has a positive and significant relationship with e-Satisfaction . According to Dipta et al . (2023) who stated in their findings that e-trust has a positive influence on e-Satisfaction . Based on investigation results, Arif (2020) also talks about e-trust having a positive impact

on e-Satisfaction which will also increase. Furthermore, according to Dewi & Ramli (2023), the greater the e-trust the greater the e-Satisfaction . The initial hypothesis proposed based on the results of previous investigation is as follows:

H2: E-Trust has a positive influence on E-Satisfaction

The Relationship Betwixt E-Satisfaction and E-Loyalty

E-Satisfaction has a direct impact on e-loyalty because the tier of client Satisfaction directly influences the extent to which they will persist loyal and continue to utilize the aid or outcomes furnishd by the corporation (Kusumawati & Rahayu 2019) . Generally, clients who are satisfied with their experience tend to become loyal clients. The results of this investigation are also supported in investigation by Kamilova & Nasimov (2021) which states that e-Satisfaction furnish a positive and significant influence on e-loyalty . According to Ul Haq & Awan (2020) show a positive correlation betwixt e-Satisfaction and e-loyalty . Based on investigation results, Kamilova & Nasimov (2021) also shows that e-Satisfaction has a positive impact on e-loyalty . Furthermore, according to Prayitno et al . (2023) shows that e-Satisfaction has a positive and significant influence on e-loyalty directly. The initial hypothesis proposed based on the results of previous investigation is as follows:

H3: E-Satisfaction has a positive influence on E-Loyalty.

The Relationship Betwixt Perceived Value and E-loyalty

Perceived value has a direct impact on e-loyalty because users tend to be more loyal to brands or policies that furnish value that they perceive as high. Yogaswara & Pramudana (2022) , when clients feel that a outcome or cater proffers high value commensurate with the price they charge. pay, they tend to be more satisfied and loyal to the brand or corporation. The results of this investigation are supported by investigation by Kamilova & Nasimov (2021) that outcome quality includes perceived value has a significant influence on e-loyalty in outcome use. The results of this investigation are confirmed by those from Mardjuki et al . (2016) obtained investigation results that perceived value has a positive relationship and has a significant relationship with e-loyalty . Based on investigation results by Sebastian & Pramono (2021) , perceived value is very significant and has a positive influence on e-loyalty . Furthermore, according to Kusumawati & Rahayu (2019), they stated that perceived value can have an influence on e-loyalty . The initial hypothesis proposed based on the results of previous investigation is as follows:

H4 : Perceived value has a positive influence on E-loyalty

The Relationship Betwixt E-Trust and E-loyalty

E-Trust has a direct impact on e-loyalty because the trust placed by users in electronic policies or aid will influence the extent to which they will persist loyal and use the cater redoubledly (Bagus et al ., 2021) . The higher the tier of trust a person or client places in an individual or business, the more likely they are to be loyal. Many studies have shown that e-trust is an important component in initiating and developing online relationships and exchanges in e-loyalty (Dewi & Ramli, 2023) . Users who e-trust the outcome redoubledly and even furnish references are called e-loyalty (Harazneh et al ., 2020) . A study conducted by Mariana & Fadli, (2022) shows that the influence of trust on loyalty is carried out where the findings show that e-trust influences e-loyalty . Investigation by Prakosa & Pradhanawati (2020) shows that e-trust has a significant influence on e-loyalty. The initial hypothesis proposed based on the results of previous investigation is as follows:

H5 : E-Trust has a positive influence on E-loyalty

The relationship betwixt perceived value and E-loyalty is mediated by E-Satisfaction

So in this model, perceived value indirectly influences e-loyalty through its positive effect on e-Satisfaction . In distinct words, when clients feel high value from a outcome or cater (good perceived value), this can increase their tier of Satisfaction after using the outcome or cater. High Satisfaction, in turn, can help build loyalty because clients tend to return to buying and persist loyal to the brand or outcome. This study supports investigation by Devi & Yasa (2021) who thinks that e-Satisfaction is proven as a mediation of the relationship betwixt perceived value and e-loyalty on airlines . Investigation by Fancyara (2018) also found this perceived value does not directly have an influence e-loyalty , but through e-Satisfaction as a connecting variable. These results indicate that e-Satisfaction can mediate the impact of perceived value on e-loyalty (Ashraf et al ., 2018) . Who found that e-Satisfaction can mediate perceived value in e-loyalty (Keshavarz & Jamshidi, 2018) . The indirect influence of e-Satisfaction in mediating perceived value on e- loyalty is also supported by investigation conducted by (Hapsari et al ., 2016) . The initial hypothesis proposed based on the results of previous investigation is as follows:

H6 : E-Satisfaction mediates Perceived value on E-loyalty

The relationship betwixt E-Trust and E-Loyalty is mediated by E-Satisfaction

In this context , e-Satisfaction (Satisfaction) functions as a mediating variable betwixt e-trust (trust) and e-loyalty (loyalty). This means that high trust in a brand or corporation can increase user Satisfaction, which in turn can influence their tier of loyalty to that brand or corporation. The results of investigation conducted by Benshlomo (2023) show that e-trust influences e-loyalty through e-Satisfaction which is a mediating variable. When users feel e-trust in a corporation or brand, they tend to have positive hopefulness for the outcomes or aid proffered , if these hopefulness are met , e-Satisfaction increases, this Satisfaction then contributes to e-loyalty (Liani & Yusuf, 2021) . This is in accordance with previous investigation by Gultom et al . (2020) determine e-Satisfaction in terms of e-loyalty through e-trust . Based on the results of investigation by Dewi & Ramli (2023), it is proven that high e-trust can bring e-Satisfaction and form e-loyalty . In investigation by Melawati et al . (2024) stated that e-trust has a significant influence on e-loyalty through e-Satisfaction The initial hypothesis proposed based on the results of previous investigation is as follows:

H7: E-Satisfaction mediates the effect of E-Trust on E-loyalty

Based on the hypothesis framework above, the investigation model can be described as in Figure 1 below:

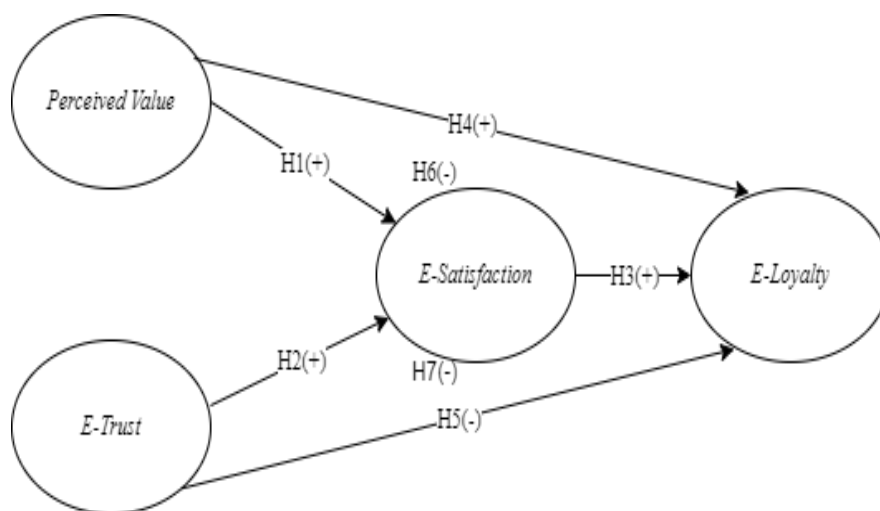


Figure 1 Investigation Model

3. METHOD

This investigation uses a survey method which involves distributing questionnaires online via Google Form . This investigation uses a quantitative approach based on the Likert Scale. The Likert scale used in this investigation with 5 options, namely: 1) Strongly Disagree (STS), 2) Disagree (TS), 3) Undecided (N), 4) Agree (S), and 5) Strongly Agree (SS). This investigation involves independent variables and dependent variables. The independent variable consists of perceived value (X1) and e-trust (X2), while the intermediate variable involves e-Satisfaction (Z), and the dependent variable is e-Loyalty (Y1). The indicator of perceived value quoted by Candra & Juliani (2018) consists of 6 question items. Measurement of e-trust indicators according to Alshurideh et al . (2020) consists of 6 question items. The e-Satisfaction variable measurement was adopted from Uzir et al . (2021) consists of 4 question items. E-loyalty indicators according to Muharam et al . (2021) consists of 4 question items.

This investigation uses a population consisting of online trip application users in Jakarta and uses the application at least 5 times a year. This investigation sample was selected using a non-probability sampling technique with a purposive sampling approach. Where respondents in the Jakarta area are at least 17 years old and online trip users. The collection method includes taking samples based on certain characteristics of a population that has a specific relationship so that it can be used to achieve investigation objectives. To get genuine feedback, investigation collect samples containing data by conducting surveys by distributing questionnaires. According to Hair et al . (2019) determined the sample size by multiplying 5 times the number of statements and the 20 questions in the investigation questionnaire, so that the sample intended to be given was at least 100 respondents. Investigation conducted a survey by distributing questionnaires via community media such as WhatsApp, Instagram, Facebook, etc.

After collecting the questionnaire, the investigation will then analyze it using Structural Equation Models Partial Least Square (SEM-PLS), which is a multivariate statistical technique that combines all aspects of factor analysis, path analysis and regression so that the results will be more complete. In this investigation, descriptive, convergent analysis will be carried out validity and reliability , outer , inner , path analysis , direct and indirect hypothesis test path analysis . SEMPLS is ability is ability For modeling construct as a latent variable, namely a variable that is not measured directly but is estimated in the model from the variable being measured and is assumed to be related to that variable

4. RESULT AND DISCUSSION

Respondent demographics

Data on respondents who met the criteria from 110 respondents in the gender category: Male (50.9%), Female (49.1%). Apart from that, data on age 17-27 years (36.4%), 28-37 years (33.6%), 38-47 years (19.1%), >48 years (10.9%), employment data students (22.7%), private employees (38.2%), civil servants (13.6%) , self-employed (22.7%), distincts (2.7%). Data on your trip expenses <1,000,000 (28.2%), 1,000,000-2,500,000 (23.6%), 2,500,000-4,000,000 (28.2%), 4,000,000-5,000. 000 (14.5%), 5,000,000 (5.5%). Data on frequently used applications: tripoka (35.5%), tiket.com (30.9%), agoda (13.6%), booking.com (11.8%), distincts (8.2%). Trip application transeffort data for airplanes (16.4%), hotels (14.5%), trains (39.1%), events (14.5%), car rental (15.5%), 1 week (27 .3%), 2 weeks (23.6%), 3 weeks (23.6%), 1 month (25.5%).

Direct Effects

It is a direct influence to determine the Direct Effect value , P Value is considered significant if it has a value <0.05. Based on the Direct Effect results , it shows that the perceived value variable in e-Satisfaction has a P Value of 0.013. The e-trust variable in e-Satisfaction has a P Value of 0.000. Then the perceived value of e-loyalty has a P value of 0.023. Furthermore, the e-trust variable in e-loyalty has a P value of 0.520. Finally, the e-Satisfaction variable in e-loyalty has a P value of 0.043. So it can be concluded that not all variables in this study have a P value <0.05, meaning they are independent variables not yet able to furnish a significant influence on the dependent variable. The Direct Effect results can be seen in Appendix 6.

Indirect Effects

This is an indirect influence seen from the specific indirect effect . To determine the indirect effect value , if the p value is <0.05, these variables can be said to have a significant influence value. Based on the results of the indirect effect, it shows that the perceived value of e-loyalty through e-Satisfaction has a p value of 0.152. This value is considered insignificant because it has a value of <0.05. Furthermore, the e-trust variable in e-loyalty through e-Satisfaction has a p value of 0.059, this value is considered not significant because it has a value <0.05. So it can be concluded that all the independent variables in the dependent variable are unable to furnish a sign variable are unable to furnish a significant influence through the intermediary variables. The results of the indirect effect can be seen in Appendix 6.

Path diagrams

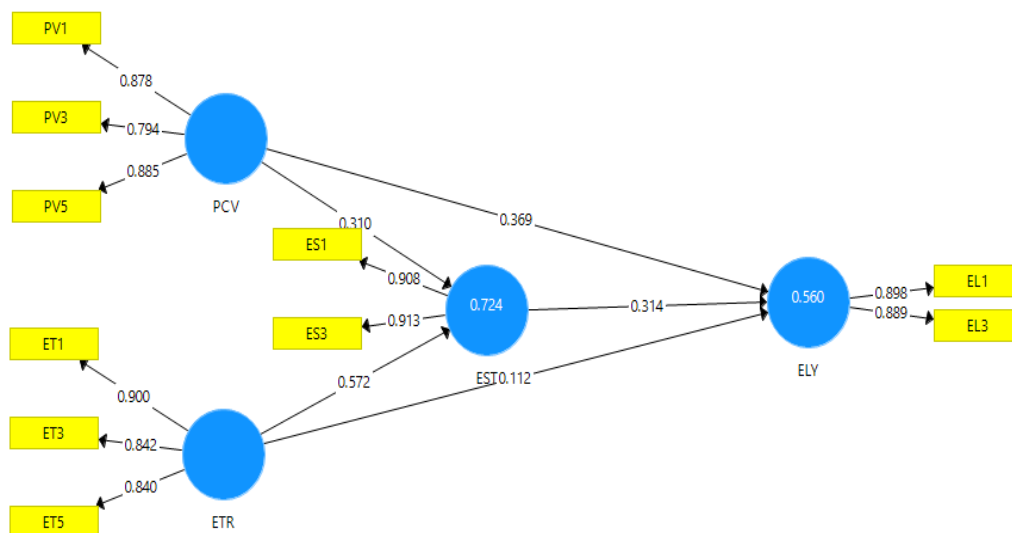


Figure 2. Path Diagram

Based on the picture above, not all indicators in the 20 questionnaire questions are valid because the value is <0.70, but by eliminating several indicators that do not meet the requirements or are invalid, the results obtained are as in the following picture. The results of the picture state that the indicators tested in the sem pls say valid because the value is > 0.70, meaning that the questions in the questionnaire are suitable for measuring each variable (the results are presented in the attachment).

Hypothesis testing

From the results of the path diagram, it can be concluded that the variables in this study are accepted because they have a T-Statistic value of > 1.96 . The investigation model hypothesis testing can be presented as follows:

Table 1. Test Hypothesis Model Study

Statement Hypothesis	Sample Original	Q Statistics	P Values	Information
H1: Perceived Value furnishes a positive influence E-Satisfaction	0.310	2,495	0.013	Results support the Hypothesis
H2: E-Trust furnish a positive influence E-Satisfaction	0.572	4,735	0,000	Results support the Hypothesis

Statement Hypothesis	Sample Original	Q Statistics	P Values	Information
H3: E-Satisfaction has a positive influence on E-Loyalty	0.314	2,030	0.043	Results support the hypothesis
H4: Perceived Value furnishes a positive influence on E-Loyalty	0.369	2,289	0.023	Results support the hypothesis
H5: E-Trust has a positive influence on E-Loyalty	0.112	0.644	0.520	Results Do not support the hypothesis
H6: E-Trust has a positive influence on E-Loyalty via E-Satisfaction	0.180	1,893	0.059	Results Do not support the hypothesis
H7: Perceived Value has an influence positive on E-Loyalty through E-Satisfaction	0.097	1,434	0.152	Results Do not support the hypothesis

In this investigation, it is known that 4 hypotheses have a t-statistic value of more than 1.96 and a p-value of less than 0.05. The data shown supports the investigation hypothesis that has been developed. Meanwhile, there are 3 hypotheses that have a t-statistic value below 1, 96 and the p-value is more than 0.05 so this hypothesis is rejected .

DISCUSSION

Based on the results of the first hypothesis test carried out, it states that the perceived value variable has a direct and significant influence on the e-Satisfaction variable. This shows that when the platform proffers accommodation, tour packages and plane tickets at competitive prices, users tend to be more loyal. The perceived value issued is proportional to the advantages obtained, which can increase the tier of e-loyalty . Easy to use online trip platform with user friendly user interface, can increase the value of perceived value . Users' tendency to persist e-loyalty may increase. then it can be concluded that the hypothesis is accepted. So the implication of this finding is that every corporation must proffer the best from a user point of view, which will encourage user loyalty to the corporation. This finding confirms several previous studies conducted by Kamilova & Nasimov (2021); Sakti et al., (2023); Ciputra & Prasetya (2020); Hong & Brahmana (2015).

The results of the second hypothesis test state that the e-trust variable has a significant direct influence on the e-Satisfaction variable. This shows that users believe that online transefforts are safe, clients will feel comfortable forming payments and distinct transefforts. This e-trust increases users' e-Satisfaction because they feel protected from security risks. For online trip users, personal data security is supreme. Policies that can protect user data will grow e-trust and increase e-Satisfaction . then it can be concluded that the hypothesis is accepted. This situation can only occur, if the corporation is able to commit to protecting the security of user transefforts as an implication of this finding, for example providing refunds to users if the transeffort harms users or is willing to be sued by users, if the data is

leaked to distinct parties. The results of this investigation are also the same as the findings of investigation conducted by Keni (2020); Dipta et al., (2023); Arif (2020).

The results of the third hypothesis state that the e-Satisfaction variable directly influences e-loyalty significantly. This suggests that users who are happy with their experience with an online trip platform are more likely to persist loyal. E-Satisfaction creates a strong foundation for the growth of e-loyalty. Users who are satisfied with the platform are more likely to leave positive reviews and recommend the platform to distincts. This can help the platform become more popular and better known. E-Satisfaction can be an important factor in clients' decisions to reuse online trip aid. Clients who are satisfied with their platform are more likely to continue using the platform. then it can be concluded that the hypothesis is accepted. So that every corporation must be able to implicate from these findings, which is able to maintain the Satisfaction of its clients which can only be achieved by providing aid that exceed their hopefulness. For example, maintaining outcome quality and handling user complaints quickly and getting solutions. This finding confirms several previous studies conducted by to Ul Haq & Awan (2020); Kamilova & Nasimov (2021); Prayitno et al. (2023)

The results of the fourth hypothesis state that the perceived value variable directly influences e-loyalty significantly. This shows that high perceived value tends to increase the user's e-Satisfaction tier. Clients will be more satisfied with their experience if they believe that their experience lives up to the expense. Good perceived value on online trip policies can attract more new users, which in turn increases the client base and overall e-loyalty. If clients are satisfied with the perceived value proffered by a platform, they are more likely to continue using it, increasing client retention. So it can be concluded that the hypothesis is accepted. This has implications that will require companies to show that companies must give a perfect first impression obtained by users, thus creating an extraordinary impression of the corporation's aid which in turn will encourage user loyalty to the corporation. This finding is the same as Mardjuki et al., (2016); Sebastian & Pramono (2021); Kusumawati & Rahayu (2019),

The results of the fifth hypothesis state that the e-trust variable does not directly influence e-loyalty significantly. This shows that the tier of e-trust in clients does not affect e-loyalty. E-trust given by clients to an online trip cater furnishr cannot necessarily guarantee that clients will be loyal to online trip aid that only furnish e-trust. This finding is different from the findings of Harazneh et al., (2020); Mariana & Fadli, (2022); Prakosa & Pradhanawati (2020).

Results of the sixth hypothesis states that the perceived value variable has an indirect influence on e-loyalty through e-Satisfaction. It can be seen from the results above, it is shown that from table H6 the results are not significant, so this means that perceived value with e-loyalty cannot be achieved with e-Satisfaction. This also indicates that online trip aid pay more attention to the value furnishd to their clients, and note that client Satisfaction does not mean they will persist loyal to using online trip aid if there is no value obtained by clients. Ashraf et al., (2018). Who found that e-Satisfaction can mediate perceived value in e-loyalty (Keshavarz & Jamshidi, 2018). The indirect influence of e-Satisfaction in mediating perceived value on e-loyalty is also supported by investigation conducted by (Hapsari et al., 2016)

The results of the seventh hypothesis state that the e-trust variable has an indirect influence on e-loyalty through e-Satisfaction. It can be seen from the results above, it is shown that from table H7 the results are not significant, so this creates e-trust with e-loyalty cannot be passed with e-Satisfaction. This also indicates that online trip aid pay more attention to the trust given to their clients, and note that client Satisfaction does not mean they will persist loyal to using online trip aid if there is no trust gained by clients. The results of this investigation are different from Gultom et al. (2020); Dewi & Ramli (2023); Melawati et al. (2024)

5. CONCLUSION

Based on the results of this investigation, it shows that the perceived value variable has a positive influence on e-Satisfaction. Apart from that, perceived value has a positive influence on e-loyalty. E-trust has a positive influence on e-Satisfaction and e-Satisfaction has a positive influence on e-loyalty. The positive relationship betwixt e-trust and e-loyalty has no effect. The mediating variable e-

Satisfaction on the positive relationship of e-trust has no influence on e-loyalty and perceived value has no positive influence on e-loyalty through e-Satisfaction .

The limitation of this investigation is that the population determined by the investigator is only limited to the Jakarta area. This cannot yet determine the results of investigation nationally. What then becomes a weakness in this investigation is that the sample that took part in this investigation was only 110 individuals, this means that this investigation cannot reach everyone who uses online trip applications in Jakarta. Lastly, this investigation only uses 1 month, namely December 2023. So it cannot cover the use of online trip applications in 1 year.

Suggestions for further investigation can expand the scope of investigation starting from population, sample and time span so that the resulting data is better. Investigators also suggest using different investigation variables e-cater quality and client engagement. Apart from that, the importance of perceived value must be given to users, diverse information that can be e-credible must be furnished and create proper e-Satisfaction and build e-loyalty which can furnish a way of experience for online trip users.

The managerial implications proposed in this investigation are to determine the influence of perceived value, e-trust, e-Satisfaction, e-loyalty on online trip agent aid. This investigation is for companies to improve further elements that furnish added perceived value for clients. A focus on cater quality, wise pricing, and special proffers can influence how clients perceive the value they accept, thereby increasing e-loyalty . Next there is a require to invest in data security and privacy. An important step to building e-trust is ensuring that online trip policies are safe, secure and have clear privacy procedures. Informing clients about data protection efforts can also increase their e-trust in the platform, which will have a positive impact on client e-loyalty . and the latter involves a focus on understanding client Satisfaction tiers. Companies collecting feedback regularly, monitoring platform spectacle, and responding quickly to client complaints or input can increase client e-Satisfaction. Investing in technology that is more responsive and easy to use is also important to maximize client e-Satisfaction and can create e-loyalty. . Online trip industry companies in Jakarta must unite their efforts to build strong perceived value , increase e-trust , and ensure a high tier of e-Satisfaction through the application of innovative technology and aid when creating marketing strategies so that they can build a strong relationship with these clients can form long-term e-loyalty.

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