



# E-SERVICE QUALITY, CUSTOMER SATISFACTION, AND LOYALTY OF TRAVELOKA CUSTOMERS IN GREATER JAKARTA



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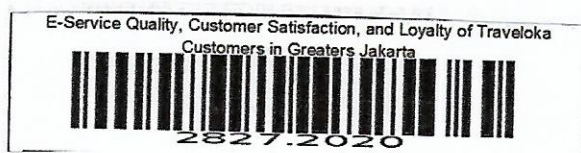
**HARNESSIA CAROLINE WIDJAYA**  
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CUSTOMER SATISFACTION AND  
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IN GREATER JAKARTA**

**HARNESSIA CAROLINE WIDJAYA  
SURESH KUMAR**



**President University**

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CUSTOMER SATISFACTION AND  
LOYALTY OF  
TRAVELOKA CUSTOMERS  
IN GREATER JAKARTA**

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This monograph is written to give some insights of people's behavior toward OTA. The findings are expected to help the managers working at OTA to get a more comprehensive situation and they can decide further step in competing with their competitors. The specific of this monograph lies on the service quality which is applied in the online context and it is called as e-servqual. Service quality is chosen because a lot of studies have confirmed that the better the service quality provided by the companies, the more people will come and choose and even become the patron of the company. E-servqual, however, in the context of OTA especially in Indonesia has been studied by a few studies because most of the studies adopt service quality instead of e-service quality in particular on OTA industry. Hence, it is hoped that this study will not only fruitful for the companies but also for future researchers.

Suresh Kumar is a senior lecturer at President University, Indonesia with 11 years of experience in teaching and research. His research interests are in entrepreneurship, retail business, hospitality and tourism, and wealth management and financial planning. Currently, he serves as Head of Business Administration at President University.

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