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# THE ROLE OF CUSTOMER SATISFACTION MEDIATES SERVICE QUALITY ON CUSTOMER LOYALTY

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**Abstract**

Customer loyalty is essential for a company as a form of success. Customer loyalty arises from customer satisfaction with service quality. This research intends to dissect the impact of customer satisfaction when mediating service quality on customer loyalty. The location of this research is Denpasar City, with a sample of 110 respondents who have used the Agoda online travel application at least a couple of times utilizing purposive sampling methodology, and conveyed utilizing a Google Form questionnaire, measuring 11 indicators using a Likert Scale. Data analysis technique applied is outer model analysis, inner model and hypothesis testing. The aftereffects of this exploration show that all hypotheses are accepted. Service quality affects customer satisfaction, service quality affects customer loyalty, customer satisfaction meaningfully affects customer loyalty, service quality affects customer loyalty with the intervention of customer satisfaction, and from the results of this research it can be understood that customer satisfaction is mediating variable for the influence of service quality on customer loyalty. In order to increase customer loyalty, this can be done by improving service quality and customer satisfaction.

**Keywords**: *Service quality; Customer satisfaction; Customer loyalty.*

## INTRODUCTION

The tourism industry is an activity that directly touches and involves the local community, thus providing many benefits to the local environment and its environmental elements. In fact, the travel industry is said to have a tremendous disruptive power, which can make local networks undergo transformation from a different perspective. Indonesia is a country that is popular for its travel industry. Various kinds of culinary specialties in Indonesia can attract tourists.

One of the components that is very important in the world of tourism is a travel agent. According to Damardjati in (Fidya et al, 2022) "travel agent is a company that specializes in organizing and organizing travel and stopovers of people including the completeness of the trip, from one place to another, either domestically, abroad or within the country itself".

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Agoda is an online-based travel service or office that aims to provide convenience in sorting and planning trips both in terms of transportation and comfort that can be accessed through the website, as well as free applications on Android and iOS smartphones. Customer interactions are quick and simple. Customers just have to choose the sort of administration they need, fill in their own data, and afterward make installment. Agoda has many similar competitors engaged in booking travel tickets, including Traveloka, Tiket.Com, Trip.com, Booking.com, Klook, and many other online travel agents. Agoda is always ranked third in the category of Top Brand Award for Airline and Travel Ticket Booking 2021 to 2023, where the percentage owned by Agoda is still far behind its competitors. This requires the company to provide online travel agent services The organization isn't simply expected to have the option to contend with its competitors but at the same time is expected to have the option to offer the best help to each client.

The pre-survey results with a sample of 32 individuals, showed that 17 individuals mentioned that they were not happy with the administrations given by Agoda online travel so that there was a possibility to always look for an online travel agent on Agoda until the customer did not recommend Agoda to others. This result is because of the way that client disappointment with Agoda's services in the past has reduced the customer's desire to visit again. "When consumers are satisfied with the quality of service provided by the company, these customers or consumers will make repeated purchases and carry out word of mouth promotions to their relatives or colleagues" (Putra and Sulistyawati, 2018). "Customer dissatisfaction can be avoided by maintaining service quality. Continuous improvement in service quality is needed to create customer satisfaction" (Dewi et al, 2014). "Loyalty will arise if customers or consumers get what they want so that after they use the product they will get an experience that will encourage them to make repeated purchases and ultimately a sense of loyalty to the product" (Kurniah and Awaluddin, 2022). Diputra and Yasa (2021) state that "satisfaction affects customer loyalty. The emergence of customer loyalty is largely determined by customer satisfaction after using a particular product."

This is the same as the study conducted by Octavia (2019) "service quality affects customer satisfaction". Research by Dewi et al. (2014), Evirasanti et al. (2016), Sanjaya and Yasa (2018), Mahira et al (2021), Rohaeni and Nisa Marwa (2018), Asnawi et al. (2019), Ali et al. (2021), and Maramis et al (2018), as well as Devi and Yasa (2021), show "service quality has a positive and significant effect on customer satisfaction".

H1: "Service quality has a positive and significant effect on customer satisfaction".

Service quality has a significant positive effect on customer loyalty. This is similar to studies conducted by Sutikno et al (2021), Permata and Puwanto (2022) and Ismanova (2019) which state "there is a positive and significant effect of service quality and customer loyalty". Research by Lusiah et al (2019), Pratondo and Zaid (2021),

Zahra (2020), Sitepu and Mariza (2019), states "service quality has a positive and significant effect on customer loyalty".

H2: "Service quality has a positive and significant effect on customer loyalty"

Customer satisfaction has a significant influence on customer loyalty. Studies guided by Riasma et al. (2018), Rasmiati and Yasa (2019), Nurtahirah et al (2019), Mai and Cuong (2021), Sukri et al. (2022) and Rabiula et al (2019) state "customer satisfaction has a positive and significant effect on customer loyalty". This shows that the more essential customer satisfaction will as a matter of fact want to expand their loyalty. The consequences of this study are likewise equivalent to studies directed by Yudiadari and Agustina (2021), Hossain et al. (2019), Carolina and Yasa (2019), and Hermawan et al. (2019).

H3: "Customer satisfaction has a positive and significant effect on customer loyalty".

Satisfaction can intercede impact of service quality on customer loyalty to users. Similar to the studies conducted by Subali and Suartina (2021); Diputra and Yasa (2021), Paramarta and Yasa (2022), which show "customer satisfaction can mediate the relationship between service quality and customer loyalty." The study led by Kamaludin (2021) "customer satisfaction plays a role in mediating service quality in influencing customer loyalty". This study is supported by the aftereffects of studies directed by Atmadja and Yasa (2020), Kuswandi and Annisa (2021), Darmayasa and Yasa (2021), that "customer satisfaction can mediate between the effects of service quality on customer loyalty."

H4: "Customer satisfaction mediates service quality on customer loyalty".

**RESEARCH METHODS**

This research design applies a quantitative approach that is associative in nature. This research is as acquainted research which has the aim of understanding how variable X influences with Y1 mediation on Y2. This research targets Agoda application users who live in Denpasar. The reason researchers chose the location of Denpasar is because Denpasar City is the capital of Bali Province which makes it the center of all activities both from government, economy, health, social and politics so that Denpasar City makes a densely populated and heterogeneous city. The populace in this study is Agoda users who live in Denpasar so that population in this study is infinite or cannot be known for sure. (Sugiyono, 2019) states "to get good results and provide equal opportunities for each element, the sample size of respondents taken to fill out the questionnaire can be determined at least 5-10 times the number of statements on the questionnaire under study". The statements examined in this study were 11 statements so that many respondents were sampled, namely 10 x11 = 110

respondents selected using purposive sampling methodology. The research data was obtained from distributing questionnaires from google form. The research questionnaire is measured implementation a Likert scale from score 1-5 so that information attainability tests should be completed as validity and reliability tests. The information gathered was investigated with the assistance of the SmartPLS application.

## RESULT AND DISCUS

**Table 1. Respondent Characteristics**

| NO | CHARACTERISTICS | CLASSIFICATION | AMOUNT | PERCENTAGE |
|---|---|---|---|---|
| 1 | Gender | Man<br>Woman | 63<br>47 | 57%<br>43% |
| **Amount** | | | **110** | **100%** |
| 2 | Age | 18-22 years old<br>23-27 years old<br>28-32 years old<br>33-37 years old<br>≥38 years old | 3<br>9<br>54<br>31<br>13 | 3%<br>8%<br>49%<br>28%<br>12% |
| **Amount** | | | **110** | **100%** |
| 3 | Last education | SMA/SMK<br>Diploma<br>Bachelor<br>Postgraduate | 25<br>14<br>55<br>16 | 23%<br>13%<br>50%<br>15% |
| **Amount** | | | **110** | **100%** |
| 4 | Job/Status | Student or Students<br>Private employees<br>Self-employed<br>Government employees<br>Housewife | 8<br>13<br>76<br>9<br>4 | 7%<br>12%<br>69%<br>8%<br>4% |
| 5 | Average Monthly Income | <IDR.2,500,000,-<br>IDR . 2,500,000,- to IDR 5,000,000,-<br>IDR . 5,000,000,- to IDR. 7,500,000,-<br>IDR . 7,500,000,- to IDR. 9,000,000<br>> IDR .9,000,000,- | 6<br>19<br>55<br>28<br>2 | 5%<br>17%<br>50%<br>25%<br>2% |
| **Amount** | | | **110** | **100%** |

On the basis of the data obtained in Table 1, it is understood that in this study most of male respondents were 54% and followed by female respondents totaling 46%. The most respondents in the age criteria are 28 -32 years old with a percentage of 44 percent, indicating that most Agoda application users are at an adult age. The data shows that the majority of the last education is the undergraduate level of 49% and the occupation of the respondents shows that the respondents are dominated by self-employed 73 percent. This shows that self-employed people prefer to use the Agoda application.

**Table 2. Validity Test Results**

| Variable | Pearson Correlation | Information |
|---|---|---|
| Web and mobile platform availability (X1) | 0.583 | Valid |
| Availability of accurate information (X2) | 0.577 | Valid |
| Availability of customer service (X3) | 0.554 | Valid |
| Availability of reschedule and refund features (X4) | 0.519 | Valid |
| Personal approach to all users (X5) | 0.584 | Valid |
| Exceeding user expectations (Y1.1) | 0.663 | Valid |
| Provide a good impression on customers through advanced features (Y1.2) | 0.362 | Valid |
| Functions optimally as expected (Y1.3) | 0.435 | Valid |
| Make a repeat purchase (Y2.1) | 0.693 | Valid |
| Recommend to others (Y2.2) | 0.528 | Valid |
| Rarely switch to other products (Y2.3) | 0.421 | Valid |

On the basis of the data obtained in Table 2, it tends to be perceived that all exploration instruments on variables customer satisfaction, service quality and customer loyalty have a Pearson Correlation> 0.3. So it can be concluded that all instruments are valid so that they can be called feasible as research instruments.

**Tabel 3. Hasil Uji Reliabilitas**

| Variable | Cronbach's alpha | Information |
|---|---|---|
| Service Quality | 0.709 | Reliable |
| Customer satisfaction | 0.691 | Reliable |
| Customer loyalty | 0.639 | Reliable |

On the basis of the data obtained in Table 3, it can be understood all research instruments on variables X, Y1, and Y2 have Cronbach Alpha> 0.6. So it tends to be inferred that all research instruments are reliable or have consistency and reliability so that they can be called feasible as research instruments.

**Table 4. Description of Respondents' Assessment of Service Quality**

| INSTRUMENTS | ANSWER SCORES | | | | | NUMBER OF SCORES | AVERAGE | DESCRIPTION |
|---|---|---|---|---|---|---|---|---|
| | STS 1 | TS 2 | CS 3 | S 4 | SS 5 | | | |
| *Agoda online travel can be used in both mobile and web versions* | 6 | 20 | 34 | 30 | 20 | 368 | 3,35 | Simply |
| The information available on Agoda online travel is very accurate | 6 | 16 | 36 | 35 | 17 | 371 | 3,37 | Simply |
| *Agoda online travel has 24-hour customer service* | 6 | 19 | 31 | 37 | 17 | 370 | 3,36 | Simply |
| *Agoda's online travel has reschedule and refund features* | 6 | 18 | 33 | 34 | 19 | 372 | 3,38 | Simply |
| Agoda app customer service is very friendly and informative | 6 | 17 | 37 | 31 | 19 | 370 | 3,36 | Simply |
| Average service quality score | | | | | | | 3,37 | Simply |

The service quality indicator that received the lowest assessment was the question "Online travel Agoda can be used in the mobile version or web version" of 3.35 which is still remembered for the great classification, this truly intends that there are some customers who may only know the mobile version of Agoda online travel compared to the web version. This is because how to use the mobile version of Agoda online travel and the web version has a significant difference.

**Table 5. Description of Respondent Assessment of Customer Satisfaction**

| INSTRUMENTS | ANSWER SCORES | | | | | NUMBER OF SCORES | AVERAGE | DESCRIPTION |
|---|---|---|---|---|---|---|---|---|
| | STS 1 | TS 2 | CS 3 | S 4 | SS 5 | | | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Agoda online travel has all the necessary features | 6 | 15 | 29 | 44 | 16 | 379 | 3,45 | High |
| Online travel Agoda is able to be a solution to all traveling problems | 6 | 13 | 38 | 34 | 19 | 377 | 3,43 | High |
| Online travel Agoda can provide maximum benefits for customers | 6 | 13 | 32 | 40 | 19 | 383 | 3,48 | High |
| Average customer satisfaction score | | | | | | | 3,45 | High |

The indicator of customer satisfaction that gets the lowest score is in the statement "Agoda online travel is able to become a solution to all traveling problems" with a score of 3.43 which is still included in the high category, this shows that Agoda online travel is branding itself as a solution to all traveling problems but there are still some customers who have not considered Agoda online travel as a solution. This is because customer requests are varied and urgent in nature but Agoda has not been able to fulfill them all, but Agoda online travel is looking for solutions gradually and periodically.

**Table 6. Description of Respondents' Assessment of Customer Loyalty**

| INSTRUMENTS | ANSWER SCORES | | | | | NUMBER OF SCORES | AVERAGE | DESCRIPTION |
|---|---|---|---|---|---|---|---|---|
| | STS 1 | TS 2 | CS 3 | S 4 | SS 5 | | | |
| I will make online travel transactions on Agoda for future purposes | 6 | 22 | 34 | 28 | 20 | 364 | 3,31 | Simply |
| I highly recommend Agoda online travel to users who have not yet used it | 6 | 28 | 34 | 21 | 21 | 353 | 3,21 | Simply |
| I prefer to make transactions at Agoda online travel than other online travel sites | 6 | 22 | 35 | 30 | 17 | 360 | 3,27 | Simply |
| Average customer loyalty score | | | | | | | 3,26 | Simply |

The customer loyalty indicator that gets the lowest score is the statement "I highly recommend Agoda online travel to users who have not used it" with a score of 3.21 which is still remembered for the adequate class, this implies that a few respondents feel that Agoda online travel is still relevant and useful. However, there are still some customers who are reluctant to recommend to others if the other person does not ask or is in need of an online travel agent.

On the basis of the modeling stage above, the structural equation model of this study can be described below

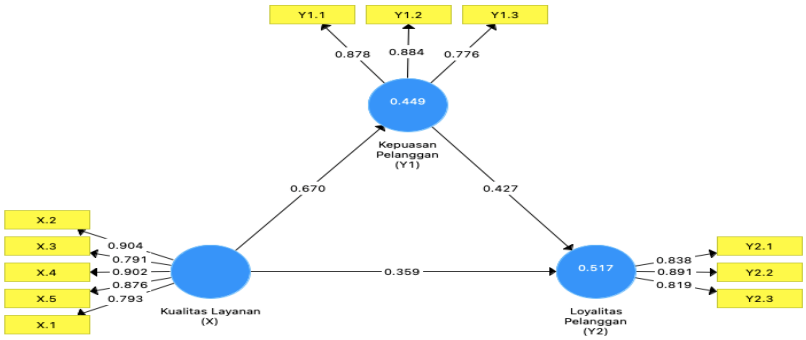


**Figure 1**
**SEM Analysis Results**

**Table 7. Outer loadings**

| | Original Sample (O) | T Statistics (\|O/STDEV\|) | P Values |
|---|---|---|---|
| Tangible <- Service Quality_(X) | 0,793 | 20,286 | 0,000 |
| Reliability <- Quality of Service_(X) | 0,904 | 33,152 | 0,000 |
| Responsiveness <- Quality of Service_(X) | 0,791 | 16,680 | 0,000 |
| Assurance <- Service Quality_(X) | 0,902 | 40,239 | 0,000 |
| Emphaty <- Service Quality_(X) | 0,876 | 25,878 | 0,000 |
| Expectations met <- Customer Satisfaction (Y1) | 0,878 | 41,175 | 0,000 |
| Customers feel happy <- Customer Satisfaction_(Y1) | 0,884 | 35,082 | 0,000 |
| Customers feel satisfaction <- Customer Satisfaction_(Y1) | 0,776 | 12,284 | 0,000 |
| Make repeat purchases <- Customer Loyalty_(Y2) | 0,838 | 31,057 | 0,000 |
| Recommend to others <- Customer | 0,891 | 38,618 | 0,000 |

| | | | |
|---|---|---|---|
| Loyalty_(Y2) | | | |
| Not switching to other products <- Customer Loyalty_(Y2) | 0,819 | 18,756 | 0,000 |

On the basis of Table 7, the acquisition of the output has fulfilled convergent validity because the loading factor> 0.70. The service quality variable (X) indicator "Assurance" has the largest outer loadings compared to other indicators, namely 0.902, it can be explained that this indicator can reflect variable X. Variable Y1 indicator "customers feel happy" has the largest outer loadings value compared to other indicators, namely 0.884, it can be explained that this indicator can reflect variable Y1. Variable Y2 indicator "recommend to others" has the largest outer loadings compared to other indicators, namely 0.891, it can be explained that this indicator can reflect variable Y2.

**Table 8. Results of cross loading calculation**

| | Customer Satisfaction | Service Quality | Customer Loyalty |
|---|---|---|---|
| Tangible | 0,605 | **0,904** | 0,575 |
| Reliability | 0,506 | **0,791** | 0,561 |
| Responsiveness | 0,532 | **0,902** | 0,533 |
| Assurance | 0,579 | **0,876** | 0,499 |
| Emphaty | 0,624 | **0,793** | 0,578 |
| Expectations are met | **0,878** | 0,642 | 0,642 |
| Customers feel happy | **0,884** | 0,573 | 0,539 |
| Customers feel satisfaction | **0,776** | 0,472 | 0,504 |
| Make repeat purchases | 0,629 | 0,584 | **0,838** |
| Recommend to others | 0,563 | 0,561 | **0,891** |
| Do not switch to other products | 0,498 | 0,492 | **0,819** |

On the basis of Table 8, it can be observed that there is very good discriminant validity, the cross loading each indicator variable concerned is higher than others> 0.60, it can be called discriminant validity data using cross loading in this study valid.

**Table 9. Average Variace Extracted (AVE) Value**

| Variables | Average Variance Extracted (AVE) |
|---|---|
| Customer Satisfaction_(Y1) | 0,718 |
| Service Quality_(X) | 0,731 |
| Customer Loyalty_(Y2) | 0,722 |

On the basis of Table 9, the acquisition of AVE output shows that the AVE scores of both variables X, Y1, and Y2 have AVE> 0.50, this states that the Validity Test by calculating AVE is called valid.

**Table 10. Instrument reliability test results**

| Variables | Cronbach's Alpha | Composite Reliability |
|---|---|---|
| Customer Satisfaction_(Y1) | 0,803 | 0,884 |
| Service Quality_(X) | 0,907 | 0,931 |
| Customer Loyalty_(Y2) | 0,808 | 0,886 |

On the basis of Table 10 above, the discriminant validity output and Cronbach Alpha for constructs X, Y1, and Y2 are all >0.70. So it very well might be concluded all forms in this study is reliable.

**Table 11. R-Square value**

| Variables | R Square |
|---|---|
| Customer Satisfaction_(Y1) | 0,449 |
| Customer Loyalty_(Y2) | 0,517 |

Table 11 shows that R-square for customer satisfaction variable is 0.449, which can be deciphered that 44% of customer satisfaction construct is influenced by service quality. The other 56% is influenced by constructs outside the model. Then R-square for customer loyalty variable is 0.517, which can be deciphered as 51% of the customer loyalty construct is influenced by service quality. While other 49% is impacted by constructs outside the model.

**Table 12 Hypothesis testing**

| Hypothesis | Original sample (O) | T Statistics | P Values | Information |
|---|---|---|---|---|
| Path Coefficient | | | | |
| Customer Satisfaction_(Y1) Customer Loyalty_(Y2) | 0.427 | 3,758 | 0,000 | Significant |
| Service Quality_(X) Customer Satisfaction_(Y1) | 0.670 | 9,882 | 0,000 | Significant |
| Service Quality_(X) Customer Loyalty_(Y2) | 0.359 | 3,096 | 0.002 | Significant |
| Specific Indirect Effects | | | | |
| Service Quality_(X) Customer satisfaction_(Y1) Customer Loyalty_(Y2) | 0.286 | 3,340 | 0.001 | Significant |

On the basis of Table 12, it very well may be perceived that the impact of service quality on customer satisfaction is 0.670 with pvalues 0.000 <0.05, indicating that H0 is rejected and Ha is accepted, to be specific service quality affects customer satisfaction on Agoda online travel. Furthermore, it tends to be seen that the aftereffects of impact of service quality on customer loyalty are 0.359 with pvalues 0.002 <0.05 showing H0 is rejected and Ha is accepted, namely service quality has significant positive effect on customer loyalty on Agoda online travel. Furthermore, it tends to be seen that the aftereffects of the consequences of the effect of customer satisfaction on customer loyalty are worth 0.427 with pvalues 0.000 <0.05, indicating that H0 is rejected and Ha is accepted, namely customer satisfaction has significant positive effect on customer loyalty in Agoda online travel. Furthermore, it can be seen the results of effect of service quality on customer loyalty with mediation of customer satisfaction worth 0.286 with pvalues 0.001 <0.05 shows that H0 is rejected and Ha is accepted, namely customer satisfaction can mediate effect service quality on customer loyalty online travel Agoda.

"The effect of variables on the dependent variable does not occur directly but through a transformation process represented by the mediating variable" (Baron & Kenney, 1986 in Hartono and Abdillah, 2009: 117). Calculate VAF with formula (Hair et al, 2013 in Sholihin, 2014: 82):

$$VAF \quad \frac{Indirect\ influence}{Direct\ influence + Indirect\ influence}$$

On the off chance that VAF >80%, it shows the job of Y1 as a full mediator. Y1 is classified as a partial mediator in event that VAF goes from 20% to 80%, if VAF <20%, it can be concluded that there is almost no mediation effect.

$$VAF \quad \frac{Indirect\ influence}{Direct\ influence + Indirect\ influence} = \frac{0{,}286}{0{,}359 + 0{,}286}$$

= 0,4434 (44,34%)

On the basis of the VAF test, the calculated value is 44.34%, which is worth 20%-80%, which can be categorized as partial mediation, customer satisfaction partially mediates effect service quality on customer loyalty on Agoda online travel, which means service quality can affect customer loyalty on Agoda online travel with or without customer satisfaction.

**DISCUSSION**

The effect of service quality on customer satisfaction is 0.670 with pvalues 0.000 <0.05, indicating that H0 is rejected and Ha is accepted, namely service quality has significant positive effect on customer satisfaction on online travel Agoda. These outcomes are as per past research directed by Octavia (2019) which argues that service quality has an effect on customer satisfaction. The results of the study are also

supported in the research of Mahira et al (2021), as well as Asnawi et al., (2019), Ali et al., (2021) shows "service quality has a positive and significant effect on customer satisfaction".

The effect of service quality on customer loyalty is 0.359 with pvalues 0.002 <0.05, indicating that H0 is rejected and Ha is accepted, namely service quality has a significant positive effect on Agoda online travel customer loyalty. The results of this study are the same as the studies conducted by Sutikno et al. (2021), Permatasari & Puwanto (2022) and Ismanova (2019) "there is a positive and significant effect of service quality and customer loyalty". Research by Lusiah (2019), Pratondo and Zaid (2021), Zahra (2020), and Sitepu and Marisa (2019), states "service quality has a positive and significant effect on customer loyalty".

The effect of customer satisfaction on customer loyalty is 0.427 with pvalues 0.000 <0.05, indicating that H0 is rejected and Ha is accepted, namely customer satisfaction has significant positive effect on customer loyalty on Agoda online travel. The results this study are the same as the studies conducted by Sukri et al., (2022) and Rabiula et al. (2019) state "customer satisfaction has a significant effect on customer loyalty". The aftereffects of this study are something similar as studies conducted by Yudiadari & Agustina (2020), Hossain et al., (2019), and Hermawan et al., (2019).

The impact of service quality on customer loyalty with intervention of customer satisfaction is 0.286 with pvalues 0.001 <0.05 showing H0 is rejected and Ha is accepted, namely customer satisfaction can intervene impact of service quality on customer loyalty online travel Agoda. The results this study are same as the studies conducted by Subali & Suartina (2021), Wiryana and Aksari (2023) which express that customer satisfaction assumes a part in intervening service quality in impacting customer loyalty. This study is supported by consequences of the study by Kuswandi & Annisa (2021) "customer satisfaction can mediate between the effect of service quality on customer loyalty".

## CONCLUSIONS AND SUGGESTIONS

Based on exploration goals, issue definition and examination results with conversation that has been described, finishes can be drawn: "1) Service quality has a positive and significant effect on customer satisfaction. This shows that the better the effect of service quality, the higher customer satisfaction; 2) Service quality has a positive and significant effect on customer loyalty. This shows that the better the effect of service quality, the higher customer loyalty; 3) Customer satisfaction has a positive and significant effect on customer loyalty. This shows that the more satisfied the customer is, the more loyal the customer automatically becomes; 4) Customer satisfaction is able to mediate the effect of service quality on customer loyalty. This shows that service quality will affect customer satisfaction, which in turn will also affect customer loyalty".

Based on the research discoveries, author's suggestion is that respondents' responses to the service quality variable that the indicator can be used in the web and mobile versions are indicators on the service quality variable that received the lowest score, Agoda online travel should be able to provide appropriate information to customers regarding access tutorials, so that customers will easily obtain information. Respondents' responses on the customer satisfaction variable show indicator strongly recommends to new users is the indicator on the customer satisfaction variable that gets the lowest score, it would be nice for Agoda online travel to update communication with customers when using Agoda online travel both via web and mobile by asking to fill in the review column, so that customers believe before making a transaction or booking that Agoda online travel has guaranteed safety and comfort.

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