

ABSTRACT

Hotel Pangeran Pekanbaru is a 4-star hotel in Pekanbaru City that uses several Online Travel Agent (OTA) companies as online reservation media, one of which is Traveloka. The purpose of this study is to assess the *electronic quality service* of Traveloka's website as an online reservation media at Hotel Pangeran Pekanbaru. The six dimensions of e-service quality by Tsang et al. (2010) include: (1) Website Function; (2) Quality and Information Content; (3) Need Fulfillment and Responsiveness; (4) Safety and Security; (5) Appearance and Presentation; and (6) Customer Relationships are implemented as a measure of the quality of an OTA's electronic service. This research is a descriptive quantitative study using data collection methods of survey and online questionnaire as a research tool. Online questionnaires were distributed to 100 guests of Hotel Pangeran Pekanbaru who had made online reservations through the Traveloka website. The results of this study indicate that the respondents' perceptions of Traveloka website's *e-service quality* as an online reservation media for Hotel Pangeran Pekanbaru were classified as "high" with an average score of 3.56. Although the overall value of e-service quality on the Traveloka website is classified as "high", at the e-service quality value from the respondent's profile perspective, there is a minority group of 1% who answered that the quality of electronic services was in the "medium" category.

Keywords: electronic service quality, online travel agent, Traveloka, Hotel Pangeran Pekanbaru.

INTISARI

Hotel Pangeran Pekanbaru adalah salah satu hotel bintang 4 di Kota Pekanbaru yang menggunakan beberapa perusahaan *Online Travel Agent* (OTA) sebagai media reservasi daring, salah satunya adalah Traveloka. Tujuan dari penelitian ini adalah untuk mengkaji *electronic service quality* situs web Traveloka sebagai media reservasi daring di Hotel Pangeran Pekanbaru. Enam dimensi *e-service quality* karya Tsang dkk (2010) antara lain: (1) Fungsi Situs Web; (2) Kualitas dan Konten Informasi; (3) Pemenuhan Kebutuhan dan Responsivitas; (4) Keselamatan dan Keamanan; (5) Penampilan dan Presentasi; dan (6) Hubungan kepada Pelanggan diimplementasikan sebagai pengukuran kualitas layanan elektronik sebuah OTA. Penelitian ini merupakan penelitian kuantitatif deskriptif dengan metode pengambilan data survei dan alat penelitian berupa kuesioner daring. Kuesioner daring disebarakan kepada 100 orang tamu Hotel Pangeran Pekanbaru yang pernah melakukan reservasi daring melalui situs web Traveloka. Hasil dari penelitian ini menunjukkan bahwa persepsi responden terhadap *e-service quality* situs web Traveloka sebagai media reservasi daring Hotel Pangeran Pekanbaru tergolong “tinggi” dengan nilai rata-rata 3,56. Meskipun keseluruhan nilai *e-service quality* situs web Traveloka tergolong “tinggi”, jika dilihat nilai *e-service quality* dari profil responden, terdapat kelompok minoritas sebesar 1% yang menjawab kualitas layanan elektronik pada kategori “sedang”.

Kata Kunci: *e-service quality*, agen perjalanan online, Traveloka, Hotel Pangeran Pekanbaru.