

THE EFFECT OF FEATURE INNOVATION AND SERVICE QUALITY IN INCREASING USER SATISFACTION OF THE TRAVELOKA APPLICATION IN SAMARINDA

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Abstract: Although the Traveloka application is widely used by the public, there remains a research gap regarding how feature innovation and service quality together can address user complaints and comprehensively improve satisfaction. This study aims to determine the effect of feature innovation and service quality on user satisfaction of the Traveloka application in Samarinda. The grand theory used in this study is the *Expectation Confirmation Theory (ECT)* introduced by Richard L. Oliver (1980), which explains that user satisfaction occurs when service performance meets or exceeds user expectations. A quantitative method was applied using questionnaires distributed to 100 respondents. Data were analyzed using multiple linear regression with SPSS 25. The results show that both feature innovation and service quality have a positive and significant effect, either partially or simultaneously, on user satisfaction. Together, the two variables contribute 78.4% to user satisfaction. This proves that feature innovation and service quality are essential factors in improving satisfaction and loyalty among Traveloka users.

Keywords: Feature Innovation, Service Quality, User Satisfaction, Traveloka

1. Introduction

The development of the internet and digitalization has greatly facilitated human activities, particularly in the business sector. Online applications and platforms such as Traveloka, Tiket.com, Agoda, and Booking.com have emerged as practical solutions for consumers to access travel, accommodation, and various other services effectively and efficiently. Teknologi digital telah memudahkan hampir semua transaksi bisnis, memungkinkan konsumen memesan barang atau jasa secara online dari rumah. Pemesanan tiket online, misalnya, memberikan kemudahan dalam mengakses informasi harga secara transparan dan membandingkan harga antar platform (Ridho et al., 2025).

Marketplaces have become a popular platform in the airline ticket and hotel booking industry, facilitating users in efficiently finding and booking travel products and services by connecting service providers with consumers (Samiono & Hanifati, 2021). Traveloka, as a technology company providing travel and lifestyle services, stands out through feature innovations that align with user needs. Features such as integrated payments, additional services, and easy app navigation contribute to enhancing user convenience and satisfaction. Innovation is a company's ability to apply creativity to solve problems and seek opportunities to improve business performance in response to market dynamics, technology, and evolving customer needs (Anderson & Hidayah, 2023). Features are additional elements designed to enhance a product's appeal and functionality (Sitompul & Irvan, 2019). Traveloka continuously introduces innovative features, such as AI-based search, integrated tour packages, cruise services, the Traveloka Points loyalty program, Traveloka Priority, and TPayLater, to facilitate users in planning and enjoying their travels.

Traveloka offers various features to meet user needs, including easy access via Android and iOS. Service quality is a key factor in user satisfaction and loyalty, encompassing aspects such as ease of use, transaction speed, payment security, and customer service. Service quality also serves as a business strategy to enhance the value of products or services, ultimately increasing consumer satisfaction (Sitaresma & Ayuni, 2021).

One of the factors in measuring the success of an application or digital platform is user satisfaction. In the context of Traveloka, user satisfaction is influenced not only by the quality of features and services but also by how well the application meets users' expectations and travel needs. In the long term, high satisfaction affects user retention and app recommendations, which are crucial for the company's growth. Therefore, Traveloka needs to continuously innovate and maintain service quality to remain the users' preferred choice. The following are top online travel agency brands:

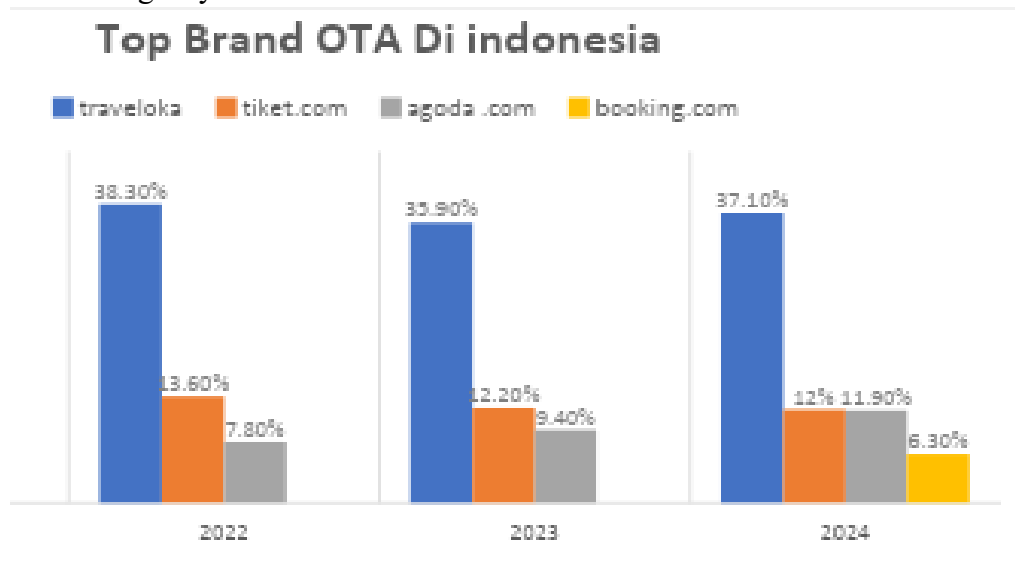


Figure 1. Top Brand Online Travel Agent (OTA) in Indonesia 2022–2024

Source: www.topbrand-award.com

The Top Brand OTA (Online Travel Agent) chart in Indonesia shows that Traveloka continued to dominate the OTA market from 2022 to 2024. In 2022, Traveloka held a 38.30% market share, far ahead of its closest competitors, Tiket.com (13.60%) and Agoda (7.80%). Although its market share declined to 35.90% in 2023, Traveloka regained growth, reaching 37.10% in 2024. This confirms Traveloka's position as the market leader in Indonesia's OTA industry.

This phenomenon suggests that Traveloka's advantage is not solely determined by market share but also by user satisfaction, which is directly linked to business sustainability. Feature innovations such as Traveloka Points, PayLater, and the integration of various travel and lifestyle services have become important strategies to maintain competitiveness. On the other hand, service quality—including transaction speed, payment security, and customer service responsiveness—serves as a critical determinant of user loyalty. Therefore, it is essential to examine how feature innovation and service quality influence user satisfaction, particularly in Samarinda, where people are highly active in utilizing digital application service

Furthermore, user satisfaction is also influenced by the overall experience users have when interacting with the products or services offered. According to Ridwan et al., (2024), user satisfaction reflects users' responses to the performance of the goods or services they use, which should ultimately meet or even exceed their expectations. Meanwhile, Cahyaningrum et al., (2024) argue that users' emotional reactions during interactions with a particular product

or service can affect their behavioral patterns, such as the way they shop or choose products. Thus, user satisfaction is not only the result of the product's quality itself but also the emotional experiences arising from interactions with the product or service.

Based on the foregoing background, this study addresses the following research questions: (1) Does feature innovation significantly influence user satisfaction with the Traveloka application in Samarinda? (2) Does service quality significantly influence user satisfaction with the Traveloka application in Samarinda? (3) Do feature innovation and service quality jointly exert a significant influence on user satisfaction with the Traveloka application in Samarinda?

Accordingly, the objectives of this study are to examine and assess the effects of feature innovation and service quality on user satisfaction with the Traveloka application in Samarinda, both individually and simultaneously. The findings are expected to provide empirical insights for developing effective strategies to enhance user satisfaction in digital travel service applications.

2. Literature Review

Feature Innovation

Feature innovation is an essential aspect of competition in the digital business era, particularly in *online travel agent* (OTA) applications. According to Hariadi & Rosyidi (2025), feature innovation plays an important role in enhancing users' perception of the benefits and ease of access to digital systems. Nathania (2025) stated that the indicators of feature innovation can be seen from ease of use, minimal transaction costs, accessibility, and payment flexibility. Previous studies have also emphasized that continuous feature innovation is capable of sustainably enhancing customer satisfaction.

Service Quality

Service quality is another key factor in building customer satisfaction and loyalty. According to Kotler and Keller (2009), service quality is defined as the customer's evaluation of the overall excellence of a product or service. Ridwan et al. (2024) added that service quality refers to the expected level of excellence and the control exercised to meet customer needs. Meanwhile, research by Yerizal (2024) showed that digital service quality can be measured through dimensions such as reliability, security, ease of use, responsiveness, and service accuracy. These findings align with the view that higher service quality directly impacts user satisfaction when using digital-based applications.

User Satisfaction

User Satisfaction itself is defined as a feeling of pleasure or disappointment that arises from comparing the performance of a product or service with consumer expectations. When service performance meets or even exceeds expectations, customer satisfaction will be achieved. Tjiptono & Chandra (2020) emphasized that customer satisfaction has implications for loyalty and the intention to reuse a service. Therefore, in the OTA industry, satisfaction is influenced not only by the functional aspects of the application but also by the emotional experiences felt by users.

Based on prior studies, it can be concluded that feature innovation and service quality are closely related to user satisfaction in digital applications. This study seeks to further examine these relationships in the context of Traveloka users in Samarinda, and to provide empirical evidence of how innovation and service quality influence satisfaction in the increasingly competitive OTA industry.

3. Method

This study employed a quantitative approach using a survey method. The population consisted of Traveloka application users in Samarinda aged 17–60 years who possessed a National Identity Card (KTP). According to data from the Central Statistics Agency (BPS, 2024), the number of Traveloka users in Samarinda reached 630,510 people. The sample size was determined using the slovin formula with a 10% margin of error, resulting in a total of 100 respondents. The sampling technique applied was purposive sampling with the criteria that respondents must reside in Samarinda, be aged 17–60 years, and have made at least two transactions using the Traveloka application.

The research data were collected through an online questionnaire (Google Form) consisting of items developed based on the indicators of feature innovation, service quality, and user satisfaction. The instrument employed a four-point Likert scale ranging from “strongly disagree” to “strongly agree.” In addition to primary data obtained from questionnaires, the study also utilized secondary data from relevant journals, books, reports, and scientific articles. Instrument quality was assessed through validity and reliability tests. Data analysis was conducted using multiple linear regression analysis with the assistance of SPSS version 25. The *t-test* was applied to examine the partial effects of feature innovation and service quality on user satisfaction, while the *F-test* was used to assess their simultaneous effects. The significance level for this study was set at $\alpha = 0.05$.

4. Result and Discussion

Research Object and Respondent Description

The object of this study is the **Traveloka application**, an online travel agent (OTA) founded in 2012 by Ferry Unardi, Derianto Kusuma, and Albert Zhang. Over time, Traveloka has expanded from flight ticket reservations into a **super app** offering hotel bookings, transportation, entertainment, and digital financial services such as PayLater and Traveloka Points. Traveloka was selected as the research object due to its position as the leading OTA in Indonesia, while also providing an opportunity to examine the extent to which its feature innovation and service quality enhance user satisfaction.

The respondents of this study consisted of **100 Traveloka users in Samarinda**, aged 17–60 years, who had conducted at least two transactions. The majority of respondents were **female**, while the largest age group was **21–30 years**, indicating that young users dominate the Traveloka customer base. In terms of usage frequency, most respondents reported using the application **two to three times within the last six months**, primarily for airline ticket and hotel bookings. This reflects Traveloka’s role as the primary choice for the people of Samarinda in fulfilling their travel needs in a practical and efficient manner.

Table 1. Respondent Characteristics

Category	Number of Respondents	Percentage (%)
Gender		
Male	25	25%
Female	75	75%
Age		
17–20 years	6	6%
21–25 years	79	79%
26–30 years	9	9%

Category	Number of Respondents	Percentage (%)
31–35 years	1	1%
36–40 years	3	3%
41–45 years	0	0%
46–50 years	1	1%
51–55 years	1	1%
56–60 years	0	0%
Domicile		
Samarinda Ulu	25	25%
Samarinda Ilir	5	5%
Samarinda Kota	18	18%
Samarinda Utara	18	18%
Samarinda Seberang	15	15%
Palaran	3	3%
Loa Janan Ilir	2	2%
Sambutan	1	1%
Sungai Pinang	5	5%
Sungai Kunjang	8	8%
Employment Status		
Student	61	61%
Civil Servant	1	1%
Private Employee	24	24%
Entrepreneur	3	3%
Freelancer	9	9%
Honorary Teacher	1	1%
Housewife	1	1%
Educational Background		
Senior High School/Vocational (SMA/SMK)	47	47%
Diploma (D3)	2	2%
Bachelor's Degree (S1)	50	50%
Master's Degree (S2)	1	1%
Doctoral (S3)	0	0%
Frequency of Use		
2–3 times	64	64%
4–5 times	15	15%
> 5 times	21	21%
Most Frequently Used Services		
Airline Tickets	65	65%
Hotel/Accommodation	30	30%
Train/Bus	2	2%
Activities & Recreation (Xperience)	2	2%
Combination (Airline, Hotel, Train)	1	1%

Source: Primary data processed by the researcher (2025)

Based on Table 1, the majority of respondents were female (75%), while males accounted for 25%. In terms of age, the largest group was 21–25 years old (79%), indicating that Traveloka users are predominantly young people. With respect to domicile, users were spread across all districts of Samarinda, with the highest proportion from Samarinda Ulu (**25%**). In terms of employment status, most respondents were students (61%), followed by private employees (24%). Regarding educational background, respondents were dominated by Bachelor's degree holders (50%) and Senior High School graduates (47%), showing that Traveloka users mostly come from well-educated groups. For frequency of use, most respondents used Traveloka 2–3 times (64%), followed by more than 5 times (21%). The most frequently used service was airline ticket booking (65%), followed by hotel/accommodation (30%). These findings indicate that Traveloka is primarily used by educated young people in Samarinda, especially for airline and accommodation services to meet their travel needs efficiently.

Instrument Test Validity Test

Table 2. Validity Test Results

Variable	Item Code	Question Item	R Count	R Table (N=100; $\alpha=0.05$)	Result
Feature Innovation	X1.1	P1	0,679	0,1966	Valid
		P2	0,608		Valid
	X1.2	P1	0,659		Valid
		P2	0,656		Valid
	X1.3	P1	0,691		Valid
		P2	0,671		Valid
	X1.4	P1	0,709		Valid
		P2	0,804		Valid
Service Quality	X2.1	P1	0,709	0,1966	Valid
		P2	0,779		Valid
	X2.2	P1	0,819		Valid
		P2	0,745		Valid
	X2.3	P1	0,693		Valid
		P2	0,760		Valid
	X2.4	P1	0,798		Valid
		P2	0,785		Valid
User Satisfaction	Y1.1	P1	0,839	0,1966	Valid
		P2	0,858		Valid
	Y1.2	P1	0,853		Valid
		P2	0,762		Valid
	Y1.3	P1	0,828		Valid
		P2	0,806		Valid

Source: Primary data processed with SPSS version 25 (2025)

Table 2 shows that all questionnaire items for the variables **Feature Innovation**, **Service Quality**, and **User Satisfaction** have correlation coefficient values (*r-count*) greater than the

critical value ($r\text{-table} = 0.1966$) and significance values below 0.05. These results confirm that all items used in the research instrument are **valid** and can be employed for further analysis.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Reliabilitas Standard	Result
Feature Innovation	0,834	0,60	Reliabel
Service Quality	0,921		Reliabel
User Satisfaction	0,904		Reliabel

Source: Primary data processed with SPSS version 25 (2025)

Table 3 shows that all variables **Feature Innovation, Service Quality, and User Satisfaction** have Cronbach's Alpha values greater than 0.60. This indicates that all constructs are **reliable**, meaning the research instrument consistently measures each variable and can be used for further analysis.

Classic Assumption Test

The normality test was conducted to assess whether the data followed a normal distribution. This test was performed using the One-Sample Kolmogorov-Smirnov test with the assistance of SPSS version 25. The results of the normality test with One Sample Kolmogorov-Smirnov are as follows:

Table 4. Kolmogorov Smirnov One-Sample Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a, b}	Mean	-.2404145
	Std. Deviation	2.04124979
Most Extreme Differences	Absolute	.084
	Positive	.084
	Negative	-.079
Test Statistic		.084
Asymp. Sig. (2-tailed)		.082 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Primary data processed with SPSS version 25 (2025)

Multiple Linear Regression Analysis Test

This study employs multiple linear regression analysis to examine the direction and magnitude of the influence of Feature Innovation (X1) and Service Quality (X2) on User Satisfaction (Y). Data analysis using SPSS produced the following regression equation that illustrates the relationship among the variables. The regression equation is obtained as follows:

Table 5. Results of Regression Equation

The regression equation obtained is $Y = -0.265 + 0.344X_1 + 0.337X_2 + e$, where Y

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.265	1.165		-.227	.821		
	INOVASI FITUR	.344	.075	.388	4.605	.000	.313	3.194
	KUALITAS LAYANAN	.337	.053	.536	6.360	.000	.313	3.194

a. Dependent Variable: KEPUASAN PENGGUNA

Source: Primary data processed with SPSS version 25 (2025)

Represents User Satisfaction, X1 refers to Feature Innovation, and X2 denotes Service Quality. The results indicate that Feature Innovation (X1) with a coefficient of 0.344 and a significance value of 0.000 (<0.05) has a positive and significant effect on User Satisfaction, while Service Quality (X2) with a coefficient of 0.337 and a significance value of 0.000 (<0.05) also demonstrates a positive and significant influence. Therefore, both independent variables are proven to contribute positively and significantly, both partially and simultaneously, to enhancing User Satisfaction with the Traveloka application in Samarinda.

Hypothesis Test Results

T-Test (Partial)

Following the multiple linear regression analysis, a t-test was conducted to examine the partial effects of each independent variable on the dependent variable. The test was performed at a 5% significance level ($\alpha = 0.05$). The results indicate whether Feature Innovation (X1) and Service Quality (X2) individually exert a significant influence on User Satisfaction (Y), as presented in the following table:

Table 6. Results of the t-test (partial)

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.265	1.165		-.227	.821		
	INOVASI FITUR	.344	.075	.388	4.605	.000	.313	3.194
	KUALITAS LAYANAN	.337	.053	.536	6.360	.000	.313	3.194

a. Dependent Variable: KEPUASAN PENGGUNA

Source: Primary data processed with SPSS version 25 (2025)

The partial t-test results indicate that both Feature Innovation (X1) and Service Quality (X2) have significance values of 0.000 (<0.05) with t-values greater than the t-table, confirming that both variables exert a positive and significant effect on User Satisfaction with the Traveloka application in Samarinda. Accordingly, hypotheses H1 and H2 are accepted.

F-Test (Simultaneous)

The F-test was employed to examine whether the independent variables, Feature Innovation (X1) and Service Quality (X2), simultaneously have a significant effect on User Satisfaction (Y). The test was conducted at a 5% significance level ($\alpha = 0.05$). The decision rule states that if the significance value is less than 0.05 and the calculated F-value exceeds the F-table, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, indicating that the independent variables jointly exert a significant influence on the dependent variable. The results of the F-test are presented in the following table:

Table 7. Results of the F-Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	712.096	2	356.048	175.970	.000 ^b
	Residual	196.264	97	2.023		
	Total	908.360	99			

a. Dependent Variable: KEPUASAN PENGGUNA

b. Predictors: (Constant), KUALITAS LAYANAN, INOVASI FITUR

Source: Primary data processed with SPSS version 25 (2025)

Based on the simultaneous test results presented in Table 7, the significance value of 0.000 (<0.05) and an F-value greater than the F-table confirm that Feature Innovation (X1) and Service Quality (X2) jointly exert a positive and significant influence on User Satisfaction with the Traveloka application in Samarinda. Therefore, the third hypothesis (H_3), which states that Feature Innovation and Service Quality simultaneously affect User Satisfaction, is accepted.

Analysis and Discussion

The Influence of Feature Innovation on User Satisfaction

The partial t-test results reveal that Feature Innovation (X1) has a positive and significant effect on User Satisfaction with the Traveloka application in Samarinda. This indicates that higher levels of feature innovation, such as diverse payment options (including PayLater), integration of travel and lifestyle services, faster search systems, loyalty programs, and a user-friendly interface, enhance user experience and satisfaction. These findings align with the Expectation Confirmation Theory (ECT), suggesting that satisfaction increases when application performance meets or exceeds user expectations. The results also support previous studies which emphasized the significant role of feature innovation in improving convenience, efficiency, and attractiveness of digital services. Therefore, feature innovation is a crucial determinant for Traveloka to enhance user satisfaction and maintain competitive advantage in the online travel agent industry.

The Influence of Service Quality on User Satisfaction

The partial t-test results indicate that Service Quality (X2) has a positive and significant effect on User Satisfaction with the Traveloka application in Samarinda. This finding suggests that the better the service quality—reflected in system reliability, transaction security, ease of use, responsiveness, and service relevance—the higher the level of user satisfaction. These results

align with the views of Kotler & Keller (2009) and Tjiptono (2014), as well as prior studies, which highlight the significant role of service quality in shaping user satisfaction with digital services. Therefore, maintaining and continuously improving service quality is essential for Traveloka, not only to enhance user satisfaction but also to strengthen customer loyalty and sustain competitiveness in the online travel agent industry.

The Influence of Feature Innovation and Service Quality on User Satisfaction

The F-test results demonstrate that Feature Innovation (X1) and Service Quality (X2) jointly exert a positive and significant effect on User Satisfaction (Y) with the Traveloka application in Samarinda, as evidenced by a significance value of 0.000 (<0.05) and an F-value exceeding the F-table. This implies that user satisfaction is shaped not only by innovative features that simplify transactions but also by reliable, secure, and responsive service quality. Consistent with the Expectation Confirmation Theory (ECT) and supported by prior studies, these findings highlight that both feature innovation and service quality complement one another in creating comprehensive user satisfaction. Therefore, a balanced strategy that continuously develops innovative features while maintaining high service quality is essential for Traveloka to enhance satisfaction, foster customer loyalty, and strengthen its competitive position in Indonesia's online travel agent industry.

5. Conclusions

Based on the findings of the study on *"The Influence of Feature Innovation and Service Quality on User Satisfaction of the Traveloka Application in Samarinda"*, it can be concluded that feature innovation has a positive and significant effect on user satisfaction, where better innovations—such as ease of use, diverse payment methods, and accessibility—lead to higher levels of satisfaction. In addition, service quality also shows a positive and significant influence on user satisfaction, with aspects such as reliability, transaction security, user-friendly interface, and responsiveness enhancing users' positive experiences. Simultaneously, feature innovation and service quality complement each other and jointly contribute significantly to improving user satisfaction, making them inseparable in application development strategies. Therefore, Traveloka has the potential to strengthen its position as a market leader by consistently combining continuous innovation with high-quality services.

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