

The Effect of Price, Advertising, and E-Service Quality on Customer Loyalty Online Services Users

Petrus Loo¹, Tulus Rohana², Achiruddin Siregar³

^{1,3}Department of Management, STIE ITMI Medan North Sumatera, Indonesia

²Department of Management, STIM SUKMA Medan North Sumatera, Indonesia

Corresponding Author: Petrus Loo

ABSTRACT

This study aims to determine the effect of Price, Advertising and E-Service Quality on Customer Loyalty and also to find out and analyze the most dominant factors that influence Customer Loyalty. The population in this study is the millennial generation (aged 18-37 years) online travel agent users Traveloka and Tiket.com services in Medan. The sample in this study were 150 people aged 18-37 years who had used Traveloka or Tiket.com at least 2 times consisting of 75 respondents of Traveloka users and 75 respondents of Tiket.com users in Medan. Samples were taken by accidental sampling technique. The analytical method used is descriptive analysis method and multiple linear regression analysis method. This type of research is associative research and the data used are primary data and secondary data obtained through documentation studies and questionnaires that are measured using a Likert scale. The data is processed statistically with the SPSS for windows program, namely the determinant coefficient (R²), f test and t test. The results of this study indicate that simultaneously Advertising, Price and E-Service Quality significantly influence Customer Loyalty. Partially, the variable Advertising, Price and E-Service Quality has a positive and significant effect on Customer Loyalty.

Keywords: Price, Advertising, E-Service Quality, Customer Loyalty

INTRODUCTION

Companies are required to be more competitive and have the right strategy in running their business. E-commerce is not a new thing in the online world today, the

continuous technological development, accompanied by advances in the way of thinking and shopping behavior of consumers, requires retail companies to continue to innovate, so as to meet consumer desires. The technological phenomenon that is accompanied by the use of internet media in supporting online transactions, is influenced by the desire of consumers who have high mobility to carry out transactions practically, and all of that can be realized through e-commerce.

At this time, the world is familiar with a technology called internet media, where anyone through this media can obtain and deliver the required information anytime and anywhere. According to Riyanto (2015) the Internet in business is used for information exchange, product catalogs, promotional media, electronic mail, bulletin boards, electronic questionnaires, and mailing lists.

The internet can also be used to dialogue, discuss, and consult with consumers online, so that consumers can be proactively and interactively involved in the design, development, marketing, and sale of products. The purpose of a company or business person to create a website for its business ventures is to develop marketing and distribution and develop new information from products that can be accessed via the web.

The internet can always evolve because it is accompanied by public awareness about the many benefits that can be obtained from the application of the

internet, so that the trend of internet usage tends to continue to increase. This has become the basis for many retailers to use the internet as a means of doing business. During its development, the number of internet users has increased from year to year. Survey conducted by the Indonesian Internet Service Providers Association on the number of internet users in Indonesia from 1998-2019.

This is encouraged because smartphone devices are increasingly affordable, so there are more and more smartphone users in Indonesia. This phenomenon makes many companies competing to develop their business because they see potential business opportunities. The internet is likened to the second world. Various kinds of activities can be carried out through the internet, one of which is the transaction of buying and selling goods and services. And also at this time effectiveness and efficiency became the main priority.

Judging from the development of existing technology, entrepreneurs must create new innovations that provide convenience to customers in making transactions so as to maintain market share to continue to increase. By utilizing internet media in technological developments and one of them are an electronic service / e-service. Ticket sales online is one of the elegant e-commerce business models. Traveloka & Tiket.com is an online-based Travel agent, through web booking and also applications on smartphones. Traveloka & Tiket.com presents the quality of its online services.

Indonesian people are now getting used to transactions using online media, one of which is purchasing tickets online. The culture of buying tickets online is indeed on the rise in Indonesian society. It is undeniable that some of the advantages of online transactions are easy, fast and convenient. Why do consumers choose to use traveloka or Tiket.com services, because these two online travel agents are the fastest, cheapest and most comprehensive airline ticket search sites. And this certainly can

make it easier for people to find, compare, and book airplane tickets online. Not just plane tickets, even now booking hotel rooms can already be through these two online travel agents.

The company's attention to customer satisfaction is increasingly large, many of the companies set their orientation on customer satisfaction. To find out customer satisfaction is to see their level of satisfaction when shopping or using company services. According to Kotler (2016) customer loyalty is "Adequately held commitment to rebuy or repatronize preferred products or services in the future despite situational influences and marketing efforts with the potential to cause switching behavior." This means that customer loyalty is a commitment that is held deeply to buy or support a product or service that is preferred in the future, even though the influence of the situation and marketing business has the potential to cause customers to switch.

Customer loyalty is very important for companies that maintain business continuity. Loyal customers are those who are very satisfied with certain products and services, so they have the enthusiasm to introduce it to anyone they know. Then in the next stage loyal customers will expand their "loyalty" to other products made by the same manufacturer. And in the end they are loyal customers of certain producers or companies forever.

E-service quality has recently become a popular research topic, with e-commerce growing, and a number of published studies have offered various conceptual definitions. According to Dolatabadi & Gharibpoor (2012) e-service quality is defined as the extent to which a website facilitates shopper, purchasing and shipping efficiently and effectively. If understood, e-service quality enables consumers or users to conduct transactions without face to face with service providers. E-service quality can also be a corporate strategy because it is considered to have a competitive advantage. Both Traveloka and

Tiket.com in maximizing e-service quality to make consumers comfortable and satisfied, Traveloka and Tiket.com are both implementing a refund system if the customer cancels a ticket that has been booked previously. And provide customer service to serve a variety of consumer problems in booking airplane tickets and hotel reservations.

Another strategy that companies can use to attract consumers is through advertising. Through advertising, consumers can find out information about products or services offered by a company. According to Junaedi (2013) revealed that "Advertising as a structure and composition of information communication that is nonpersonal, generally done with paid characterized by being persuasive, contains about products (goods, services, and ideas) that are identified as sponsors through various media.

Traveloka started stealing a start since 2011 by advertising on television. Then Traveloka also advertises on various media, through social media and so on. Traveloka is indeed known as the most online travel agent that disbursed funds to advertise in various media (Jamaludin, 2015). Whereas Tiket.com in 2014 focused more on establishing strategic partnerships and improving services. Tiket.com began aggressively promoting through advertisements in 2015. Tiket.com began to advertise on various social media, ranging from Facebook, Instagram, advertisements on television and YouTube ads.

Marketers recognize that consumers often process price information actively, translate prices based on their knowledge from previous buying experience, formal communication (advertisements, sales calls, and brochures), informal communication (friends, colleagues or family members), point of purchase or online resources , or other factors (Kotler, 2013).

Through a promo titled "App-solutely Low Price" Traveloka offers special prices (cheaper) for consumers who book airplane tickets or hotel rooms via the

Traveloka online mobile application on a smartphone. In fact, the price of tickets and hotels offered is cheaper than booking through Traveloka's own web, both desktop and mobile web versions. While Tiket.com also conducts a promo called "Gledek Promo", Tiket.com offers more efficient travel costs for aircraft & hotel bookings via Tiket.com online mobile applications on smartphones (IOS & Android).

Although a variety of services provided by Traveloka & Tiket.com online travel agents ranging from discounts / hotel promos and airline tickets to various destinations, and claims that Traveloka & Tiket.com is the largest & best online travel agent in Indonesia, but there is no empirical research which is able to prove the effect of price, advertising, and e-service quality on customer loyalty in online users.

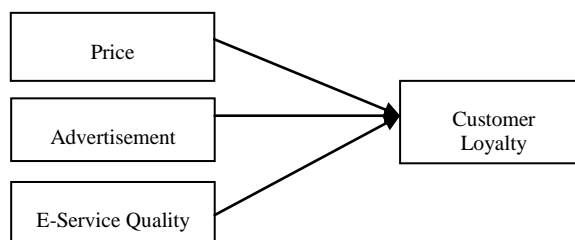


Figure 1. Conceptual Framework

RESEARCH METHODS

The research conducted is using the associative method, namely research that connects two or more variables to see the relationship between variables through testing the hypothesis in the research title, namely "The Effect of Advertising, Price, and E-Service Quality on Customer Loyalty on Traveloka Travel Agent Online Service Users and Tiket.com in Medan ". The variables that are connected in this study are independent variables namely Price (X2), Advertising (X1) and E-Service Quality (X3) and the dependent variable is Customer Loyalty (Y).

Population is a generalization area that consists of: objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2017).

Based on the explanation that has been stated then the population in this study are millennial generation (age 18-37 years) as many as 150 respondents who use Traveloka and Tiket.com travel agent online services in the city of Medan.

In this study the sample was taken with a non probability sampling design. The sampling technique used was accidental sampling technique. In withdrawing the number of sample sizes, the technique or formula used is in accordance with the theory of Naresh K. Malhotra. According to Malhotra (2006) at least four or five times the number of question items. In this study there were 30 question items. So the numbers of samples taken in this study were 150 respondents (30 question items x 5). Based on these results, the numbers of respondents to be sampled in this study were 150 people aged between 18-37 who had used Traveloka / Tiket.com services at least 2 times and were in the city of Medan.

The type of data used by researchers to analyze problems and test hypotheses, namely: Primary Data Namely data obtained directly from respondents selected at the study site. In this study primary data were obtained by giving questionnaires by asking a number of questions and statements about advertising, prices and e-service quality to Traveloka and Tiket.com users in the city of Medan. Secondary Data Namely data obtained through documents learned through books, journals, magazines and internet websites to support research.

Data Collection Method with Questionnaire is Spreading the list of questions to be filled in by Traveloka and Tiket.com service users who were selected as respondents in the study. Interview, This is a type of data collection where researchers ask questions verbally to the organization to get the information needed in this case pre-survey and Documentation Study to Collect data from books, scientific papers and the internet that has relevance to research.

RESULT AND DISCUSSION

Effect of Prices on Customer Loyalty

The results showed that partially the price variable had a positive and partially significant effect on customer loyalty, this was seen from $t_{count} (3.134) > t_{table} (1.655)$ and significant $(0.002) < 0.05$. That is, if the price variable is increased then customer loyalty will increase significantly, and vice versa.

This means that the prices offered by Traveloka and Tiket.com are able to influence customer loyalty on Traveloka and Tiket.com online travel agent consumers and can be interpreted as the better the price offered and adjusted to the quality that will be received by consumers will have a positive effect on the company and increase customer loyalty.

From the distribution of respondents' answers for the price variable it can be seen that, in the Traveloka and Tiket.com price statements are affordable, the prices offered by Tiket.com are superior to the prices offered by Traveloka. But there are respondents who do not agree that the prices offered by both Traveloka and Tiket.com are affordable. This is because the respondent's / community's income does not match the price offered by Traveloka and Tiket.com. Then in the price statement offered by Traveloka and Tiket.com in accordance with the quality provided, Tiket.com is superior to Traveloka. However, there are respondents who do not agree that the price offered by both Traveloka and Tiket.com is in accordance with the quality of the services provided. This is because there are other online travel agents whose prices and quality of services are appropriate compared to Traveloka and Tiket.com which are more expensive but the quality of their services is the same as other online travel agents for respondents / the public.

In the price statement offered by Traveloka and Tiket.com in accordance with the benefits received, Tiket.com is superior to Traveloka. However, there are respondents who do not agree that the price

offered by both Traveloka and Tiket.com is in accordance with the benefits. This is because there are other online travel agents whose prices and benefits received are more appropriate than Traveloka and Tiket.com which cost more but the benefits received are the same as other online travel agents for respondents / the public.

In the statement that the price is cheaper than the others, Tiket.com is superior to Traveloka. However, quite a number of respondents did not agree that the prices offered by both Traveloka and Tiket.com are cheaper than others. This is because there are other online travel agents whose prices are cheaper than the prices offered by Traveloka and Tiket.com.

This is in line with research conducted by Dewi (2016) on Aqua consumers in Surakarta, Chaeriah (2016) on Samsung users at Krisnadwipayana University. In this case shows that the price has a positive and significant effect on customer loyalty.

Effect of Advertising on Customer Loyalty

The results of this study indicate that the advertising variable variables have a positive and significant effect on customer loyalty, this can be seen from $t_{count} (2.676) > t_{table} (1.655)$ and significant $(0.008) < 0.05$. That is, if advertising variables are increased then customer loyalty will increase significantly, and vice versa.

This means that advertisements created by Traveloka and Tiket.com are able to influence customer loyalty on Traveloka and Tiket.com online travel agent consumers and can be interpreted as the more effective advertisements made by Traveloka and Tiket.com will further enhance the response of consumers to advertising messages displayed which ultimately creates customer loyalty.

From the distribution of respondents' answers to advertising variables, it can be seen that, in an ad statement that is easily understood, the results of the analysis of the respondent's statement answer that the ads

displayed at Tiket.com are easier to understand than Traveloka advertisements. But there are still a number of respondents who disagree that the ads displayed by Traveloka and Tiket.com are easy to understand because there are still ideas or ideas in Traveloka and Tiket.com advertisements that are not understood by some respondents or the public. Then in the advertising statement has a unique storyline, the results of the analysis of respondents agree Traveloka ads have more unique storyline than Tiket.com ads.

But there are still some respondents who do not agree with the Traveloka and Tiket.com advertisement statement, which has a unique storyline. This is because the storyline in Traveloka and Tiket.com ads seems monotonous by some respondents or the public. In the advertisement statement, it makes the respondents interested to try, the advertisements displayed at Tiket.com makes the respondent / consumer want to try more than the Traveloka ad. But there are still some respondents who do not agree with the Traveloka and Tiket.com advertising statement, making respondents want to try. This is because there is still a lack of persuasion displayed on Traveloka and Tiket.com advertisements that make respondents / the public not interested in trying after seeing the ads displayed. In the advertising statement that is displayed entertaining, the advertisement displayed by Traveloka is more entertaining for respondents / consumers compared to Tiket.com advertisements. However, there were still some respondents who did not agree with the Travelok and Tiket.com advertising statement to keep the respondents entertained. This is because Traveloka and Tiket.com ads are monotonous without presenting other creative ideas that can entertain respondents / the public.

In the advertising statement displayed in accordance with the brand, Tiket.com ads are better than Traveloka ads. However, there were respondents who did not agree that the ads displayed by both

Traveloka and Tiket.com were still related to the online travel agent brand. This is because respondents still think that Traveloka and Tiket.com advertisements do not explain the brand clearly. In the advertisement statement it does not violate ethics in Indonesia, the advertisement displayed by Traveloka is more favored than that of Tiket.com. However, there were respondents who did not agree that the ads displayed by Traveloka and Tiket.com did not violate the ethics in Indonesia. This is because there are still languages or performances that are not good in Traveloka and Tripadvisor ads.

This is in line with research conducted by Dewi (2016) on Aqua consumers in Surakarta, Maro (2014) on Djendelo Koffie consumers in Yogyakarta. In this case it shows that advertising has a positive and significant effect on customer loyalty.

The Effect of E-Service Quality on Customer Loyalty

The results showed that the e-service quality partially had a positive and significant effect on customer loyalty, as seen from $t_{count} (5,120) > t_{table} (1,655)$ and significant $(0,000) < 0,05$. That is, if variable e-service quality is increased then customer loyalty will increase significantly, and vice versa.

This means that the e-service quality provided by Traveloka and Tiket.com is able to influence customer loyalty for consumers of Traveloka and Tiket.com online travel agents and can be interpreted as the better quality of online services provided by Traveloka and Tiket.com, the more increase customer loyalty.

From the distribution of respondents' answers to e-service quality variables, it can be seen that, in an easy statement to log in to the website / application, Traveloka is superior compared to Tiket.com. However, there are respondents who do not agree that the website / application both Traveloka and Tiket.com makes it easy to log in. This is because there are respondents who feel that

there are still ways that are easier when they want to log in compared to the method currently used.

Then in the Traveloka and Tiket.com website / application statement there is no error or crash, Traveloka is superior to Tiket.com. However, there were respondents who did not agree that the website / application both Traveloka and Tiket.com had no errors when used. This is because the respondent's gadget or device is inadequate to access Traveloka and Tiket.com websites / applications.

On the website / application statement Traveloka and Tiket.com show pictures on the information of a destination, Traveloka is superior compared to Tiket.com. However, there are respondents who do not agree that the website / application both Traveloka and Tiket.com use pictures to display destination information. This is because there are several destination destinations of respondents / the public who do not have information in the form of images on the website / application Traveloka and Tiket.com.

On the website / application statement Traveloka and Tiket.com makes it easy to make transactions, Traveloka is superior to Tiket.com. But there are respondents who do not agree that the website / application both Traveloka and Tiket.com allows transactions quickly. This is because there are still errors on the Traveloka or Tiket.com website / application so sometimes transactions will be difficult. Then the Traveloka and Tiket.com website / application statement is easy to use, Traveloka is superior to Tiket.com. However, there are respondents who do not agree that the website / application both Traveloka and Tiket.com is easy to use. This is because there are respondents who feel still complicated or confused when using the application.

In the Traveloka and Tiket.com website / application statement provides accurate service information, Tiket.com is superior to Traveloka. However, there are

respondents who do not agree that the website / application both Traveloka and Tiket.com provides accurate information. This is because there are respondents who feel that some of the information provided is not appropriate. On the website / application statement Traveloka and Tiket.com does not misuse consumers' personal data, Traveloka is superior to Tiket.com. However, there are respondents who do not agree that the website / application both Traveloka and Tiket.com does not abuse personal data. This is because there are respondents who do not yet have confidence in the online system that is currently being used frequently, so they state they disagree with this statement.

In the statement of safe transactions on the website / application Traveloka and Tiket.com, Traveloka is superior compared to Tiket.com. However, there are respondents who do not agree that the website / application both Traveloka and Tiket.com is safe for making transactions. This is because there are respondents who do not believe doing transactions online. In a statement of trust with the services provided by Traveloka and Tiket.com, Traveloka is superior to Tiket.com. But there are respondents who do not agree that respondents both Traveloka and Tiket.com users who believe in the services offered. This is because there are negative issues that make respondents / the public distrust the services offered.

In the Traveloka and Tiket.com website / application statement is interesting and visually good, Traveloka is superior to Tiket.com. But there are still respondents who say they disagree that the website / application both Traveloka and Tiket.com has an attractive and visually good website / application page. This is due to differences in consumer tastes about whether or not the website / application both Traveloka and Tiket.com.

In the statement Traveloka and Tiket.com are quick in responding to requests, Traveloka is superior compared to Tiket.com. However, there are respondents

who do not agree that the website / application both Traveloka and Tiket.com respond quickly to customer requests. This is because there are respondents whose requests he has ever revealed have not been responded to either by Traveloka or Tiket.com.

In the Traveloka and Tiket.com statement, fast in solving transaction problems, Traveloka is superior compared to Tiket.com. However, there were respondents who did not agree that the website / application, both Traveloka and Tiket.com were quick in resolving online transaction problems. This is because there are respondents who feel Traveloka and Tiket.com are not quick in solving transaction problems when the respondent / community experiences problems in transactions. In a statement, Traveloka and Tiket.com customer service is easy to access / contact, Traveloka is superior to Tiket.com. But there are respondents who do not agree that customer service both Traveloka and Tiket.com is easily accessed / contacted. This is because there are respondents who find it difficult to access or contact Traveloka and Tiket.com customer service.

In the Traveloka and Tiket.com website / application statement makes it easy to find what is needed, Tiket.com is superior to Traveloka. However, only a few respondents who do not agree that the website / application makes it easy to find what is needed. This is because there are respondents who do not understand how to use the Traveloka and Tiket.com website / application. In the Traveloka and Tiket.com website / application statement provides information on how to order / transact, Tiket.com is superior to Traveloka. However, there were respondents who agreed that the Traveloka website / application provided information on how to order or make a transaction. This is because the information conveyed is not well understood by the respondents / community.

This is in line with research conducted by Messakh (2016) on Traveloka

users, David (2018) on Grab users at Petra Christian University, Laurent (2016) on Go-Jek users at Petra Christian University. In this case shows that e-service quality has a positive and significant effect on customer loyalty.

CONCLUSION AND SUGGESTION

Conclusion Based on the results of research and discussion that has been done in this study, the researchers draw the following conclusions:

1. Prices have a positive and significant effect on customer loyalty for online travel agent users Traveloka and Tiket.com in the city of Medan.
2. Advertising has a positive and significant effect on customer loyalty for online travel agent users Traveloka and Tiket.com in the city of Medan.
3. E-service quality has a positive and significant effect on customer loyalty for Traveloka and Tiket.com online travel service users in Medan.
4. Prices, advertisements and e-service quality simultaneously have a significant effect on customer loyalty for Traveloka and Tiket.com online travel service users in Medan.

Suggestion

Based on the results and discussion, there are a number of suggestions that can be made be delivered :

1. For price, Traveloka and Tiket.com are expected to adjust prices more with competitors so that they are not too expensive from other online travel agents. Because there are still many who think that the price offered by Traveloka and Tiket.com is too high compared to other online travel agents.
2. In terms of advertisements displayed by Traveloka and Tiket.com it is expected to create more creative ads, because consumers today like creative things. It is better to use celebrity endorsers so that the ads that are displayed can be more interesting, because the millennial

generation is now happy with ads that use celebrity endorsers.

3. For e-service quality, Traveloka and Tiket.com are expected to keep the quality of e-service quality still good, because in this study, for the statement of e-service quality variables, far more agree than disagree. And is expected to continue to maintain the quality of online services remain superior compared to other online travel agents.
4. It is recommended that future researchers suggest adding independent variables in addition to advertising, price, and e-service quality, which certainly can influence the dependent variable, namely customer loyalty so that it complements this study more because there are still other independent variables such as trust, lifestyle, attitude consumers and others who might be able to influence customer loyalty.

REFERENCES

1. Bao, J. (2015). The Impact of E-service quality on Customers' Repurchase intention in Platform Online Retailing: An Empirical Investigation. (Association for Information System AIS Electronic Library (AISeL). Wuhan International Conference On E-Business.
2. Belch, G. E., & Belch, M. A. (2018). *Advertising and Promotion*. New York: McGraw-Hill Education.
3. Dewi, Y. P. (2016). *Analisis pengaruh brand, harga dan iklan terhadap loyalitas konsumen ari minerak merek Aqua (Survey Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Surakarta)*. [Skripsi]. Surakarta (ID): Universitas Muhammadiyah Surakarta.
4. Diana, A. (2018). *Analisis Faktor e-service quality dan nilai yang diterima terhadap loyalitas pelanggan dalam pembelian online melalui shopee.co.id (studi pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Surakarta)*. [Skripsi]. Surakarta (ID): Universitas Muhammadiyah Surakarta.
5. Diana, A. T. (2011). *Prinsip & Dinamika Pemasaran*. Yogyakarta: JJ Learning.
- Dolatabadi, H. R., & Gharibpoor, M. (2012). How Can E-Services Influence On

- Customers' Intentions toward Online Book Repurchasing (SEM Method and TPB Model). *International Journal Of Academic Research In Business And Social Sciences*.
6. Ghotbifar, F. (2017). Identifying and assessing the factors affecting skill gap in digital marketing in communication industry companies. *Independent Journal Of Management & Production*, 1 - 14.
 7. Ghozali, I. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro.
 8. Giffar, D. (2015). Peran Iklan, Brand Image, Price, Trust, dan Percieved Value Terhadap Repurchase intention Traveloka. *Jurnal Ilmiah Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Brawijaya*.
 9. Goodman, P. (2013). *Everything You Need To Know About Social Meda Ads*.
 10. Jaiz, M. (2014). *Dasar - Dasar Periklanan* . Yogyakarta: Graha Ilmu.
 11. Jonathan, H. (2013). Analisis pengaruh e-service quality ter-hadap customer satisfaction yang berdampak pada cus-tomer loyalty PT Buana Travel tbk. *Journal The Winners*.
 12. Junaedi, F. (2013). *Komunikasi Politik: Teori, Aplikasi, dan Strategi di*. Yogyakarta: Mata Padi Presindo.
 13. Kannan, P. (2017). Digital Marketing : A Framework, Review And Research Agenda. *International Journal of Research in Marketing* , 22 - 45.
 14. Kotler, P., & Keller, K. L. (2016). *Marketing Management*. New Jearsey: Pearson Education Inc.
 15. Lamberton, C., & Stephen, A. T. (2016). A Thematic Exploration of Digital, So-cial Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry. *Journal Of Marketing*, 146 - 172.
 16. Laurent, F. (2016). Pengaruh *E-Service Quality* terhadap Loyalitas Pelanggan Go-Jek melalui Kepuasan Pelanggan.
 17. Messakh, h. W. (2016). Pengaruh kualitas e-service terhadap loyalitas pelanggan traveloka melalui kepuasan pelanggan sebagai variabel intervening. *AGORA*, 350 - 356.
 18. Maro, Y. (2014). Analisis Pengaruh Iklan, Citra Merek dan Kepuasan Konsumen terhadap Loyalitas Konsumen pada Djendelo Koffie di Yogyakarta.
 19. Oliver, R. L. (2014). *Satisfaction a behavioral perspective on the consumer*".Routledge.
 20. Riyanto, A. D. (2015). Pemanfaatan Google Trends Dalam Penentuan Kata Kunci Sebuah Produk untuk Meningkatkan Daya Saing Pelaku Bisnis di Dunia Internet. *Seminar Nasional Informatika*, 52 - 59.
 21. Ryan, D., & Calvin, J. (2014). *Understanding Digital Marketing*. Great Britain: Kogan Page Limited.
 22. Situmorang, S. H. (2018). *Analisis Data*. Medan: USU Press. Strauss, & Frost. (2014). *E-Marketing* . New Jersey: Pearson.
 23. Sugiyono. (2017). *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif dan R&D)*. Bandung: Alfabeta.
 24. Suparyanto, & Rosad. (2015). *Manajemen Pemasaran*. Bogor: IN MEDIA. Tjiptono, F., & Chandra, G. (2011). *Service, Quality and Satisfaction*.Yogyakarta: Andi.
 25. Wirtz, J., & Lovelock, C. (2016). *Services Marketing*. New Jearsey: World Scientific.
 26. Zebua, F. (2018). *Online Travel Agencies Survey 2018*. Diambil kembali dari Daily Social: www.dailysocial.id.

How to cite this article: Loo P, Rohana T, Siregar A. The effect of price, advertising, and e-service quality on customer loyalty online services users. *International Journal of Research and Review*. 2020; 7(6): 134-142.
