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Investigating E-Servicescape, Trust, E-WOM, and Loyalty: Study on Traveloka

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Abstract:
Digitalization has an impact on business processes. Businesses must adapt to changing times while continuing to meet their customers' needs in order to keep their trust and loyalty and to increase brand awareness through E-WOM. The purpose of this study is to investigate the effects of 10 E-Servicescape variables on Trust, as well as the effect of Trust on E-WOM and Loyalty. The data was gathered by administering a questionnaire to 195 people who had used the Traveloka applications at least twice in the previous six months, from July 2022 to December 2022. Amos 22.0 software was used to analyze the data using the Structural Equation Model (SEM).The empirical findings indicated that Trust has positive significant on Loyalty with C.R. value of 4.922, followed with Trust on E-WOM with C.R. value of 4.693, Interactivity on Trust with C.R. value of 3.752, Ease of Payment on Trust with C.R. Value of 3.282, Perceived Security on Trust with C.R. Value of 3.153, Originality of Design on Trust with C.R. Value of 2.988, Relevance of Information with C.R. Value of 2.866, Customer Review with C.R Value of 2.617, Usability with C.R. Value of 2.587, Entertainment Value with C.R. Value of 2.145. Customization and Visual Appeal have no significant impact on Trust.

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Introduction

Digitalization shifts the power from the marketers to the consumers (Labrecque et al., 2013). With the current shift in business processes, the business is force to adapt to the changes of business model and still needs to fulfill the customer's needs. Over the last decade, consumers have adopted e-commerce in their everyday life. Consumers may now utilize testimonials to evaluate suppliers and compare options, making it the most adaptable means of purchasing available (Sparks et al., 2013; Tankovic et al., 2018). Users of e-commerce increased by 68 million in the last four years and are expected to reach 221 million by 2025 (Statista Research Department, 2021). Marketers can encourage consumers to share their positive experiences, views, and suggestions about the services/products they used based on these enhancements (Tran & Strutton, 2018). To develop Trust, e-commerce requires positive ratings. Trust is a product of the online physical environment, or E-Servicescape, and is defined as an individual's positive belief in the other party based on their understanding of appropriate ethical behavior in social interaction (Chou & Hsu, 2016; Harris & Goode, 2010). Current study focuses on Traveloka as the object of the research because Traveloka is the largest e-commerce compared to its competitors in Indonesia based on its valuation and its number of users. This study also includes two more variables, E-WOM and Loyalty. E-WOM variable is added to deepen the understanding on how the company's ability to manage their customer feedback to alter customer perceptions on the Traveloka apps and Loyalty is added to understand its relationship with Trust and how it will influence the user's buying behavior. Traveloka have several E-Servicescape dimensions: Layout/Functionality, Aesthetic Appeal, and Financial Security. Each of the E-Servicescape dimensions have their own sub-dimensions. Aesthetic Appeal dimensions consists of: Entertainment Value, Originality of Design and Visual Appeal. Layout/Functionality dimensions consists of: Customization, Interactivity, Relevance of Information, Usability and Customer Review. Financial Security dimensions consists of: Ease of Payment and Perceived Security.

Literature Review

E-Servicescape

E-servicescape is the aspects in the online environment that exist during service delivery (Harris and Goode, 2010). As the involvement of internet on business increases, the dimensions of servicescape also broadened into ambiance, function, and design (Bitner, 2000). The dimesions of servicescape can be found in any service setting and play an important role depending on the type of service provided. The dimensions of e-servicescape by Harris and Goode (2010) however, have a slightly difference with the dimensions stated by Bitner (2000). The first two dimensions (Aesthetic appeal and layout/functionality) are directly picked up from Bitner (2000), only the third dimension was changed into financial security, as this dimension seems more critical when mentioning online exchange. The sub-dimensions of e-servicescape defined above were used to measure the online shopping intention and customer purchase experiences (Wu et al., 2016).

Entertainment Value

Refers to an overall appraisal of the quality of entertainment (Merriam-Webster, n.d.). Lim et al (2006) and Reinecke et al (2013) explained that Entertainment Value (EV) has significant effect on Trust. Thus, we tested the following hypothesis:

H1: Entertainment Value has influence on Trust

Originality of Design

Originality of design defined as Innovative idea that is developed by the person who created it and which derives from the source. The notion that is opposed to that of imitation products

also refers to things that are extraordinary, uncommon, and unique (Satir, 2015). Lim et al (2006) and Reinecke et al (2013) explained that Originality of Design (OR) has significant effect on Trust. Thus, we tested the following hypothesis:
H2: Originality of Design has influence on Trust

Visual Appeal
Visual appeal is the way that information is shown by the way it is put together, such as the color of the text and the pictures (Lee et al., 2015). Lim et al (2006) and Reinecke et al (2013) explained that Visual Appeal (VA) has significant effect on Trust. Thus, we tested the following hypothesis:
H3: Visual Appeal has influence on Trust

Customization
Customization is defined as a characteristic that gives users the ability to take control of the presentation and functioning of the interface and make modifications to those aspects as needed (Marathe and Sundar, 2011). Harris and Goode (2010) study show that Customization has significant effect on Trust. Thus, we tested the following hypothesis:
H4: Customization has influence on Trust

Interactivity
Interactivity defined as a subjective experience that takes place when a user engages with a website or other forms of computer-mediated communication entities (Mollen and Wilson, 2010). Harris and Goode (2010) study show that Interactivity has significant effect on Trust. Thus, we tested the following hypothesis:
H5: Interactivity has influence on Trust

Relevance of Information
The relevance of information is defined as all pertinent information is immediately accessible and the webpage clearly shows what one might anticipate to find or do (Harris and Goode, 2010). Harris and Goode (2010) study show that Relevance of Information has significant effect on Trust. Thus, we tested the following hypothesis:
H6: Relevance of Information has influence on Trust

Usability
Usability is defined as Useful navigational aids, linkages with clear goal and destination, intuitively logical routing A first-time buyer can acquire from this website without any assistance. (Harris and Goode, 2010). Harris and Goode (2010) & Flavian et al. (2006) studies show that Usability has significant effect on Trust. Thus, we tested the following hypothesis:
H7: Usability has influence on Trust

Customer Review
Customer Review is defined as assessments of products written by users' peers and published on business or third-party websites (Mudambi and Schuff, 2010). Harris and Goode (2010) & Pengnate and Sarathy (2017) studies show that Customer Review has significant effect on Trust. Thus, we tested the following hypothesis:
H8: Customer Review has influence on Trust

Ease of Payment
Ease of payment is defined as a method which can be used quickly and conveniently to make transactions so that consumers do not encounter issues in processing purchases (Turban et al.,

2010). Harris and Goode (2010) study show that Ease of Payment has significant effect on Trust. Thus, we tested the following hypothesis:
H9: Ease of Payment has influence on Trust

Perceived Security
Perceived security is defined as the extent to which the mobile payment user believes that financial and personal information are secure when using mobile payment services (Hartono et al., 2014). Harris and Goode (2010), Tankovic and Benazic (2018), and Wei et al. (2009) study show that Perceived Security has significant effect on Trust. Thus, we tested the following hypothesis:
H10: Perceived Security has influence on Trust

Trust, Loyalty and E-WOM
Trust is referred as a social glue that held the relationship between parties. Trust helps one to spend less time and effort trying to defend themselves from being used, and both sides obtain higher return on investment during negotiations. (Brett and Mitchell, 2010). E-WOM is a social communication in which internet users may connect with one another and transmit or receive product-related information over the internet (Goldsmith et al., 2008). Tran and Strutton (2019) explained that Trust has significant effect on E-WOM. Thus, we tested the following hypothesis:
H11: Trust has influence on E-WOM

Loyalty is defined as the situation when a customer repeatedly spends his or her full budget on the same product or service from the very same seller (Kotler and Keller, 2016). Tran and Strutton (2019) explained that Trust has significant effect on Loyalty. Thus, we tested the following hypothesis:
H12: Trust has influence on Loyalty

Research Issue and Methodology
This study is using quantitative approach with the population were taken from Traveloka users in Medan, Indonesia with the age of 18-60 years old that have used the apps for two times in the last six months. The sampling technique used in non-probability sampling using questionnaire as the main tool for collecting the responses. In this study, the researchers used purposive sampling technique, a sampling method used to select people who have extensive knowledge of the phenomenon studied. The number of respondents collected are 195 Traveloka apps users in Medan, Indonesia. The research model can be seen below:

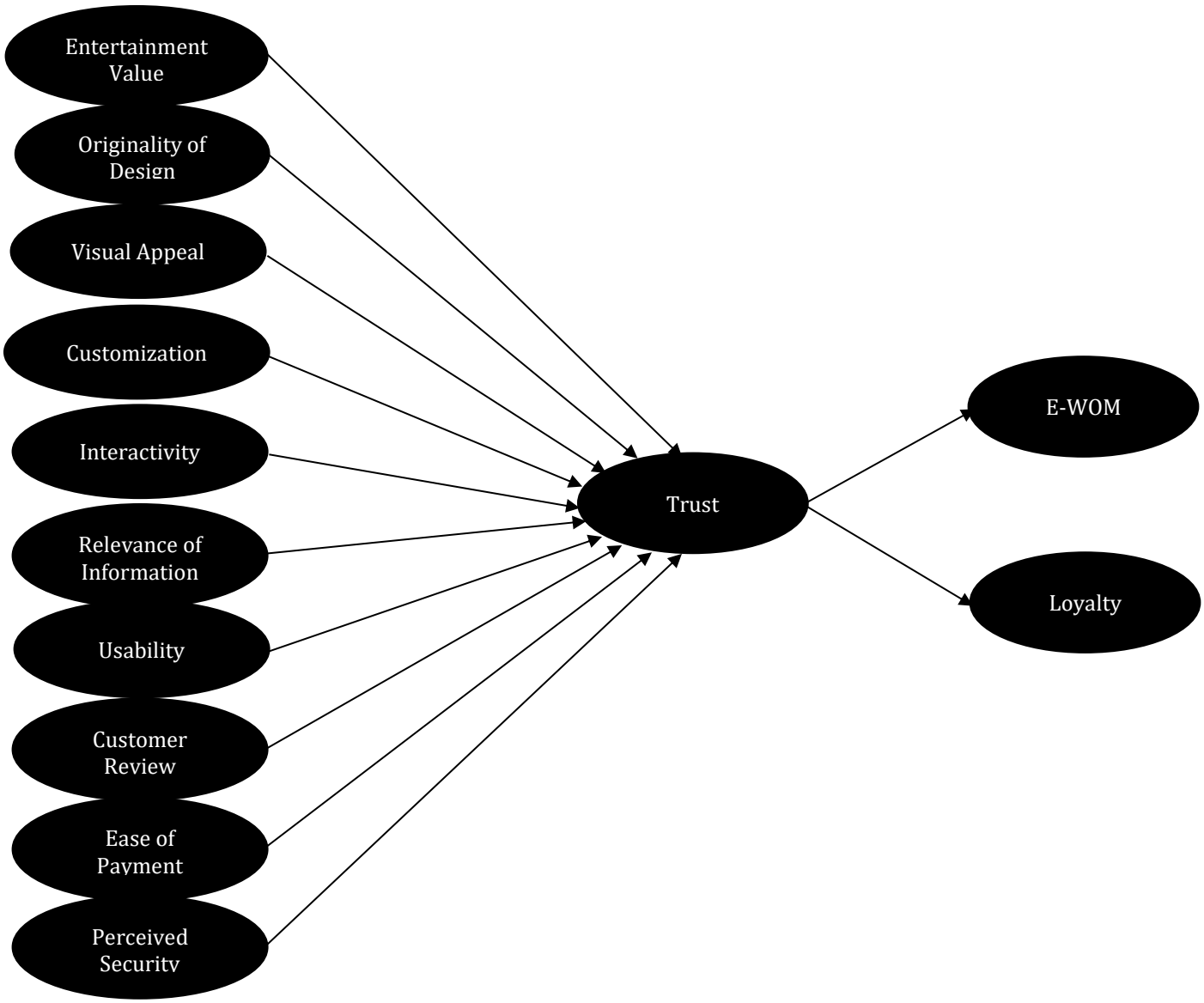

Figure 3-1 Research Model
Source: Tran and Strutton, 2018

Findings and Discussion

In this study, the relationships between the variables were tested using the Structural Equation Model (SEM). AMOS 22.0 is the statistical analysis tool used in this research to answer the question formulated before. After the questionnaires have been filled out and sent back, descriptive statistics-analysis must be done.

In figure 4-1, it shows the majority of the respondent are Female with 99 Respondent (50.8%) and male respondent with 96 respondent (49.2%).

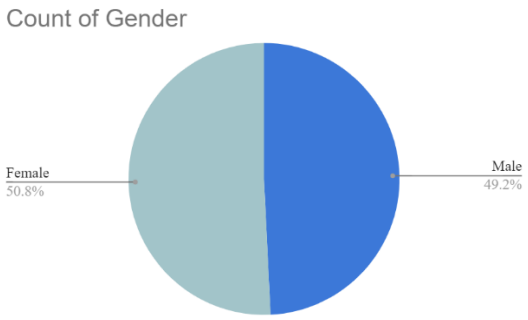

Figure 4-1 Respondent Characteristic by Gender
Source: Author

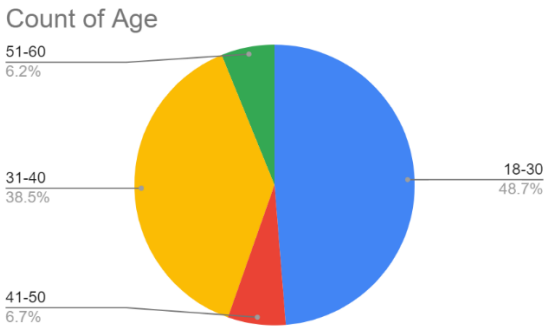

Figure 4-2 Respondent Characteristic by Age
Source: Author

Table 4-1 shows that the majority of respondents (48.7%) are between the ages of 18 and 30 years old, followed by those between 31 and 40 years old (38.5%), 41 to 50 years old (6.7%), and those between 51 and 60 years old (6.2%).

Table 4.1: Respondent by Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	95	48,7	48,7	48,7
	31-40	75	38,5	38,5	87,2
	41-50	13	6,7	6,7	93,8
	51-60	12	6,2	6,2	100,0
	Total	195	100,0	100,0	

Source: Author

Table 4-2 Descriptive Statistic

Variable	Indicator	Description	Descriptive Statistic	
			Mean	SD
Entertainment Value (X1)	EV.1	The application able to adapt to the trend.	3,29	0,92
	EV.2	The application provides entertainment for users.	3,18	0,86
	EV.3	The application display enthusiasm well for users.	3,28	0,91
Originality of Design (X2)	OR.1	The application design symbolizes the identity of the company well	3,18	0,87
	OR.2	The application design follows trend that is currently developing	3,16	0,84
	OR.3	The design used in the application looks unique	3,16	0,85
Visual Appeal (X3)	VA.1	The application has an attractive design	3,02	0,89
	VA.2	The placement of all icons on the application looks neat	2,98	0,93
	VA.3	The color selection on the application is pleasing	3,15	0,92
Customization (X4)	CU.1	The application able to fulfill my needs	3,25	0,90
	CU.2	The products/services displayed on the application are personalized based on my needs	3,17	0,82
	CU.3	The application provides the product/services that users require.	3,17	0,87

Variable	Indicator	Description	Descriptive Statistic	
			Mean	SD
Interactivity (X5)	IN.1	The application gives quick comparison from similar product available	3,18	0,92
	IN.2	The application provides keywords to make searching easier	3,05	0,92
	IN.3	The application able to help the users to find the product they want	3,14	0,81
Relevance of Information (X6)	ROF.1	The application provides relevant information about the product	3,24	0,82
	ROF.2	The application provides technical detail about the product	3,11	1,02
	ROF.3	The application pages clearly show the information the users wanted to find.	3,27	0,88
Usability (X7)	US.1	The users are able to find the product they want on the application	3,17	0,89
	US.2	The application is easy to be used	3,02	0,91
	US.3	The navigation system on the application is helpful	3,25	0,82
Customer Review (X8)	CR.1	The customer reviews are helpful for customer purchase decision	3,22	0,90
	CR.2	The users are able to see other users review on the application	3,13	0,90
	CR.3	The reviews on the application are trustworthy	3,13	0,79
Ease of Payment (X9)	EOP.1	The application provides easy payment process	3,17	0,88
	EOP.2	The payment process on the application is relatively fast	3,11	0,91
	EOP.3	The application provides step-by-step guide for payment process	3,24	0,91
Perceived Security (X10)	PS.1	The application payment security system is excellent	3,05	0,93
	PS.2	The application ensure users personal data are properly guarded	3,13	0,88
	PS.3	The users feel safe to entrust the personal data to the developer	2,98	0,93
Trust (Y1)	T.1	The customers feel safe purchasing product on the application	3,61	0,90
	T.2	The information provided on the application are trustworthy	3,19	0,92
	T.3	The quality of the application is above average	3,41	0,88
E-WOM (Y2)	EWOM.1	The users are likely to recommend the application to their family and friend	3,40	0,92
	EWOM.2	If someone asked recommendation, the users will introduce the application to those person	3,41	0,93
	EWOM.3	The users will share the available promotions or event to their friend and family.	3,68	0,88
Loyalty (Y3)	LO.1	I will always welcome the product and service offered via Traveloka application	3,55	0,92
	LO.2	I will repeat purchases using Traveloka application	3,28	0,91
	LO.3	I will always use Traveloka application for future purchases	3,55	0,89

Source: Author

Based on the results on the table 4-2 above, all of the indicators standard deviation is below 2.0 which shows that the responses given by the respondent are homogeneous. The indicator ROF.2 or *The application provides technical detail about the product* in variable Relevance of Information has the highest standard deviation value with 1.02, this indicates that the respondent gives answer to Relevance of Information least homogeneous compared with other variables. The indicator with the highest mean is EWOM.3 or *The users will share the available promotion to their friends and family* with 3.68. This indicates that the respondents agree with the indicators of E-WOM in Traveloka

Confirmatory Factor Analysis Exogeneous Construct

Factor loading of CFA Exogeneous Construct must greater than 0.50 to be perceived as valid in forming constructs and can be used to build models.

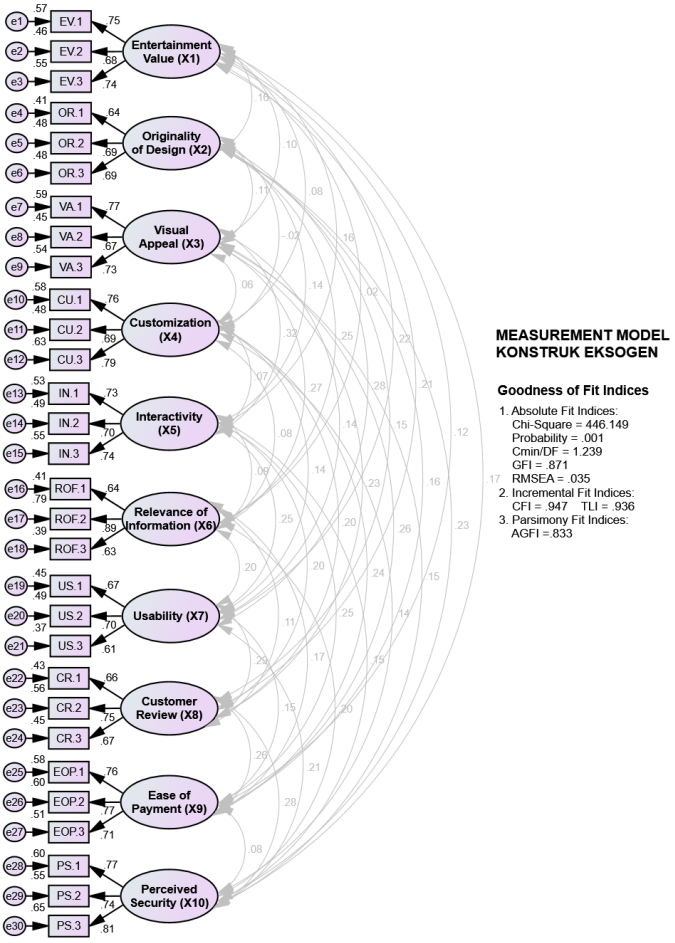

Figure 4-3 CFA Exogeneous Construct
Source: Author

Table 4-3 Confirmatory Factor Analysis (CFA) Exogeneous Construct

Construct	Indicator	Factor Loadings	Critical Value	Result
Entertainment Value (X1)	EV.1	0,752	≥ 0,50	Valid
	EV.2	0,677	≥ 0,50	Valid
	EV.3	0,739	≥ 0,50	Valid
Originality of Design (X2)	OR.1	0,642	≥ 0,50	Valid
	OR.2	0,691	≥ 0,50	Valid
	OR.3	0,693	≥ 0,50	Valid
Visual Appeal (X3)	VA.1	0,767	≥ 0,50	Valid
	VA.2	0,670	≥ 0,50	Valid
	VA.3	0,734	≥ 0,50	Valid
Customization (X4)	CU.1	0,762	≥ 0,50	Valid
	CU.2	0,691	≥ 0,50	Valid
	CU.3	0,793	≥ 0,50	Valid
Interactivity (X5)	IN.1	0,730	≥ 0,50	Valid
	IN.2	0,699	≥ 0,50	Valid
	IN.3	0,738	≥ 0,50	Valid
Relevance of Information (X6)	ROF.1	0,637	≥ 0,50	Valid
	ROF.2	0,889	≥ 0,50	Valid
	ROF.3	0,627	≥ 0,50	Valid
Usability (X7)	US.1	0,671	≥ 0,50	Valid
	US.2	0,702	≥ 0,50	Valid
	US.3	0,610	≥ 0,50	Valid
Customer Review (X8)	CR.1	0,658	≥ 0,50	Valid
	CR.2	0,746	≥ 0,50	Valid

	CR.3	0,667	≥ 0,50	Valid
Ease of Payment (X9)	EOP.1	0,762	≥ 0,50	Valid
	EOP.2	0,772	≥ 0,50	Valid
	EOP.3	0,714	≥ 0,50	Valid
`Perceived Security (X10)	PS.1	0,773	≥ 0,50	Valid
	PS.2	0,742	≥ 0,50	Valid
	PS.3	0,807	≥ 0,50	Valid

Source: Author

According to Table 4-3, each indicator in each exogenous construct (entertainment value construct, originality of design, visual appeal, customization, interactivity, relevance of information, usability, customer review, ease of payment, and perceived security) has a factor loading value greater than 0.50, indicating that these indicators can be used to build models.

Confirmatory Factor Analysis Endogenous Construct

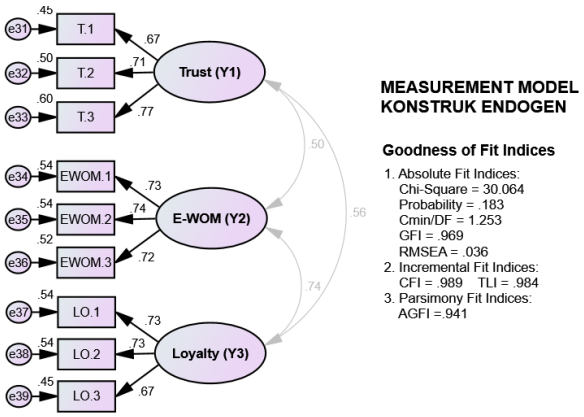

Figure 4-4 CFA Endogenous Construct
Source: Author

Table 4-4 Confirmatory Factor Analysis Endogenous Construct

Construct	Indicator	Factor Loadings	Critical Value	Result
Trust (Y1)	T.1	0,667	≥ 0,50	Valid
	T.2	0,708	≥ 0,50	Valid
	T.3	0,774	≥ 0,50	Valid
E-WOM (Y2)	EWOM.1	0,732	≥ 0,50	Valid
	EWOM.2	0,737	≥ 0,50	Valid
	EWOM.3	0,719	≥ 0,50	Valid
Loyalty (Y3)	LO.1	0,734	≥ 0,50	Valid
	LO.2	0,734	≥ 0,50	Valid
	LO.3	0,667	≥ 0,50	Valid

Source: Author

In the measurement model, each indicator in each endogenous construct (trust, e-WOM, and loyalty constructs) has a factor loading value greater than 0.50, as shown in Table 4-4. This means that these indicators are applicable to building structures and can be used to create models.

Reliability Test

Each construct has a construct reliability value of more than 0.70 and an AVE value of more than 0.50. This means that these indicators are reliable in expressing the constructs of entertainment value, originality of design, visual appeal, customization, interactivity, relevance of information, usability, customer review, ease of payment, perceived security, trust, e-WOM, and loyalty.

Table 4-5 Construct Reliability

Variable	*Construct Reliability*	*AVE*	Result
Entertainment Value (X1)	0,767	0,523	Reliable
Originality of Design (X2)	0,716	0,507	Reliable
Visual Appeal (X3)	0,768	0,525	Reliable
Customization (X4)	0,793	0,562	Reliable
Interactivity (X5)	0,766	0,522	Reliable
Relevance of Information (X6)	0,767	0,530	Reliable
Usability (X7)	0,700	0,508	Reliable
Customer Review (X8)	0,733	0,518	Reliable
Ease of Payment (X9)	0,794	0,562	Reliable
Perceived Security (X10)	0,818	0,600	Reliable
Trust (Y1)	0,760	0,515	Reliable
E-WOM (Y2)	0,773	0,532	Reliable
Loyalty (Y3)	0,755	0,507	Reliable
Requirement	≥ 0,70	≥ 0,50	

Source: Author

Full Structural Equation Modeling

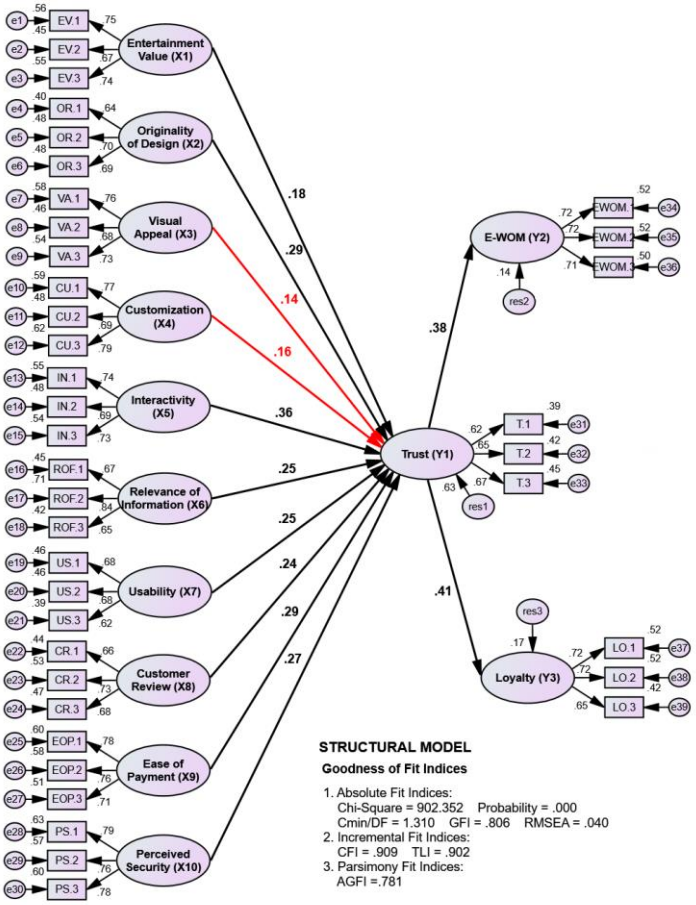

Figure 4-5 SEM Model Estimation Result

Source: Author

The findings in table 4-6 show that all of the model suitability criteria (good fit or marginal fit) were met, allowing the structural model to be accepted. A good fit indicates that the model already has a good model fit, whereas a marginal fit indicates that the model conformance is within acceptable parameters.

Table 4-6 SEM Conformity Index

Fit Measure		*Index Value*	*Critical Value*	**Result**
Absolute Fit Indices	*Probability Chi-square* [a]	0,000	> 0,05	*Even good fit*
	Cmin/DF	1,310	≤ 2,00	*Good fit*
	GFI	0,806	≥ 0,90	*Marginal fit*
	RMSEA	0,040	≤ 0,08	*Good fit*
Incremental Fit Indices	*TLI*	0,909	≥ 0,95	*Marginal fit*
	CFI	0,902	≥ 0,95	*Marginal fit*
Parsimony Fit Indices	*AGFI* [b]	0,781	≥ 0,90	-

[a] Even if the probability value is less than 0.05, a model with a sample size of n>250 or more than 30 indications (m>30) is declared to be fit. Hair et al. (2014):584

[b] *In examining the adequacy of a single model, parsimony fit indices are not used (Hair et al., 2014:581).*

Source: Author

Testing Structural Relationship

Table 4-7 Hypothesis Testing

Hip	**Influence Between Variables**			***Std Estimate***	***C.R.***	***P-value***
H_1	*Entertainment Value (X1)*	→	*Trust (Y1)*	0,180	2,145	0,032 *
H_2	*Originality of Design (X2)*	→	*Trust (Y1)*	0,286	2,988	0,003 *
H_3	*Visual Appeal (X3)*	→	*Trust (Y1)*	0,138	1,589	0,112 n.s
H_4	*Customization (X4)*	→	*Trust (Y1)*	0,163	1,930	0,054 n.s
H_5	*Interactivity (X5)*	→	*Trust (Y1)*	0,362	3,752	0,000 *
H_6	*Relevance of Information (X6)*	→	*Trust (Y1)*	0,249	2,866	0,004 *
H_7	*Usability (X7)*	→	*Trust (Y1)*	0,246	2,587	0,010 *
H_8	*Customer Review (X8)*	→	*Trust (Y1)*	0,243	2,617	0,009 *
H_9	*Ease of Payment (X9)*	→	*Trust (Y1)*	0,288	3,282	0,001 *
H_{10}	*Perceived Security (X10)*	→	*Trust (Y1)*	0,272	3,153	0,002 *
H_{11}	*Trust (Y1)*	→	*E-WOM (Y2)*	0,378	4,693	0,000 *
H_{12}	*Trust (Y1)*	→	*Loyalty (Y3)*	0,407	4,922	0,000 *

* : *Significant at the 0.05 level*

n.s. : *Not significant*

Source: Author

Table 4-7 shows that the C.R. value for Entertainment Value (H1), Originality of Design (H2), Interactivity(H5), Relevance of Information (H6), Usability (H7), Customer Review (H8), Ease of Payment (H9), Perceived Security (H10), Trust and Trust on E-WOM (H11), and Loyalty (H12) is greater than 1.96. This means that the relationships between the studied variables are significant. Visual Appeal on Trust (H3) and Customization on Trust (H4) have C.R. Values that are less than 1.96. This means that H3 and H4 did not show a significant effect between the variables.

Discussion

According to the findings of this study, Interactivity, Payment Ease, Perceived Security, Originality of Design, Relevance of Information, Usability, Customer Review, and Entertainment Value all have a positive and significant influence on Trust. E-WOM and loyalty are also positively influenced by trust. Visual appeal and customization have no significant influence on trust. The most influential variable on Trust is Interactivity with regression coefficient of 0.362 and p-value of 0.000. Which means the better engagement the Traveloka apps creates, the better the customer trust towards the apps and will lead to the customer sharing experience through E-WOM and maintain their loyalty towards the apps. The result of this study aligns with Harris and Goode (2010) study that Interactivity influenced Trust. Table 4-8 shows that IN-3 is the most accurate predictors in Interactivity variable with lambda loading of 0.738.

Table 4-8 Interactivity (IN) indicators

Variable	Indicator	Lambda Loading	Mean
Interactivity (X5)	IN.1	0,730	3,18
	IN.2	0,699	3,05
	IN.3	0,738	3,14

Source: Author

The second most influential variable on Trust is Ease of Payment with regression coefficient of 0.288 and P-value of 0.001. The result shows the similarity with Harris and Goode (2010) study where Ease of Payment influence Trust. Table 4-9 shows that EOP-2 is the most accurate predictor of Ease of Payment variable with lambda loading of 0.772.

Table 4-9 Ease of Payment (EOP) indicators

Variable	Indicator	Lambda Loading	Mean
Ease of Payment (X9)	EOP.1	0,762	3,17
	EOP.2	0,772	3,11
	EOP.3	0,714	3,24

Source: Author

The third most influential variable on Trust is Originality of Design with regression coefficient of 0.286 and p-value of 0.003. similar with Lim et al. (2006) and Reinecke et al. (2013), Originality of Design influence Trust. The most accurate predictor of Originality of Design variable is OR-3 with lambda loading of 0.693.

Table 4-10 Originality of Design (OR) indicators

Variable	Indicator	Lambda Loading	Mean
Originality of Design (X2)	OR.1	0,642	3,18
	OR.2	0,691	3,16
	OR.3	0,693	3,16

Source: Author

The fourth most influential variable on Trust is Perceived Security with regression coefficient of 0.272 with p-value of 0.002. The result aligns with Harris and Goode (2010), Tankovic and Benazic (2018), and Wei et al. (2009) studies that shows Perceived Security shows positive influence on Trust. Table 4-11 shows that PS-3 is the most accurate predictor of Perceived Security variable with lambda loading of 0.807.

Table 4-11 Perceived Security (PS) indicators

Variable	Indicator	Lambda Loading	Mean
Perceived Security (X10)	PS.1	0,773	3,05
	PS.2	0,742	3,13
	PS.3	0,807	2,98

Source: Author

The fifth most influential variable is Relevance of Information with regression coefficient of 0.249 with p-value of 0.004. Current study support Harris and Goode (2010) study where Relevance of Information support Trust. The most accurate predictor of Relevance of information variable is ROF-2 with lambda loading of 0.889

Table 4-12 Relevance of Information (ROF) indicators

Variable	Indicator	Loading Factor	Mean
Relevance of Information (X6)	ROF.1	0,637	3,24
	ROF.2	0,889	3,11
	ROF.3	0,627	3,27

Source: Author

The sixth most influential variable is Usability with regression coefficient of 0.246 and p-value of 0.010. This study support Harris and Goode (2010) where Usability is important in improving Trust. the most accurate predictor of Usability variable is US-2 with loading factor of 0.702

Table 4-13 Usability (US) indicators

Variable	Indicator	Loading Factor	Mean
Usability (X7)	US.1	0,671	3,17
	US.2	0,702	3,02
	US.3	0,61	3,25

Source: Author

The seventh most influential variable is Customer Review with regression coefficient of 0.243 and p-value of 0.009. This study supports Harris and Goode (2010) & Pengnate and Sarathy (2017) studies that Customer Review drive trust in a positive direction. The most accurate predictor of Customer Review variable is CR-2 with lambda loading of 0.746

Table 4-14 Customer Review (CR) indicators

Variable	Indicator	Loading Factor	Mean
Customer Review (X8)	CR.1	0,658	3,22
	CR.2	0,746	3,13
	CR.3	0,667	3,13

Source: Author

The eighth most influential variable is Entertainment Value with regression coefficient value of 0.180 and p-value of 0.032. The results of current study support Lim et al (2006) and Reinecke et al (2013) studies where Entertainment Value positively influence Trust. The most accurate predictor of Entertainment Value variable is EV-1 with lambda loading of 0.752

Table 4.15 Entertainment Value (EV) indicators

Variable	Indicator	Lambda Loading	Mean
Entertainment Value (X1)	EV.1	0,752	3,29
	EV.2	0,677	3,18
	EV.3	0,739	3,28

Source: Author

Visual Appeal (regression coefficient of 0.138 and p-value 0.112) shows a positive and not significant influence on Trust which does not show similar result with Lim et al. (2006) and Reinecke et al, (2013) studies. This means the color used, text and images on Traveloka apps does not affect the users trust significantly. Customization (Regression coefficient of 0.163 and p-value 0.054) shows a positive but not significant influence on Trust, Contrary to the research results form Harris and Goode (2010) where customization has positive significant influence on Trust. This means modification on the app's functions and other aspects on the Traveloka apps does not affect Trust significantly. Both variables have no bearing on the level of customer confidence. This is due to the fact that Traveloka app users do not value customization and visual appeal as highly as other criteria, as customization and visual appeal are not distinguishable from those of competitors.

Conclusion

This study's model was created to understand the influence between the E-Entertainment Servicescape's Value (EV), Originality of Design (OR), Visual Appeal (VA), Customization (CU), Interactivity (IN), Relevance of Information (ROF), Usability (US), Customer Review (CR), Ease of Payment (EOP), and Perceived Security (PS) and Trust (T), and the influence of Trust (T) on E-WOM and Loyalty (L). From the study conducted, Interactivity, Payment Ease, Perceived

Security, Originality of Design, Relevance of Information, Usability, Customer Review, and Entertainment Value all have a positive and significant influence on Trust. Therefore, the managerial implication will revolve around the significant variables. First, for Interactivity variable, it is suggested to Increase the loading speed of Traveloka's apps; the actual implementations of the interactivity variable are: The strategy slows the time it takes for images to load and prioritizes text information in order to implement lazy loading. This reduces the server's workload, accelerates operations, and ensures that users have the most recent software version installed. Seeing as Some of the modifications applied to earlier platforms could pose problems in the long run. There is insufficient compatibility with previous versions of the stage, and there may be security concerns with the linked apps. (Traveloka users are presumed to have the most up-to-date devices and to be able to access the most recent Traveloka updates). Second, for Ease of Payment variable, it is suggested that Traveloka should accept online wallets like PayPal and Ovo as a new form of payment; having additional payment options reduces the likelihood of making a payment mistake during the checkout process. Third, for Originality of Design, it is suggested that Traveloka elevate the design and approach that are consistent with Traveloka's brand identity: as social creatures, consumers enjoy connecting, and they seek for brands that are authentic and trustworthy. By establishing a Traveloka mascot, the company adds a layer of personality and warmth, making it simpler for customers to interact with and relate to the brand. This will provide Traveloka with a competitive advantage, particularly in an era where brands are competing for customer attention. Fourth, for Perceived Security, it is suggested that Traveloka Set up payment gateway as the first step of the security that can identify and manage fraudulent transaction: the direct implementation of this strategy is by having a third party such as go cardless, one of the benefits of having third-party gateway are the ability to support multiple transaction types, not just credit card payment, and Traveloka will be able to customize the gateway to improve the customer checkout experience while protecting the customer's personal information.

Fifth, for Relevance of Information, it is recommended for Traveloka to make the application provides technical detail about the product. Make information about your product or service accessible by specifying its location and medium (business hours, exact position on maps, optimal days or times to visit, and available transportation): It is standard to include a business's hours of operation, and some apps provide the actual location on maps. But rarely provides the best days or times to visit, as well as the most convenient mode of transportation. Such a recommendation will have a beneficial effect on the customer's willingness to visit, resulting in a more evenly distributed visitor population throughout the week. Sixth, Usability. In order to enhance the app's usability, Traveloka should conduct user testing. User testing allows Traveloka to make better design decisions and better understand user requirements. establishing a lighter version of the apps is one of the direct implementations (Traveloka lite or Traveloka Beta). The applications will continue to be updated to maintain compatibility with the latest system versions (IOS and Android). With additional upgrades, it takes longer to start apps, and some older versions of the gadget cannot keep up. As Traveloka consumers use a wide range of devices (from the oldest to the newest), Traveloka could introduce a lighter software that caters to the individual demands of the customer (buying airplane tickets, hotels, and transportation, mobile data). Seventh, Customer Review, Traveloka could feature prominently on app landing pages, the client reviews with relevant images and videos: the reviews that considered as a whole (contains video or picture and in depth review on one service or product) will be shown on the first page of the apps to enable the other users to experience the same things virtually and give them an idea for them to participate in the same activities in the future. Eighth, Entertainment Value, Traveloka could offers high-quality entertainment by confirming the accuracy of content: The company's efforts may be

misconstrued if they are not placed in the proper context. Traveloka should provide content that is both entertaining and of high caliber. This can be accomplished by integrating a fact check to ensure the accuracy of the content, writing in clear, succinct language, and including high-quality images. (For example, to avoid criticism, Traveloka should be prudent when using one-sided videos, pictures, or reviews before verifying the truth behind the content)

Suggestions for further study

This research examined the impact of the E-Servicescape on customer Trust. It is necessary to conduct additional research on the impact of E-Servicescape on websites and apps for various e-commerce sectors. This would allow the researcher to compare various findings regarding the widespread implementation of the e-servicescape in the era of digitalization. It is also suggested to add new variables to the research, such as brand personality, customer experience, and turnover intention.

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