

**THE EFFECTS OF PERCEIVED SECURITY AND CONSUMER
INNOVATIVENESS ON E-LOYALTY WITH WEBSITE IMAGE AND
TRUST AS MEDIATION VARIABLES IN ONLINE TRAVEL AGENTS**

THESIS

Presented as Partial Fulfilment of Requirements for the Degree of Sarjana
Manajemen (S1) in International Business Management Program Faculty of
Business and Economics Universitas Atma Jaya Yogyakarta



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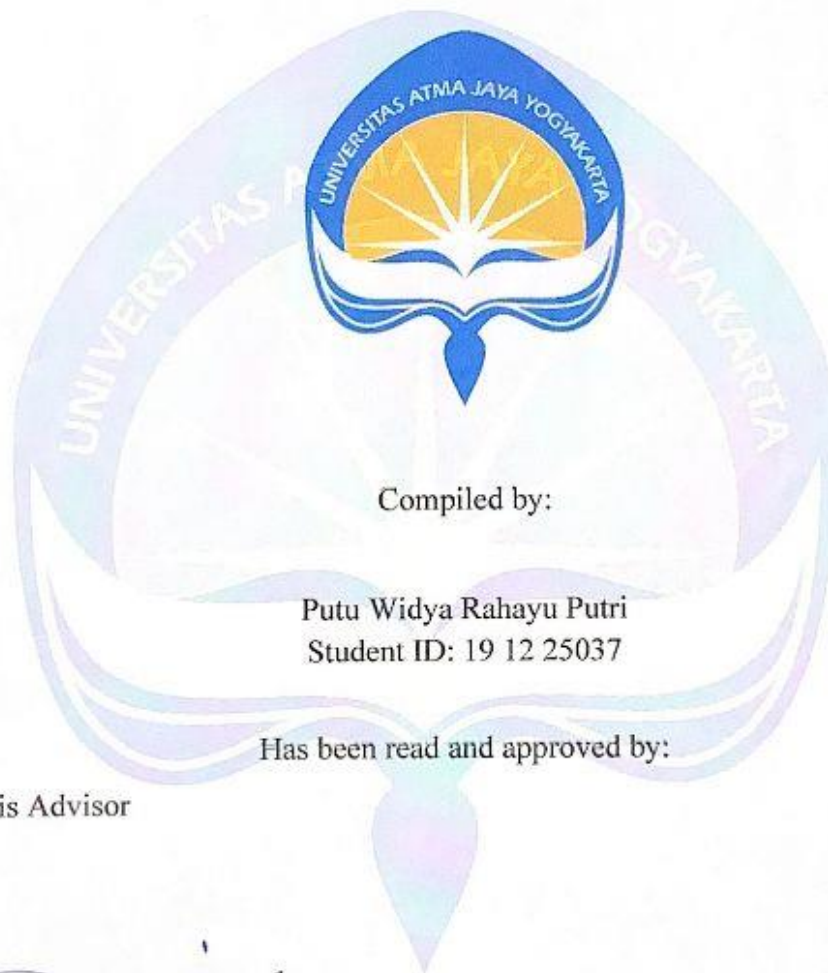
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APPROVAL PAGE

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DEAN APPROVAL PAGE

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Declare that it is fully my work and does not contain the work of others except for some parts that require references with the proper procedures for writing scientific papers and are stated in the bibliography in this thesis.

Yogyakarta, 12th June 2023

The Researcher

A handwritten signature in black ink, consisting of a large, stylized 'W' followed by a horizontal line and a small flourish.

Putu Widya Rahayu Putri

PREFACE

Thank Almighty God, Ida Sang Hyang Widhi Wasa, who has given His blessing and help to finish my research as a requirement for my undergraduate study; this thesis has been created. In the process of writing this thesis, I would like to express my sense of gratitude to the parties involved in making the thesis. The proposed title for this thesis is

THE EFFECTS OF PERCEIVED SECURITY AND CONSUMER INNOVATIVENESS ON E-LOYALTY WITH WEBSITE IMAGE AND TRUST AS MEDIATION VARIABLES IN ONLINE TRAVEL AGENTS

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As a researcher, I realize that this research is far from perfect and there are many mistakes in the writing context. Therefore, I accept suggestions and criticism from readers to improve my future research and the future study of others with similar topics.

Yogyakarta, 12th June 2023

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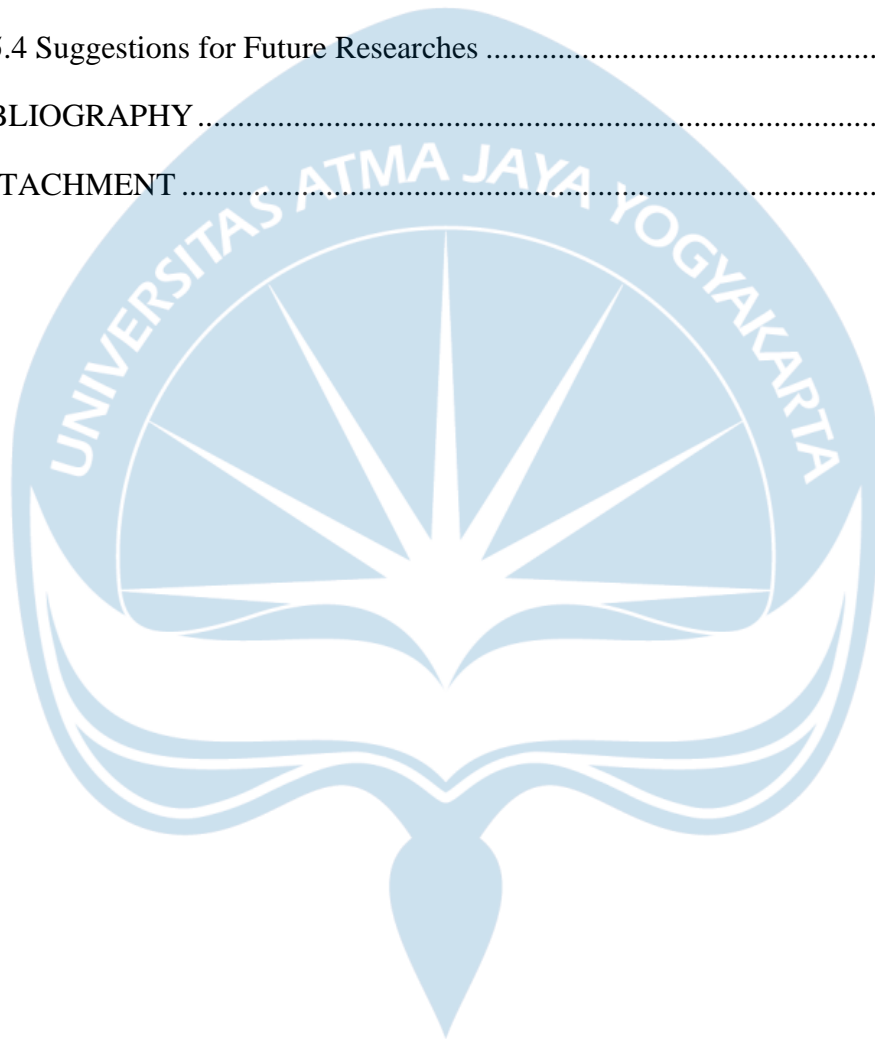
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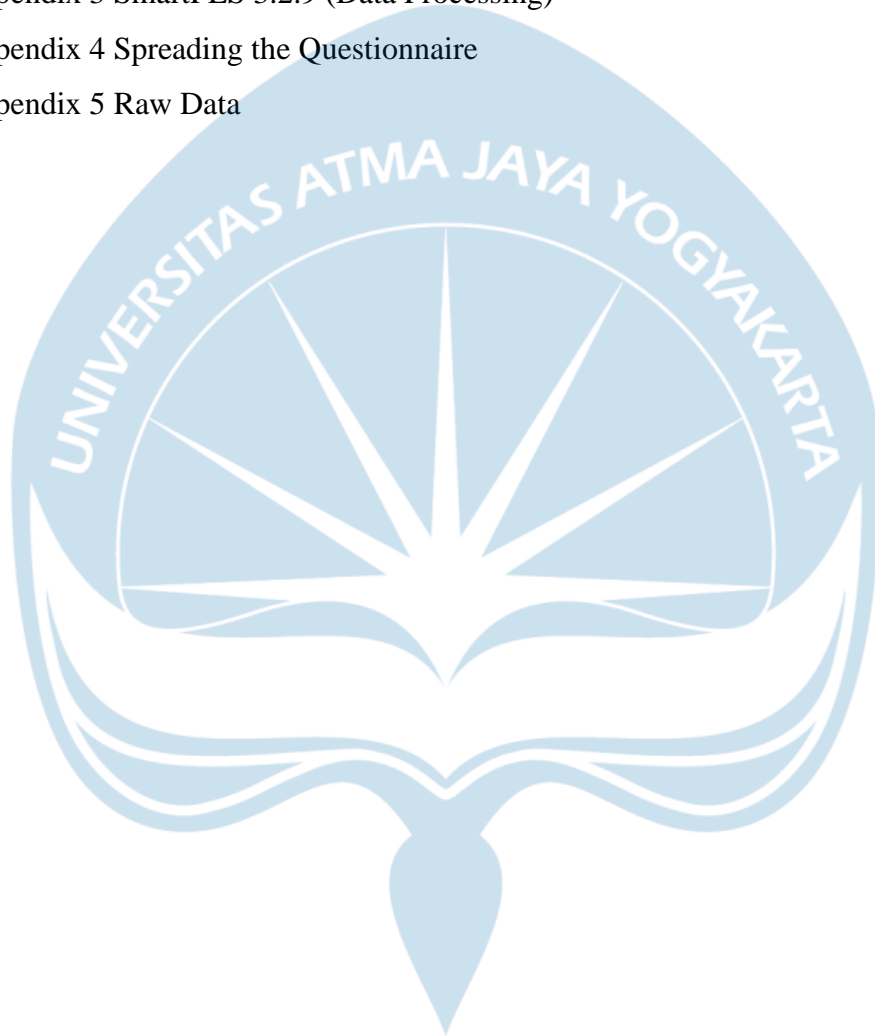
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ABSTRACT

This research analyses the influence of perceived security and consumer innovativeness toward e-loyalty with website image and trust as mediation variables in online travel agents. The survey through online questionnaire (Google Forms) conducted using a 5-point Likert scale. Data was collected using the purposive sampling method from 176 respondents who have accessed at least two times on one of the online travel agents, such as Traveloka, Tiket.com, Pegipegi, and Trip.com. A partial least square-structural equation model (PLS-SEM) was employed using SmartPLS version 3.2.9 to analyse the data. The findings show that perceived security positively affects website image, followed by perceived security and website image positively affect trust. Moreover, website image and trust positively affect e-loyalty. Website image and trust are able to mediate the effect between the two constructs. In contrast, consumer innovativeness does not affect trust.

Keywords: perceived security, consumer innovativeness, website image, trust, e-loyalty