

CHAPTER V

CONCLUSION

This chapter consists of a summary based on research findings from the previous chapter in the study of the effects of perceived security and consumer innovativeness on e-loyalty through website image and trust as mediators. This chapter also explains managerial implications, followed by the limitations of this research, and suggestions for future research that would like to utilize this research as reference.

5.1 Conclusion

Based on data findings and discussion that have been explained in the previous chapter, the main conclusions that are able to draw as follows:

5.1.1 Based on the Analysis of the Respondent's Characteristic

1. There are 176 respondents who are able to proceed.
2. Based on characteristic of gender, the majority of the respondents are female (103 respondents) and male (73 respondents).
3. Based on characteristic of age, most of the respondents are people aged 17 – 25 years old (157 respondents).
4. Based on characteristic of income or pocket money, most respondents have income or pocket money in the range between Rp 1.000.000 – Rp 4.000.000 (102 respondents).
5. Based on characteristic of average expense, most of the respondents are people who spend Rp 500.000 – Rp 2.000.000 on average in online travel agent in the past 1 year (96 respondents).
6. Based on characteristic of most frequent purpose of using online travel agent, most of the respondents are people who chose flight ticket booking as the frequent purpose of using online travel agent (91 respondents).

7. Based on characteristic of online transaction frequency in online travel agent, most of the respondents are people who conducted less than 3 times online transactions on online travel agent in the past 1 year (89 respondents).
8. Based on characteristic of membership, most of the respondents do not have the membership of the online travel agent (110 respondents).
9. Based on characteristic of the most used online travel agent, most the respondents are people who chose Traveloka as the most used online travel agent (112 respondents).

5.1.2 Based on the Result of PLS-SEM

1. H1 perceived security positively affects website image in online travel agents (H1 accepted). It means that there is a positive and significant effect between perceived security and website image in online travel agents.
2. H2 perceived security positively affects trust in online travel agents (H2 accepted). It means that there is a positive and significant effect between perceived security and trust in online travel agents.
3. H3 consumer innovativeness positively affects trust in online travel agents (H3 rejected). It means that there is a positive but insignificant effect between consumer innovativeness and trust in online travel agents.
4. H4 website image positively affects trust in online travel agents (H4 accepted). It means that there is a positive and significant effect between website image and trust in online travel agents.
5. H5 website image positively affects e-loyalty in online travel agents (H5 accepted). It means that there is a positive and significant effect between website image and e-loyalty in online travel agents.
6. H6 trust positively affects e-loyalty in online travel agents (H6 accepted). It means that there is a positive and significant effect between trust and e-loyalty in online travel agents.

7. H7 website image mediates the effect between perceived security and trust in online travel agents (H7 accepted). It means website image is able to mediate the effect between perceived security and trust in online travel agents with complementary mediation.
8. H8 trust mediates the effect between website image and e-loyalty in online travel agents (H8 accepted). It means trust is able to mediate the effect between website image and e-loyalty in online travel agents with complementary mediation.

5.2 Managerial Implications

The purpose of this research is to analyze the effect of perceived security and consumer innovativeness on e-loyalty, with website image and trust as mediation variables. Therefore, the researcher wishes this research will provide benefits in developing the performance of online travel agents that operate in Indonesia, especially Traveloka, Tiket.com, PegiPegi, Trip.com, and other parties in the tourism industry. From the research findings, there are several implications that might apply from a managerial perspective as follows:

1. In this research, perceived security influence website image. Therefore, online travel agents need to improve their security mechanism to have better performance for customers, which will minimize any cybercrime that has happened a lot lately in Indonesia, such as consumer data leaks and online fraud with suspicious files. Companies need to display the security system they apply due to perceived security having an important influence on the website image. They also need to announce widely with official business platforms if any individual(s) misuse(s) the company name for criminal acts. By providing a high-security perception, customers can enhance their perception towards online travel agents' image.
2. In this research, perceived security, website image, and consumer innovativeness influence trust. However, website image has a more

positive relationship on trust. Therefore, online travel agents have to improve website performance by adhering to the value that the brand wishes to offer in order to build a good and long-term reputation but not detrimental to customer perception. It can be done by improving the visual appearance, such as in the website, social media, system, or other platforms, to fix the flaws on the website and system for a better version. Also, creating creative and attractive promotions in social media to gain customer intention, such as content related to daily life in realistic way so that customer might easily to understand the meaning of given context. Moreover, companies can provide some itineraries collaborating with other parties (partners or influencers) or a flash sale in a specific period/season. It could create a competitive advantage that differentiates the brand from its competitors. By enhancing customer perception towards website image, it improves customer trust on brand.

3. In this research, both website image and trust influence e-loyalty. However, trust has a more positive relationship on e-loyalty. Therefore, online travel agents have to increase customers' trust by remaining transparent, honest, and responsible. Also, companies need to show appreciation if there are some complaints by offering solutions and explanations to solve them. It could build exemplary communication and strong relationship between the company and customers. Moreover, assuring product/service quality following what has been offered could increase customers' trust in the brand, which can influence their behavior to revisit the website or purchase more products/services.
4. In this research, perceived security influence trust through website image. Therefore, the companies have to secure every activity conducted related to customer personal data to minimize cybercrime occurring in accordance with the brand image given by companies. Companies should notify the customer that the data will proceed securely, thoughtfully, and truthfully if the companies need to utilize

customer personal data for every purpose. It could enhance customer perception toward website image, which will affect customer trust.

5. In this research, website image influences e-loyalty through trust. Therefore, companies have to optimize website performance in order to make customers feel more convenient utilizing the website and gain more trust. Moreover, companies have to improve product/service quality with high responsibility that could enhance customers' positive attitude toward the brand to increase trust and can affect e-loyalty.

5.3 Research Limitations

1. The questionnaire is spread online that there is the possibility of several technical problems that the researcher is not able to control, such as the respondent is not able to understand the meaning clearly, biased responses due to the researcher putting the variables' names in the questionnaire indicators, and biased non-response due to there are people who are not able to pass the filter questions.
2. Four objects are analyzed, such as Traveloka, Tiket.com, PegiPegi, and Trip.com, which create the result findings indicate in general perspective. Therefore, the research findings are not very specific due to samples/respondents are not customers from one online travel agent only.

5.4 Suggestions for Future Researches

1. For future research, it is recommended to not only spread the questionnaire online but also hand it manually to the respondents so that the researcher is able to see how respondents fulfil the questionnaire and technical problems are able to be controlled.
2. For future research, if intend to analyze more than one object, it is recommended to try a comparison between the objects in order to create the result findings more visible and specific.

BIBLIOGRAPHY

- Abdini, C. (2022, November 17). *Mengapa Peringkat inovasi Indonesia terendah di Antara ASEAN-6*. The Conversation. Retrieved May 5, 2023, from <https://theconversation.com/mengapa-peringkat-inovasi-indonesia-terendah-di-antara-asean-6-176470>
- Alam, S. S. & Yasin, N. M. (2010). What factors influence online brand trust: evidence from online tickets buyers in Malaysia. *Journal of Theoretical and Applied Electronic Commerce Research* Vol. 5 No. 3, (2010), 78-89. DOI: 10.4067/S0718-18762010000300008
- Al-Jundi, S. A., Shuhaiber, A., & Augustine, R. (2019). Effect of consumer innovativeness on new product purchase intentions through learning process and perceived value. *Cogent Business & Management*, ISSN 2331-1975, Taylor & Francis, Abingdon, Vol. 6, pp. 1-21. <https://doi.org/10.1080/23311975.2019.1698849>
- AltexSoft. (2019, November 11). *History of flight booking: CRSS, GDS distribution, travel agencies, and online reservations*. AltexSoft. Retrieved March 29, 2023, from <https://www.altexsoft.com/blog/travel/history-of-flight-booking-crss-gds-distribution-travel-agencies-and-online-reservations/>
- Annur, C. M. (2022a, September 13). *Indeks Keamanan Siber Indonesia peringkat KE-3 terendah di Antara Negara G20*. Databoks. Retrieved June 3, 2023, from <https://databoks.katadata.co.id/datapublish/2022/09/13/indeks-keamanan-siber-indonesia-peringkat-ke-3-terendah-di-antara-negara-g20>
- Annur, C. M. (2022b, September 13). *Indonesia masuk 3 Besar negara dengan kasus kebocoran data terbanyak Dunia*. Databoks. Retrieved June 3, 2023, from <https://databoks.katadata.co.id/datapublish/2022/09/13/indonesia-masuk-3-besar-negara-dengan-kasus-kebocoran-data-terbanyak-dunia>
- Annur, C. M. (2022, December 28). *Banyak Orang Pakai Layanan online travel Karena Kejar Diskon: Databoks*. Pusat Data Ekonomi dan Bisnis Indonesia. Retrieved March 8, 2023, from <https://databoks.katadata.co.id/datapublish/2022/12/28/banyak-orang-pakai-layanan-online-travel-karena-kejar-diskon>
- Avkiran, N. K. (2018). *Partial Least Squares Structural Equation Modeling: Recent Advances in Banking and Finance*. Switzerland: Springer
- Bernarto, I., Berlianto, M. P., Meilani, Y. F., Masman, R.R., and Suryawan, I. N. (2020). The Influence of Brand Awareness, Brand Image, and Brand Trust

on Brand Loyalty. *Jurnal Manajemen*/Volume XXIV, No. 03, October 2020: 412-426. DOI: <http://dx.doi.org/10.24912/jm.v24i3.676>

Bernarto, I., Agus Purwanto A., Masman, R. R. (2022). The Effect of Perceived Risk, Brand Image and Perceived Price Fairness on Customer Satisfaction. *Jurnal Manajemen*/Volume XXVI, No. 01, February 2022: 35-50. DOI: <http://dx.doi.org/10.24912/jm.v26i1.833>

Bilgihan, A., & Bujisic, M. (2015). The effect of website features in online relationship marketing: A case of online hotel booking. *Electronic Commerce Research and Applications*, 14(4), 222–232. <https://doi.org/10.1016/j.elerap.2014.09.001>

Bhat, M. A., & Dar, F. A. (2013). Family's Perception In Relation To Family Business Management. *International Journal of Information, Business and Management*, Vol. 5, No.3, 2013.

Bohler, J. & Drake, J. R. (2017). Building Trust through Social Networking. *Twenty-third Americas Conference on Information Systems, Boston*.

BPS. (2021). *Jumlah Perjalanan Wisatawan Nusantara 2015-2021*. Badan Pusat Statistik. Retrieved March 8, 2023, from <https://www.bps.go.id/indicator/16/1189/1/jumlah-perjalanan-wisatawan-nusantara.html>

Britannica. (2023). *Travel Agent - Definition*. Encyclopædia Britannica. Retrieved March 24, 2023, from <https://www.britannica.com/dictionary/travel-agent>

Burhan, F. A. (2022, May 13). *Pemesanan traveloka Dan Tiket.com Melonjak Hingga 62% Selama Lebaran*. Startup Katadata.co.id. Retrieved March 8, 2023, from <https://katadata.co.id/syahrizalsidik/digital/62835839ce071/pemesanan-traveloka-dan-tiketcom-melonjak-hingga-62-selama-lebaran>

Chan, W. M., & Lee, J. W. C. (2021). 5G Connected Autonomous Vehicle Acceptance: The Mediating Effect of Trust in the Technology Acceptance Model. *Asian Journal of Business Research* Volume 11, Issue 1, 2021. DOI: 10.14707/ajbr.210098

Chaudhuri, A., & Holbrook, M. B. (2001). *The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty*. *Journal of Marketing*, 65(2), 81–93. doi:10.1509/jmkg.65.2.81.18255

Cheung, G.W., Cooper-Thomas, H.D., Lau, R.S. et al. (2023). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia Pacific Journal of Management*. <https://doi.org/10.1007/s10490-023-09871-y>

- Chubchuwong, M. (2019). Benefits and Problems of Using Online Travel Agencies (OTAs): A Study of Independent Hotels in Thailand. *Association Of Private Higher Education Institutions of Thailand Vol. 8 No. 2* (2019).
- Cloudbeds. (2022, December 12). *What are online travel agencies? The Guide to Hotel Otas [2023]*. Cloudbeds. Retrieved March 29, 2023, from <https://www.cloudbeds.com/online-travel-agencies/>
- CNN Indonesia. (2022, July 1). *RI Dihantam 700 Juta Serangan Siber di 2022, Modus Pemerasan Dominan*. CNN Indonesia. Retrieved June 3, 2023, from <https://www.cnnindonesia.com/teknologi/20220701164212-192-816150/ri-dihantam-700-juta-serangan-siber-di-2022-modus-pemerasan-dominan>
- Colorwhistle. (2023, March 20). *6+ online travel agency business models, revenue strategies 2023*. ColorWhistle. Retrieved March 29, 2023, from <https://colorwhistle.com/online-travel-business-models/>
- Connelly, B. L., Crook, T. R., Combs, J. G., Ketchen, D. J., & Aguinis, H. (2015). Competence- and Integrity-Based Trust in Interorganizational Relationships: Which Matters More?. *Journal of Management*, *44*(3), 919–945. doi:10.1177/0149206315596813
- Couture, A., Arcand, M., Sénécal, S., & Ouellet, J.-F. (2013). The influence of tourism innovativeness on online consumer behavior. *Journal of Travel Research*, *54*(1), 66–79. <https://doi.org/10.1177/0047287513513159>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design (5th ed.)*. SAGE Publications.
- Cui, F., Lin, D., & Huang, Y. (2015). The impact of perceived security on consumer E-loyalty: A study of online tourism purchasing. *2015 IEEE First International Conference on Big Data Computing Service and Applications*. <https://doi.org/10.1109/bigdataservice.2015.41>
- Cui, F., Lin, D., & Qu, H. (2018). The impact of perceived security and consumer innovativeness on e-loyalty in online travel shopping. *Journal of Travel & Tourism Marketing*, *35*(6), 819–834. <https://doi.org/10.1080/10548408.2017.1422452>
- Damar, A. M. (2018, December 18). *Traveloka Akusisi pegipegi RP 973 Miliar?* liputan6.com. Retrieved March 18, 2023, from <https://www.liputan6.com/tekno/read/3816762/traveloka-akusisi-pegipegi-rp-973-miliar>
- Desfika, T. S. D. (2023, February 13). *Penumpang di Bandara Angkasa pura I melonjak 50%*. investor.id. Retrieved March 8, 2023, from

<https://investor.id/business/321639/penumpang-di-bandara-angkasa-pura-i-melonjak-50>

- Dunn, G., Baloglu, S., Brewer, P., & Qu, H. (2009). Consumer e-loyalty to online travel intermediaries. *Journal of Quality Assurance in Hospitality & Tourism*, 10(1), 1–22. <https://doi.org/10.1080/15280080802713751>
- Dwikesumasari, P. R., & Ervianty, R. M. (2017). Customer Loyalty Analysis of Online Travel Agency app with customer satisfaction as a mediation variable. *Proceedings of the 2017 International Conference on Organizational Innovation (ICOI 2017)*. <https://doi.org/10.2991/icoi-17.2017.18>
- Elliott, C. (2021, June 30). *Should you use an online travel agency for your next trip?* Forbes. Retrieved March 29, 2023, from <https://www.forbes.com/sites/christopherelliott/2020/02/16/should-you-use-an-online-travel-agency-for-your-next-trip/?sh=98e5145f22f6>
- Expedia. (2023). *What's an online travel agency (OTA) & Why Do You Need One?: Expedia Group*. Welcome to Expedia Group. Retrieved March 8, 2023, from <https://welcome.expediagroup.com/en/resources/hotel-distribution-strategy-resources-tips/otas-work-use-one>
- Fang, J., Shao, P., & Lan, G. (2009). Effects of innovativeness and trust on web survey participation. *Computers in Human Behavior*, 25(1), 144-152. DOI:101016/j.chb.2008.08.002
- Flavián, C., & Guinalú, M. (2006). Consumer trust, perceived security and privacy policy. *Industrial Management & Data Systems*, 106(5), 601–620. doi:10.1108/02635570610666403
- Ghozali, I. & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Badan Penerbit Universitas Diponegoro.
- GlossaryTech. (2018, January 13). *What is agency model ota - get to know on GlossaryTech*. Glossarytech. Retrieved March 29, 2023, from https://glossarytech.com/terms/general_terms/agency_model_ota
- Hair, J. F., Hult, G. T. M., Ringle, M. C., Sarstedt, M., Nicholas, P. D., Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R; A Workbook*. Switzerland: Spinger.
- Handayani, Ririn. 2020. *Metodologi Penelitian Sosial*. Yogyakarta: Trussmedia Grafika.

- Hassan, M. A., Shukur, Z., Hasan, M. K., & Al-Khaleefa, A. S. (2020). A review on electronic payments security. *Symmetry*, 12(8), 1344. <https://doi.org/10.3390/sym12081344>
- Havidz, H. B. H., Hudaya, A., Ali H. (2020). Consumer Trust model on travel agent online: Analysis of perceived usefulness and security on re-purchase interests (case study: Tiket.com). *Dinasti International Journal of Education Management And Social Science*, 1(4), 602–616. <https://doi.org/10.31933/dijemss.v1i4.293>
- Hayes, A. (2023, January 18). *Demographics: How to collect, analyze, and use demographic data*. Investopedia. Retrieved March 30, 2023, from <https://www.investopedia.com/terms/d/demographics.asp>
- He, M., Sha, Z., & Yang Y., (2013). An Empirical Study on Impacts of Brand Image of Travel Agencies on Customer Purchase Intentions. <https://doi.org/10.2991/icsem.2013.70>
- Hendrawan, G. M., & Agustini, M. (2021). *The mediating effect of E-satisfaction and trust on the influence of Brand Image and e-loyalty: Semantic scholar*. Journal of Management and Business Environment (JMBE). Retrieved March 18, 2023, from <https://www.semanticscholar.org/paper/The-Mediating-Effect-of-e-Satisfaction-and-Trust-on-Hendrawan-Agustini/bcf5351962a96543c5680f17057e638a5f781d00>
- Hetler, A. (2022, November 17). Mobile Website vs. App: What's the difference?. Retrieved July 16, 2023, from <https://www.techtarget.com/whatis/feature/Mobile-website-vs-app-Whats-the-difference#:~:text=out%20a%20form-,Access,website%20until%20they%20are%20installed.>
- Hidayat, A. (2021, April 8). *Inner Model Partial Least Square dalam PLS-SEM*. Statistikian. Retrieved April 6, 2023, from <https://www.statistikian.com/2021/04/inner-model-pls-sem-smart-pls.html>
- Hong, J. C., Lin, P. H., & Hsieh, P. C. (2017). The effect of consumer innovativeness on perceived value and continuance intention to use smartwatch. *Computers in Human Behavior*, 67, 264–272. <https://doi.org/10.1016/j.chb.2016.11.001>
- Huang, L. (2008). Exploring the determinants of E-loyalty among travel agencies. *The Service Industries Journal*, 28(2), 239–254. <https://doi.org/10.1080/02642060701842316>
- Hur, Y., Ko, Y. J., & Valacich, J. (2011). A structural model of the relationships between sport website quality, E-Satisfaction, and E-Loyalty. *Journal of Sport Management*, 25(5), 458–473. <https://doi.org/10.1123/jsm.25.5.458>

- IBM. (n.d.). *What is a cyberattack?*. IBM. Retrieved June 3, 2023, from <https://www.ibm.com/topics/cyber-attack>
- Ika, N. & Kustini (2011). Experiential Marketing, Emotional Branding, And Brand Trust And Their Effect On Loyalty On Honda Motorcycle Product. *Journal of Economics, Business and Accountancy Ventura Volume 14, No. 1, April 2011*, 19 – 28.
- Im, S., Mason, C. H., & Houston, M. B. (2007). Does innate consumer innovativeness relate to new product/service adoption behavior? the intervening role of social learning via vicarious innovativeness. *Journal of the Academy of Marketing Science*, 35(1), 63–75. <https://doi.org/10.1007/s11747-006-0007-z>
- Indeed. (2023). *What is brand image? with importance, examples and tips*. Indeed. Retrieved March 29, 2023, from <https://www.indeed.com/career-advice/career-development/brand-image>
- Isaeva, N., Gruenewald, K., & Saunders, M. N. K. (2020). Trust theory and customer services research: theoretical review and synthesis. *The Service Industries Journal*, 1–33. doi:10.1080/02642069.2020.1779225
- Itsnaini, F. M. (2022, November 9). *Usai Pandemi, Jalan-Jalan Semakin Jadi Gaya Hidup Halaman all*. KOMPAS.com. Retrieved March 8, 2023, from <https://travel.kompas.com/read/2022/11/09/193629227/usai-pandemi-jalan-jalan-semakin-jadi-gaya-hidup?page=all>
- Itsnaini, F. M. (2022, April 27). *Usai Pandemi Muncul Fenomena "revenge traveler", Apa Itu?*. KOMPAS.com. Retrieved March 8, 2023, from <https://travel.kompas.com/read/2022/04/27/144542427/usai-pandemi-muncul-fenomena-revenge-traveler-apa-itu?page=all>
- Javier, F. (2023, April 10). *Peringkat Indonesia di indeks inovasi global 2022 naik signifikan*. Tempo. Retrieved May 5, 2023, from <https://data.tempo.co/data/1648/peringkat-indonesia-di-indeks-inovasi-global-2022-naik-signifikan>
- Jeon, H.-M., Ali, F., & Lee, S.-W. (2018). Determinants of consumers' intentions to use smartphones apps for Flight Ticket Bookings. *The Service Industries Journal*, 39(5-6), 385–402. <https://doi.org/10.1080/02642069.2018.1437908>
- Junaidi. (2018). *APLIKASI AMOS dan STRUCTURAL EQUATION MODELING (SEM)*. Makassar: Unhas Press.

- Kamarulzaman, Y. (2007). Adoption of travel e-shopping in the UK. *International Journal of Retail & Distribution Management*, 35(9), 703–719. <https://doi.org/10.1108/09590550710773255>
- Kemenkeu. (2022, November 14). *Wamenkeu: Ekonomi Digital Indonesia Sangat Kuat*. Kemenkeu. Retrieved March 20, 2023, from <https://www.kemenkeu.go.id/informasi-publik/publikasi/berita-utama/Wamenkeu-Ekonomi-Digital-Indonesia-Sangat-Kuat>
- Kemenparekraf/Baparekraf RI. (2021, September 18). *Strategi Digital tourism Dalam Menggaet Wisatawan*. Kemenparekraf/Baparekraf RI. Retrieved March 8, 2023, from <https://kemenparekraf.go.id/ragam-pariwisata/Strategi-Digital-Tourism-dalam-Menggaet-Wisatawan>
- Kemlu. (2022, May 22). *Indonesia promosikan Keunggulan Ekonomi Digital Dan Investasi Sektor Inovasi teknologi: Portal Kementerian Luar negeri Republik Indonesia*. Kemlu. Retrieved May 8, 2023, from <https://kemlu.go.id/portal/i/read/3632/view/indonesia-promosikan-keunggulan-ekonomi-digital-dan-investasi-sektor-inovasi-teknologi#!>
- Kim, S. S., Lee, J., & Prideaux, B. (2014). Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility and corporate loyalty. *International Journal of Hospitality Management*, 37, 131–145. doi:10.1016/j.ijhm.2013.11.003
- Kimery, K. M. & McCord, M. (2002). Third Party Assurances: Mapping the Road to Trust in e-Retailing. *Journal of Information Technology Theory and Application (JITTA)*: Vol. 4: Iss. 2, Article 7. Available at: <https://aisel.aisnet.org/jitta/vol4/iss2/7>
- Kiseleva, E. M., Nekrasova, M. L., Mayorova, M. A., Rudenko M. N., & Kankhva, V. S. (2016). The Theory and Practice of Customer Loyalty Management and Customer Focus in the Enterprise Activity. *International Review of Management and Marketing*, 2016, 6(S6) 95-103.
- Kompas.com. (2022, July 8). *Survei: 44 Persen Orang Pakai aplikasi travel online untuk rencanakan Liburan Halaman all*. KOMPAS.com. Retrieved March 8, 2023, from <https://travel.kompas.com/read/2022/07/08/173300627/survei--44-persen-orang-pakai-aplikasi-travel-online-untuk-rencanakan-liburan?page=all>
- Kotler, P., and Keller, K.L. (2016). *Marketing management, 15th Edition*. New Jersey: Pearson Prentice Hall, Inc
- Kresnadana, I. B. G. B. & Jatra, I. M. (2020). The Role of Brand Trust Mediate The Relationship Of Brand Image With Brand Loyalty. *International Journal of Management and Commerce Innovations Vol. 7, Issue 2, pp: (1010-1020)*.

- Laily, O. I. N. (2022, December 5). *Pengertian Penelitian Deskriptif, Ciri-Ciri, Jenis, Dan Pelaksanaannya*. Nasional Katadata.co.id. Retrieved March 30, 2023, from <https://katadata.co.id/iftitah/berita/624689b762261/pengertian-penelitian-deskriptif-ciri-ciri-jenis-dan-pelaksanaannya>
- Lin, C. Y. (2015). Conceptualizing and measuring consumer perceptions of retailer innovativeness in Taiwan. *Journal of Retailing and Consumer Services*, 24, 33–41. <https://doi.org/10.1016/j.jretconser.2015.01.009>
- Lind, D. A., Marchal, W. G., & Wathen, S. A. (2021) *Statistical Technique in Business & Economics. Eighteenth Edition*. USA: MrGraw-Hill.
- Liu, L., Bouman, T., Perlaviciute, G., & Steg, L. (2020). Effects of competence- and integrity-based trust on public acceptability of renewable energy projects in China and the Netherlands. *Journal of Environmental Psychology*, 67, 101390. doi:10.1016/j.jenvp.2020.101390
- Luo, X. R., Dai, H., Liao, Q., & Cao, M. (2014). *Explaining consumer satisfaction of services: The role of innovativeness and emotion in an electronic mediated environment*. *Decision Support Systems*, 70, 97–106. doi:10.1016/j.dss.2014.12.003
- Martínez-Costa, C., Viladecans, J. P., Mas-Machuca, M., & Marimon, F. (2018, May 30). *Behavioral profiles of consumers of online travel agencies - researchgate*. Retrieved March 18, 2023, from https://www.researchgate.net/publication/328272614_Behavioral_profiles_of_consumers_of_online_travel_agencies
- Mombeuil, C. (2020). An exploratory investigation of factors affecting and best predicting the renewed adoption of Mobile wallets. *Journal of Retailing and Consumer Services*, 55, 102127. <https://doi.org/10.1016/j.jretconser.2020.102127>
- Mutia, A. (2022, October 10). *10 Negara paling inovatif di Dunia 2022, Indonesia Peringkat Berapa?* Databoks. Retrieved May 4, 2023, from <https://databoks.katadata.co.id/datapublish/2022/10/10/10-negara-paling-inovatif-di-dunia-2022-indonesia-peringkat-berapa#:~:text=Sementara%20Indonesia%20berada%20di%20peringkat,posisi%20ke%2D74%20dan%2076>
- Nazish, N. (2018, October 12). *Five reasons why travel is good for your mental health*. Forbes. Retrieved March 8, 2023, from <https://www.forbes.com/sites/nomanazish/2018/01/22/five-reasons-why-travel-is-good-for-your-mental-health/?sh=312a2dec5934>

- Ngatno, & Ariyanti, A. E. (2021). Effect of E-Service Quality on E-Satisfaction and E-Loyalty: Moderated by Purchase Frequency. *Archives of Business Research – Vol. 9, No. 7*. DOI:10.14738/abr.97.10535.
- Notoadmojo, Soekidjo. (2018). *Metodologi Penelitian Kesehatan*. Jakarta : Rineka Cipta.
- Nugraha, J. (2021, September 29). *Data sekunder Adalah Jenis data tambahan, Ketahui Ciri-Ciri Dan Contohnya*. merdeka.com. Retrieved March 30, 2023, from <https://www.merdeka.com/jateng/data-sekunder-adalah-jenis-data-tambahan-ketahui-ciri-ciri-dan-contohnya-klm.html>
- Ogba, I. E., & Tan, Z. (2009). Exploring the impact of brand image on customer loyalty and commitment in China. *Journal of Technology Management in China*, 4(2), 132–144. <https://doi.org/10.1108/17468770910964993>
- Pamungkas, P. (2022, April 11). *Tiket.com*. Tribunnewswiki.com. Retrieved March 18, 2023, from <https://www.tribunnewswiki.com/2022/04/11/tiketcom>
- Panjaitan, F. A. B. K., Andjarwati, T., Sumiati, S., & Panjaitan, H. (2019). The Influence of Quality of Services, Innovation of Products, Prices and Trust on Customer Satisfaction Telkomsel In Surabaya. DOI 10.4108/eai.30-7-2019.2287754
- Pegipegi. (2023). *Pegipegi*. Retrieved March 24, 2023, from <https://www.pegipegi.com/>
- Pham, H., & Nguyen, T. (2019). The effect of website quality on repurchase intention with the mediation of perceived value: The case study of online travel agencies in Vietnam. *Journal of Global Business Insights*, 4(1), 78–91. <https://doi.org/10.5038/2640-6489.4.1.1041>
- Pratminingsih, S. A., Lipuringtyas, C., & Rimenta, T. (2013). Factors Influencing Customer Loyalty Toward Online Shopping. *International Journal of Trade, Economics and Finance*, Vol. 4, No. 3, June 2013.
- Pusiknas Bareskrim Polri. (n.d.). *Kejahatan Siber di Indonesia Naik Berkali-kali Lipat*. Pusiknas Bareskrim Polri. Retrieved June 3, 2023, https://pusiknas.polri.go.id/detail_artikel/kejahatan_siber_di_indonesia_naik_berkali-kali_lipat
- Puspitasari, N. B., Purwaningsih, R., Fadlia, N., & Rosyada, Z. F. (2021). Driving Factors of the Intention to Purchase Travel Products Through Online Travel Agent (OTA). *Proceedings of the International Conference on Industrial Engineering and Operations Management Sao Paulo, Brazil, April 5 - 8, 2021*.

- Rahmatulloh, Yasri, & Abror. (2020) The Influence of Brand Image and Perceived Quality on Brand Loyalty with Brand Trust as Mediator in PT Bank Syariah Mandiri. *Advances in Economics, Business and Management Research*, vol 64.
- Rašković, M., Ding, Z., Škare, V., Ozretić Došen, D., & Žabkar, V. (2016). Comparing consumer innovativeness and ethnocentrism of young-adult consumers. *Journal of Business Research*, 69(9), 3682–3686. doi:10.1016/j.jbusres.2016.03.029
- Ray, S., Ow, T., & Kim, S. S. (2011). Security Assurance: How Online Service Providers Can Influence Security Control Perceptions and Gain Trust. *Decision Sciences*, 42(2), 391–412. doi:10.1111/j.1540-5915.2011.00316.x
- Ridings, C. M. & Gefen, D. (2005). *Antecedents of Trust in Online Communities*. Retrieved from March 27, 2023 https://www.researchgate.net/publication/243444342_Antecedents_of_Trust_in_Online_Communities
- Ringle, Christian M., Wende, Sven, Becker, & Jan-Michael. (2022). *SmartPLS 4. Oststeinbek: SmartPLS*. Retrieved March 31, 2023, from <https://www.smartpls.com>
- Riyanto, G. P. (2022, May 25). *Ekonomi Digital Indonesia diprediksi capai RP 2.139 triliun pada 2025 Halaman all*. KOMPAS.com. Retrieved March 8, 2023, from <https://tekno.kompas.com/read/2022/05/25/14020097/ekonomi-digital-indonesia-diprediksi-capai-rp-2139-triliun-pada-2025?page=all>
- Roshani, P., & Agarwal, S. (2022). Crisis management. *Cases on Emerging Market Responses to the COVID-19 Pandemic*, 110–125. <https://doi.org/10.4018/978-1-6684-3504-5.ch006>
- Rubio-Escuderos, L., & García-Andreu, H. (2021). Competitiveness factors of accessible tourism e-travel agencies. *ICT Tools and Applications for Accessible Tourism*, 196–217. <https://doi.org/10.4018/978-1-7998-6428-8.ch009>
- Said, A. A. (2023, April 4). *Bank Dunia Sebut ekonomi ri sedang transisi jadi negara menengah atas*. Makro Katadata.co.id. Retrieved May 5, 2023, from <https://katadata.co.id/agustiyanti/finansial/642bc98e56231/bank-dunia-sebut-ekonomi-ri-sedang-transisi-jadi-negara-menengah-atas>
- Silva, R. V. D., & Alwi, S. F. S. (2008). Online brand attributes and online corporate brand images. *European Journal of Marketing*, 42(9/10), 1039–1058. doi:10.1108/03090560810891136

- Sekaran, U. & Bougie R. (2020). *Research Method for Business*. Eighth Edition. Wiley
- Semrush. (2023). *Top travel & tourism websites in Indonesia in February 2023: Traffic Statistics. traffic sources. rankings: Open .trends*. Semrush. Retrieved March 8, 2023, from <https://www.semrush.com/trending-websites/id/travel-and-tourism>
- Shahid, Z., Hussain T., & a-Zafar, F. (2017). The Impact of Brand Awareness on The consumers' Purchase Intention. *Journal of Marketing and Consumer Research, Vol.33, 2017 34*.
- Smith, G. (2015, September 30). *Study: Millennials are the most brand-loyal generation | inc.com*. Retrieved March 18, 2023, from <https://www.inc.com/geoff-smith/millennials-becoming-more-loyal-in-era-of-consumer-choice.html>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Second Edition. Bandung: Alfabeta.
- Susanti, I. (2022, October 4). *Profil 3 pendiri traveloka, Nomor 1 masuk Daftar Terkaya di Dunia*. SINDOnews.com. Retrieved March 18, 2023, from <https://ekbis.sindonews.com/read/903089/34/profil-3-pendiri-traveloka-nomor-1-masuk-daftar-terkaya-di-dunia-1664863822>
- Susilo, D. (2020). Unpacking the influence of flight booking websites to e-loyalty: Empirical evidence from South East Asian Millennials. *Tourism & Management Studies, 16(3), 37–50*.
- Syed, A. A. & Arvind Kumar Saraswati, A. K. (2016). E-Loyalty in Online Travel Agencies: Lessons from Literature. *Rural Development in Bhutan- Prospects and Challenges*.
- Tahar, A., Riyadh, H. A., Sofyani, H., & Purnomo, W. E. (2020). Perceived ease of use, perceived usefulness, perceived security and intention to use E-filing: The Role of Technology Readiness. *The Journal of Asian Finance, Economics and Business, 7(9), 537–547*. <https://doi.org/10.13106/jafeb.2020.vol7.no9.537>
- Tam, C., Pereira, F. C., & Oliveira, T. (2022). What influences the purchase intention of online travel consumers?. *Tourism and Hospitality Research, 146735842211264*. <https://doi.org/10.1177/14673584221126468>
- Techfunnel. (2022, April 7). *Everything you need to know about payment security*. Techfunnel. Retrieved March 29, 2023, from <https://www.techfunnel.com/fintech/payment-security/>

- TechTarget. (2013, October 25). *What is privacy policy?: Definition from TechTarget*. TechTarget.com. Retrieved March 29, 2023, from <https://www.techtarget.com/whatis/definition/privacy-policy>
- Tempo.co. (2018, November 26). *Enam Manfaat traveling di Kehidupan Yang Semakin Sibuk*. Tempo. Retrieved March 8, 2023, from <https://travel.tempo.co/read/1149739/enam-manfaat-traveling-di-kehidupan-yang-semakin-sibuk>
- Thimothy, S. (2016, October 31). *Why brand image matters more than you think*. Forbes. Retrieved March 24, 2023, from <https://www.forbes.com/sites/forbesagencycouncil/2016/10/31/why-brand-image-matters-more-than-you-think/?sh=47bb932f10b8>
- Tiket.com. (2023). *About us*. Retrieved March 18, 2023, from <https://www.tiket.com/info/about-us>
- Tiket.com. (2023). *Tiket.com*. Retrieved March 24, 2023, from <https://en.tiket.com/>
- Traveloka. (2023). *Tentang Traveloka*. Retrieved March 18, 2023, from <https://www.traveloka.com/id-id/about-us>
- Traveloka. (2023) *Traveloka*. Retrieved March 24, 2023, from <https://www.traveloka.com/en-id/>
- Trip.com. (2023). *Trip.com*. Retrieved March 24, 2023, from <https://www.trip.com/>
- Umiyani, A. (2023, January 20). *Kisah Sukses Pendiri Traveloka, Keluar dari zona nyaman Hingga Kalahkan rasa insecure*. iNews.ID. Retrieved March 18, 2023, from <https://www.inews.id/finance/bisnis/kisah-sukses-pendiri-traveloka-keluar-dari-zona-nyaman-hingga-kalahkan-rasa-insecure/2>
- Utami, F. A. (2020, February 21). *Kisah Pendiri tiket.com Yang Sukses antarkan usahanya jadi travel agent ...* Retrieved March 18, 2023, from <https://wartaekonomi.co.id/read273079/kisah-pendiri-tiketcom-yang-sukses-antarkan-usahanya-jadi-travel-agent-populer>
- Varma, M., Kumar, V., Sangvikar, B., Pawar, A. (2019) Impact of Social Media, Security Risks And Reputation Of E-Retailer On Consumer Buying Intentions Through Trust In Online Buying: A Structural Equation Modeling Approach Journal of Critical Reviews. DOI: <https://dx.doi.org/10.22159/jcr.07.01.22>
- Vulkov, V. (2022, May 17). *How to show that you are reliable on your resume*. Enhancv. Retrieved March 29, 2023, from <https://enhancv.com/resume-skills/reliability/>

- Wijaya, A. F. B., Surachman, & Mugiono. (2020). The Effect of Service Quality, Perceived Value and Mediating Effect of Brand Image on Brand Trust. *JMK, VOL 22, No. 1, March 2020, 45–56*. DOI: 10.9744/jmk.22.1.45–56
- Wilis, R. A., & Nurwulandari, A. (2020). The effect of E-Service Quality, E-Trust, Price and Brand Image Towards E-Satisfaction and Its Impact on E-Loyalty of Traveloka's Customer. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi) Vol. 4 No. 3, 2020*.
- Winosa, Y. (2018, July 17). *Ketika Ota Mendisrupsi Travel agent - Warta Ekonomi*. Retrieved March 8, 2023, from <https://wartaekonomi.co.id/read187696/ketika-ota-mendisrupsi-travel-agent>
- Yanwardhana, E. (2021, March 1). *Duh, hampir 50% agen perjalanan ri sudah berhenti karyawan*. CNBC Indonesia. <https://www.cnbcindonesia.com/news/20210301112327-4-226899/duh-hampir-50-agen-perjalanan-ri-sudah-berhentikan-karyawan>
- Yenisey, M., Ozok, A., & Salvendy, G. (2005). Perceived security determinants in e-commerce among Turkish university students. *Behaviour & Information Technology, 24(4), 259–274*. doi:10.1080/0144929042000320992
- Yoo, M., & Bai, B. (2013). Customer loyalty marketing research: A comparative approach between hospitality and business journals. *International Journal of Hospitality Management, 33, 166–177*. doi:10.1016/j.ijhm.2012.07.009
- Yusof, H. (2020, July 24). *James Liang, Chairman & Co-founder, Trip.com Group*. *BusinessTimes.com.sg*. Retrieved March 20, 2023, from <https://www.businessTimes.com.sg/lifestyle/james-liang-chairman-co-founder-tripcom-group>
- Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. *Journal of Consumer Research, 37, 197-206*. <https://doi.org/10.1086/65125>
- Zscaler. (2023). *Web security - definition, benefits, technologies*. Zscaler. Retrieved March 26, 2023, from <https://www.zscaler.com/resources/security-terms-glossary/what-is-web-security>

ATTACHMENT

Appendix 1 Draft of Questionnaire

Surat Pengantar (Bahasa Indonesia)

Responden yang terhormat,

Perkenalkan, nama saya Widya R. Putri dengan NPM (191225037), mahasiswa Program Studi Manajemen Internasional, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang menempuh tugas akhir sebagai syarat untuk menyelesaikan studi S1 dengan melakukan penelitian skripsi mengenai “*The Effects of Perceived Security and Consumer Innovativeness on E-Loyalty towards Online Travel Agent in Indonesia: Mediating Effect of Website Image and Trust*”.

Adapun kriteria responden dalam penelitian ini:

1. Responden sudah pernah menggunakan/mengakses setidaknya 2 kali pada salah satu agen perjalanan online yaitu Traveloka, Tiket.com, PegiPegi, Trip.com.
2. Responden sudah pernah melakukan transaksi secara online lebih dari 1 kali dalam kurun waktu 1 tahun terakhir pada salah satu agen perjalanan online yaitu Traveloka, Tiket.com, PegiPegi, Trip.com.
3. Responden berusia 17 tahun ke atas.

Berkaitan dengan hal tersebut, saya mohon kesediaan Bapak/Ibu/Saudara(i) untuk mengisi kuesioner ini. Segala bentuk informasi yang diberikan akan dijaga kerahasiannya dan hanya digunakan untuk kepentingan penelitian semata. Saya ucapkan terima kasih atas waktu dan kesediaan Bapak/Ibu/Saudara(i) untuk mengisi kuesioner ini.

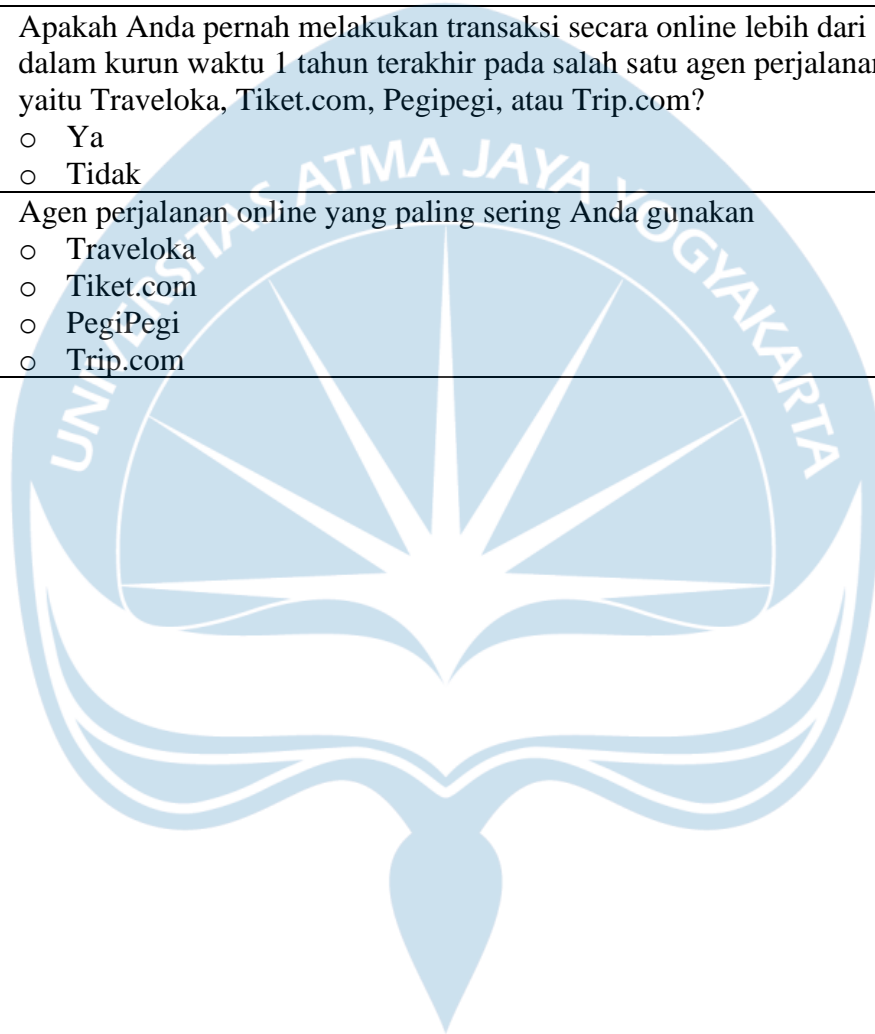
Apabila terdapat pertanyaan berkaitan dengan kuesioner ini, silahkan hubungi contact person di bawah ini:

widyarahayuputri01@gmail.com

Link: <https://forms.gle/cSMYG6XLXiuVkvX66>

Continue - Filter Questions

| |
|--|
| <p>1. Apakah Anda berusia 17 tahun ke atas dan pernah menggunakan/mengakses setidaknya 2 kali pada salah satu agen perjalanan online yaitu Traveloka, Tiket.com, Pegipegi, atau Trip.com?</p> <ul style="list-style-type: none"><input type="radio"/> Ya<input type="radio"/> Tidak |
| <p>2. Apakah Anda pernah melakukan transaksi secara online lebih dari 1 kali dalam kurun waktu 1 tahun terakhir pada salah satu agen perjalanan online yaitu Traveloka, Tiket.com, Pegipegi, atau Trip.com?</p> <ul style="list-style-type: none"><input type="radio"/> Ya<input type="radio"/> Tidak |
| <p>3. Agen perjalanan online yang paling sering Anda gunakan</p> <ul style="list-style-type: none"><input type="radio"/> Traveloka<input type="radio"/> Tiket.com<input type="radio"/> PegiPegi<input type="radio"/> Trip.com |



Continue - Demographic Questions

| |
|---|
| Jenis Kelamin <ul style="list-style-type: none"><input type="radio"/> Pria<input type="radio"/> Wanita |
| Usia <ul style="list-style-type: none"><input type="radio"/> 17-25<input type="radio"/> 26-35<input type="radio"/> 36-45<input type="radio"/> 45 ke atas |
| Pendapatan atau Uang Saku (perbulan) <ul style="list-style-type: none"><input type="radio"/> Kurang dari Rp 1.000.000<input type="radio"/> Rp 1.000.001 – Rp 4.000.000<input type="radio"/> Rp 4.000.001 – Rp 7.000.000<input type="radio"/> Rp 7.000.001 – Rp 10.000.000<input type="radio"/> Lebih dari 10.000.000 |
| Pengeluaran rata-rata untuk transaksi online terhadap agen perjalanan online selama 1 tahun <ul style="list-style-type: none"><input type="radio"/> Kurang dari Rp 500.000<input type="radio"/> Rp 500.000 – Rp 2.000.000<input type="radio"/> Lebih dari Rp 2.000.000 |
| Tujuan paling sering dari penggunaan agen perjalanan online <ul style="list-style-type: none"><input type="radio"/> Pemesanan hotel<input type="radio"/> Pemesanan tiket pesawat<input type="radio"/> Pemesanan tiket transportasi darat (kereta, bus, mobil)<input type="radio"/> Pemesanan atraksi/destinasi<input type="radio"/> Pemesanan lainnya |
| Frekuensi transaksi online dari Traveloka, Tiket.com, PegiPegi atau Trip.com (dalam setahun) <ul style="list-style-type: none"><input type="radio"/> Kurang dari 3 kali<input type="radio"/> 3-6 kali<input type="radio"/> Lebih dari 6 kali |
| Membership <ul style="list-style-type: none"><input type="radio"/> Ya<input type="radio"/> Tidak |

Continue - Research Questions

Bapak/Ibu/Saudara(i) dapat menjawab pertanyaan di bawah ini dengan memilih salah satu pilihan yang tersedia.

Pertanyaan di bawah ini mengenai persepsi keamanan, inovasi konsumen, citra situs web, kepercayaan, dan e-loyalitas terhadap agen perjalanan online yang paling sering digunakan yaitu Traveloka, Tiket.com, PegiPegi atau trip.com dengan keterangan:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

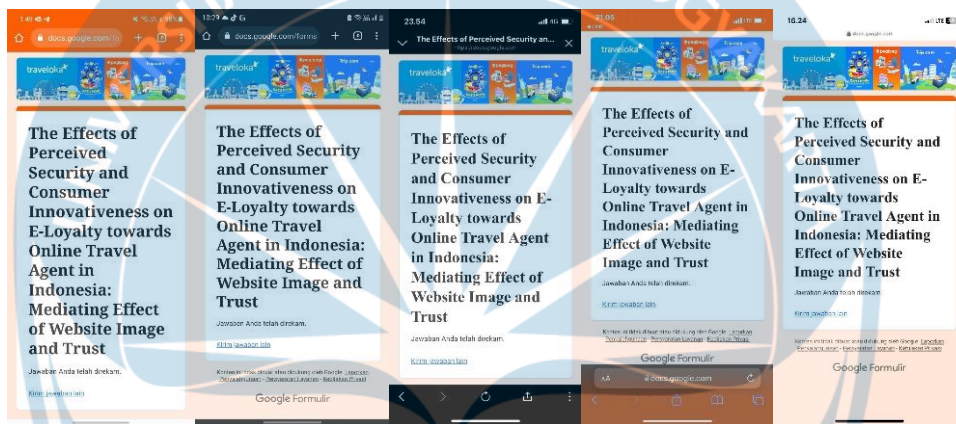
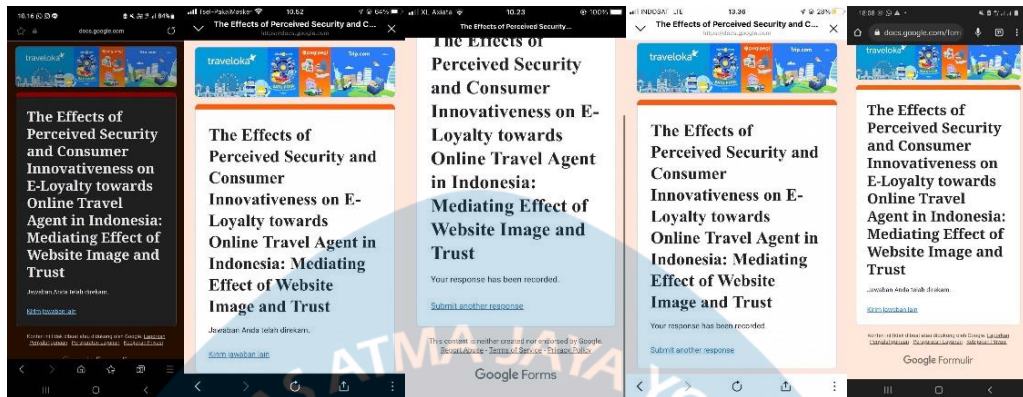
4 = Setuju

5 = Sangat Setuju

| No. | Pertanyaan | Alternatif Jawaban | | | | |
|--------------------------|---|--------------------|----|---|---|----|
| | Variable | 1 | 2 | 3 | 4 | 5 |
| | | STS | TS | N | S | SS |
| Persepsi Keamanan | | | | | | |
| 1 | Situs web perjalanan ini sangat memperhatikan keamanan transaksi. | | | | | |
| 2 | Penggunaan rekening bank untuk pembelian di situs web perjalanan ini tergolong aman. | | | | | |
| 3 | Secara umum, melakukan pembayaran di situs web perjalanan ini tergolong bebas risiko. | | | | | |
| 4 | Situs web perjalanan ini menjamin keamanan informasi penggunanya. | | | | | |
| 5 | Situs web perjalanan ini dapat dipercaya untuk melindungi informasi pribadi saya. | | | | | |
| Inovasi Konsumen | | | | | | |
| 1 | Jika saya mendengar tentang teknologi informasi terbaru, saya akan mencari cara untuk mempelajarinya. | | | | | |
| 2 | Saya biasanya menjadi orang pertama yang mencoba teknologi informasi terbaru dibandingkan teman-teman saya. | | | | | |
| 3 | Secara umum, saya suka mencoba teknologi informasi terbaru. | | | | | |
| 4 | Saya suka belajar menggunakan teknologi informasi terbaru. | | | | | |

| Citra Situs Web | | | | | | |
|--|--|--|--|--|--|--|
| 1 | Situs web perjalanan ini populer. | | | | | |
| 2 | Situs web perjalanan ini memiliki reputasi yang baik. | | | | | |
| 3 | Situs web perjalanan ini selalu memiliki kesan yang baik bagi saya. | | | | | |
| 4 | Situs web perjalanan ini memiliki citra yang baik di benak konsumen. | | | | | |
| 5 | Situs web perjalanan ini memiliki citra yang lebih baik daripada para pesaingnya. | | | | | |
| Kepercayaan | | | | | | |
| 1 | Situs web perjalanan ini dapat diandalkan. | | | | | |
| 2 | Situs web perjalanan ini dapat dipercaya. | | | | | |
| 3 | Situs web perjalanan ini profesional. | | | | | |
| 4 | Saya tidak perlu khawatir tentang produk atau layanan di situs web perjalanan ini. | | | | | |
| E-Loyalitas | | | | | | |
| 1 | Saya akan mempertimbangkan situs web perjalanan ini sebagai pilihan pertama saya saat membeli produk pariwisata secara online. | | | | | |
| 2 | Saya akan tetap menggunakan situs web perjalanan ini untuk membeli produk seperti kamar hotel atau tiket pesawat. | | | | | |
| 3 | Saya akan membeli lebih banyak produk atau layanan dari situs web perjalanan ini di lain waktu. | | | | | |
| 4 | Saya akan mengatakan hal-hal positif tentang situs web perjalanan ini kepada orang lain. | | | | | |
| 5 | Saya akan merekomendasikan situs web perjalanan ini kepada teman dan kerabat untuk memesan tiket atau kamar. | | | | | |
| Terima kasih atas waktu dan kesediaan untuk mengisi kuesioner ini. Semoga sehat dan sukses selalu. | | | | | | |

Appendix 2 Prove of Submission from Respondents



Appendix 3 SmartPLS 3.2.9 (Data Processing)

Variable Indicator Data

Delimitter: Semicolon Encoding: UTF-8
 Value Quote Character: None Sample size: 176
 Number Format: US (example: 1,000.23) Indicators: 23
 Missing Value Marker: None Missing Values: 0

| Indicators | Indicator Correlations | Raw File | No. | Missing | Mean | Median | Min | Max | Standard Devia... | Excess Kurtosis | Skewness |
|------------|------------------------|----------|-----|---------|-------|--------|-------|-------|-------------------|-----------------|----------|
| PSEC1 | | | 1 | 0 | 4.352 | 4.000 | 1.000 | 5.000 | 0.675 | 2.254 | -1.014 |
| PSEC2 | | | 2 | 0 | 4.386 | 4.000 | 1.000 | 5.000 | 0.673 | 2.452 | -1.101 |
| PSEC3 | | | 3 | 0 | 4.040 | 4.000 | 1.000 | 5.000 | 0.868 | 0.941 | -0.918 |
| PSEC4 | | | 4 | 0 | 4.131 | 4.000 | 1.000 | 5.000 | 0.791 | 2.294 | -1.143 |
| PSEC5 | | | 5 | 0 | 4.165 | 4.000 | 1.000 | 5.000 | 0.813 | 1.034 | -0.953 |
| INNO1 | | | 6 | 0 | 4.244 | 4.000 | 1.000 | 5.000 | 0.814 | 2.403 | -1.308 |
| INNO2 | | | 7 | 0 | 3.608 | 4.000 | 1.000 | 5.000 | 1.128 | -0.749 | -0.403 |
| INNO3 | | | 8 | 0 | 4.102 | 4.000 | 1.000 | 5.000 | 0.867 | 1.093 | -0.993 |
| INNO4 | | | 9 | 0 | 4.188 | 4.000 | 1.000 | 5.000 | 0.786 | 1.328 | -0.983 |
| WIMA1 | | | 10 | 0 | 4.500 | 5.000 | 1.000 | 5.000 | 0.739 | 3.020 | -1.622 |
| WIMA2 | | | 11 | 0 | 4.398 | 5.000 | 1.000 | 5.000 | 0.747 | 2.103 | -1.296 |
| WIMA3 | | | 12 | 0 | 4.352 | 4.000 | 1.000 | 5.000 | 0.683 | 2.093 | -1.016 |
| WIMA4 | | | 13 | 0 | 4.295 | 4.000 | 1.000 | 5.000 | 0.771 | 1.181 | -1.016 |
| WIMA5 | | | 14 | 0 | 4.182 | 4.000 | 1.000 | 5.000 | 0.833 | 1.087 | -0.948 |
| TRUS1 | | | 15 | 0 | 4.443 | 5.000 | 1.000 | 5.000 | 0.663 | 2.986 | -1.262 |
| TRUS2 | | | 16 | 0 | 4.364 | 4.000 | 1.000 | 5.000 | 0.677 | 2.258 | -1.043 |
| INNO4 | | | 9 | 0 | 4.188 | 4.000 | 1.000 | 5.000 | 0.786 | 1.328 | -0.983 |
| WIMA1 | | | 10 | 0 | 4.500 | 5.000 | 1.000 | 5.000 | 0.739 | 3.020 | -1.622 |
| WIMA2 | | | 11 | 0 | 4.398 | 5.000 | 1.000 | 5.000 | 0.747 | 2.103 | -1.296 |
| WIMA3 | | | 12 | 0 | 4.352 | 4.000 | 1.000 | 5.000 | 0.683 | 2.093 | -1.016 |
| WIMA4 | | | 13 | 0 | 4.295 | 4.000 | 1.000 | 5.000 | 0.771 | 1.181 | -1.016 |
| WIMA5 | | | 14 | 0 | 4.182 | 4.000 | 1.000 | 5.000 | 0.833 | 1.087 | -0.948 |
| TRUS1 | | | 15 | 0 | 4.443 | 5.000 | 1.000 | 5.000 | 0.663 | 2.986 | -1.262 |
| TRUS2 | | | 16 | 0 | 4.364 | 4.000 | 1.000 | 5.000 | 0.677 | 2.258 | -1.043 |
| TRUS3 | | | 17 | 0 | 4.307 | 4.000 | 1.000 | 5.000 | 0.752 | 1.896 | -1.142 |
| TRUS4 | | | 18 | 0 | 4.216 | 4.000 | 1.000 | 5.000 | 0.775 | 0.537 | -0.766 |
| ELOY1 | | | 19 | 0 | 4.278 | 4.000 | 1.000 | 5.000 | 0.803 | 1.464 | -1.147 |
| ELOY2 | | | 20 | 0 | 4.278 | 4.000 | 1.000 | 5.000 | 0.781 | 1.552 | -1.112 |
| ELOY3 | | | 21 | 0 | 4.125 | 4.000 | 1.000 | 5.000 | 0.896 | 0.755 | -0.967 |
| ELOY4 | | | 22 | 0 | 4.205 | 4.000 | 1.000 | 5.000 | 0.756 | 0.762 | -0.759 |
| ELOY5 | | | 23 | 0 | 4.227 | 4.000 | 1.000 | 5.000 | 0.772 | 1.189 | -0.941 |

Continue - Outer Model

File Edit View Themes Calculate Info Language

Select Latent Variable Connect Quadratic Effect Moderating Effect Comment Calculate

Project Explorer: FIX THESIS DATA OTA, *THEISIS OTA MODEL.splm

Indicators: TRUS3, TRUS4, ELOY1, ELOY2, ELOY3, ELOY4, ELOY5. Best correlation: ELOY5 -> ELOY4: 0.777

File Edit View Themes Calculate Info Language

Select Latent Variable Connect Quadratic Effect Moderating Effect Comment Calculate

Project Explorer: FIX THESIS DATA OTA, *THEISIS OTA MODEL.splm, PLS Algorithm (Run No. 1)

Indicators: TRUS3, TRUS4, ELOY1, ELOY2, ELOY3, ELOY4, ELOY5. Best correlation: ELOY5 -> ELOY4: 0.777

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer: FIX THESIS DATA OTA, *THEISIS OTA MODEL.splm, PLS Algorithm (Run No. 1)

Path Coefficients

| Matrix | Path Coefficients |
|--------|--------------------------|
| ELOY | ELOY INNO PSEC TRUS WIMA |
| INNO | |
| PSEC | |
| TRUS | 0.488 |
| WIMA | 0.412 |

Copy to Clipboard: Excel Format R Format

Final Results **Quality Criteria** **Interim Results** **Base Data**

Path Coefficients R-Square Stop Criterion Changes Setting

Indirect Effects F-Square Construct Reliability and Validity Outer Model

Total Effects Discriminant Validity Indicator Data (Original)

Outer Loadings Discriminant Validity Indicator Data (Standardized)

Outer Weights Collinearity Statistics (VIF) Model Fit Indicator Data (Correlations)

Latent Variables Model Fit

Residuals Model Selection Criteria

Continue – Outer Model

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer: ECSI, MAX, PLS-SEM BOOK - Corporat, THESIS OTA, THESIS OTA MODEL, FIX THESIS DATA OTA, Archive

Indicators: No. Indicator, 17 TRUS3, 18 TRUS4, 19 ELOY1, 20 ELOY2, 21 ELOY3, 22 ELOY4, 23 ELOY5

Best correlation: ELOYS → ELOY4 : 0.777

Construct Reliability and Validity

Matrix Cronbach's Alpha rho_A Composite Reliability Average Variance Extracted (AVE)

| | Cronbach's Al... | rho_A | Composite Rel... | Average Varian... |
|------|------------------|-------|------------------|-------------------|
| ELOY | 0.924 | 0.925 | 0.943 | 0.767 |
| INNO | 0.894 | 0.894 | 0.926 | 0.758 |
| PSEC | 0.900 | 0.903 | 0.926 | 0.715 |
| TRUS | 0.908 | 0.909 | 0.935 | 0.783 |
| WIMA | 0.908 | 0.911 | 0.932 | 0.732 |

Final Results: Path Coefficients, Indirect Effects, Total Effects, Outer Loadings, Outer Weights, Latent Variable, Residuals

Quality Criteria: R Square, f Square, Construct Reliability and Validity, Discriminant Validity, Collinearity Statistics (VIF), Model Fit, Model Selection Criteria

Interim Results: Stop Criterion Changes

Base Data: Setting, Inner Model, Outer Model, Indicator Data (Original), Indicator Data (Standardized), Indicator Data (Correlations)

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer: ECSI, MAX, PLS-SEM BOOK - Corporat, THESIS OTA, THESIS OTA MODEL, FIX THESIS DATA OTA, Archive

Indicators: No. Indicator, 17 TRUS3, 18 TRUS4, 19 ELOY1, 20 ELOY2, 21 ELOY3, 22 ELOY4, 23 ELOY5

Best correlation: ELOYS → ELOY4 : 0.777

Outer Loadings

Matrix

| | ELOY | INNO | PSEC | TRUS | WIMA |
|-------|-------|-------|-------|-------|------|
| ELOY1 | 0.842 | | | | |
| ELOY2 | 0.876 | | | | |
| ELOY3 | 0.864 | | | | |
| ELOY4 | 0.911 | | | | |
| ELOY5 | 0.884 | | | | |
| INNO1 | | 0.846 | | | |
| INNO2 | | 0.846 | | | |
| INNO3 | | 0.905 | | | |
| INNO4 | | 0.885 | | | |
| PSEC1 | | | 0.867 | | |
| PSEC2 | | | 0.832 | | |
| PSEC3 | | | 0.808 | | |
| PSEC4 | | | 0.859 | | |
| PSEC5 | | | 0.861 | | |
| TRUS1 | | | | 0.887 | |
| TRUS2 | | | | 0.921 | |

Final Results: Path Coefficients

Quality Criteria: R Square

Interim Results: Stop Criterion Changes

Base Data: Setting

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer: ECSI, MAX, PLS-SEM BOOK - Corporat, THESIS OTA, THESIS OTA MODEL, FIX THESIS DATA OTA, Archive

Indicators: No. Indicator, 17 TRUS3, 18 TRUS4, 19 ELOY1, 20 ELOY2, 21 ELOY3, 22 ELOY4, 23 ELOY5

Best correlation: ELOYS → ELOY4 : 0.777

Outer Loadings

Matrix

| | ELOY | INNO | PSEC | TRUS | WIMA |
|-------|------|------|-------|-------|-------|
| PSEC4 | | | 0.859 | | |
| PSEC5 | | | 0.861 | | |
| TRUS1 | | | | 0.887 | |
| TRUS2 | | | | 0.921 | |
| TRUS3 | | | | 0.869 | |
| TRUS4 | | | | 0.862 | |
| WIMA1 | | | | | 0.825 |
| WIMA2 | | | | | 0.878 |
| WIMA3 | | | | | 0.883 |
| WIMA4 | | | | | 0.895 |
| WIMA5 | | | | | 0.792 |

Final Results: Path Coefficients

Quality Criteria: R Square

Interim Results: Stop Criterion Changes

Base Data: Setting, Inner Model, Outer Model, Indicator Data (Original), Indicator Data (Standardized), Indicator Data (Correlations)

Continue – Outer Model

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- ECSI
- MAX
- PLS-SEM BOOK - Corporat
- THESIS OTA
 - THESIS OTA MODEL
 - FIX THESIS DATA OTA
 - Archive

Indicators

No. Indicator

- 17 TRUS3
- 18 TRUS4
- 19 ELOY1
- 20 ELOY2
- 21 ELOY3
- 22 ELOY4
- 23 ELOYS

Best correlation
ELOYS → ELOY4 : 0.777

FIX THESIS DATA OTA.txt *THESIS OTA MODEL.splsm PLS Algorithm (Run No. 1)

Discriminant Validity

Fornell-Larcker Criterion Cross Loadings Heterotrait-Monotrait Ratio (HTMT) Heterotrait-Monotrait Ratio (HTMT) Copy to Clipboard: Excel Format R Format

| | ELOY | INNO | PSEC | TRUS | WIMA |
|------|-------|-------|-------|-------|-------|
| ELOY | 0.876 | | | | |
| INNO | 0.582 | 0.871 | | | |
| PSEC | 0.655 | 0.447 | 0.846 | | |
| TRUS | 0.827 | 0.524 | 0.721 | 0.885 | |
| WIMA | 0.814 | 0.546 | 0.654 | 0.824 | 0.856 |

Final Results Quality Criteria Interim Results Base Data

Path Coefficients R-Square Stop Criterion Changes Setting

Indirect Effects f-Square Inner Model

Total Effects Construct Reliability and Validity Outer Model

Outer Loadings Discriminant Validity Indicator Data (Original)

Outer Weights Collinearity Statistics (VIF) Indicator Data (Standardized)

Latent Variable Model Fit Indicator Data (Correlations)

Residuals Model Selection Criteria

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- ECSI
- MAX
- PLS-SEM BOOK - Corporat
- THESIS OTA
 - THESIS OTA MODEL
 - FIX THESIS DATA OTA
 - Archive

Indicators

No. Indicator

- 17 TRUS3
- 18 TRUS4
- 19 ELOY1
- 20 ELOY2
- 21 ELOY3
- 22 ELOY4
- 23 ELOYS

Best correlation
ELOYS → ELOY4 : 0.777

FIX THESIS DATA OTA.txt *THESIS OTA MODEL.splsm PLS Algorithm (Run No. 1)

Discriminant Validity

Fornell-Larcker Criterion Cross Loadings Heterotrait-Monotrait Ratio (HTMT) Heterotrait-Monotrait Ratio (HTMT) Copy to Clipboard: Excel Format R Format

| | ELOY1 | INNO | PSEC | TRUS | WIMA |
|-------|-------|-------|-------|-------|-------|
| ELOY1 | 0.842 | 0.423 | 0.509 | 0.713 | 0.673 |
| ELOY2 | 0.876 | 0.476 | 0.540 | 0.757 | 0.687 |
| ELOY3 | 0.864 | 0.544 | 0.609 | 0.714 | 0.721 |
| ELOY4 | 0.911 | 0.549 | 0.640 | 0.751 | 0.742 |
| ELOY5 | 0.884 | 0.554 | 0.564 | 0.686 | 0.741 |
| INNO1 | 0.514 | 0.846 | 0.358 | 0.479 | 0.423 |
| INNO2 | 0.515 | 0.846 | 0.424 | 0.459 | 0.502 |
| INNO3 | 0.497 | 0.905 | 0.372 | 0.435 | 0.489 |
| INNO4 | 0.497 | 0.885 | 0.401 | 0.448 | 0.489 |
| PSEC1 | 0.582 | 0.399 | 0.867 | 0.632 | 0.557 |
| PSEC2 | 0.635 | 0.349 | 0.832 | 0.646 | 0.603 |
| PSEC3 | 0.522 | 0.372 | 0.808 | 0.543 | 0.506 |
| PSEC4 | 0.545 | 0.394 | 0.859 | 0.625 | 0.580 |
| PSEC5 | 0.471 | 0.375 | 0.861 | 0.594 | 0.511 |
| TRUS1 | 0.738 | 0.515 | 0.607 | 0.887 | 0.776 |
| TRUS2 | 0.742 | 0.491 | 0.688 | 0.921 | 0.769 |
| TRUS3 | 0.738 | 0.376 | 0.627 | 0.869 | 0.708 |
| TRUS4 | 0.711 | 0.472 | 0.631 | 0.862 | 0.658 |
| WIMA1 | 0.628 | 0.354 | 0.438 | 0.658 | 0.825 |
| WIMA2 | 0.710 | 0.490 | 0.577 | 0.716 | 0.878 |
| WIMA3 | 0.721 | 0.444 | 0.594 | 0.764 | 0.883 |
| WIMA4 | 0.732 | 0.496 | 0.600 | 0.718 | 0.895 |
| WIMA5 | 0.682 | 0.541 | 0.577 | 0.660 | 0.792 |

Final Results Quality Criteria Interim Results Base Data

Path Coefficients R-Square Stop Criterion Changes Setting

Indirect Effects f-Square Inner Model

Total Effects Construct Reliability and Validity Outer Model

Outer Loadings Discriminant Validity Indicator Data (Original)

Outer Weights Collinearity Statistics (VIF) Indicator Data (Standardized)

Latent Variable Model Fit Indicator Data (Correlations)

Residuals Model Selection Criteria

File Edit View Themes Calculate Info Language

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- ECSI
- MAX
- PLS-SEM BOOK - Corporat
- THESIS OTA
 - THESIS OTA MODEL
 - FIX THESIS DATA OTA
 - Archive

Indicators

No. Indicator

- 17 TRUS3
- 18 TRUS4
- 19 ELOY1
- 20 ELOY2
- 21 ELOY3
- 22 ELOY4
- 23 ELOYS

Best correlation
ELOYS → ELOY4 : 0.777

FIX THESIS DATA OTA.txt *THESIS OTA MODEL.splsm PLS Algorithm (Run No. 1)

Discriminant Validity

Fornell-Larcker Criterion Cross Loadings Heterotrait-Monotrait Ratio (HTMT) Heterotrait-Monotrait Ratio (HTMT) Copy to Clipboard: Excel Format R Format

| | ELOY | INNO | PSEC | TRUS | WIMA |
|-------|-------|-------|-------|-------|-------|
| PSEC3 | 0.522 | 0.372 | 0.808 | 0.543 | 0.506 |
| PSEC4 | 0.545 | 0.394 | 0.859 | 0.625 | 0.580 |
| PSEC5 | 0.471 | 0.375 | 0.861 | 0.594 | 0.511 |
| TRUS1 | 0.738 | 0.515 | 0.607 | 0.887 | 0.776 |
| TRUS2 | 0.742 | 0.491 | 0.688 | 0.921 | 0.769 |
| TRUS3 | 0.738 | 0.376 | 0.627 | 0.869 | 0.708 |
| TRUS4 | 0.711 | 0.472 | 0.631 | 0.862 | 0.658 |
| WIMA1 | 0.628 | 0.354 | 0.438 | 0.658 | 0.825 |
| WIMA2 | 0.710 | 0.490 | 0.577 | 0.716 | 0.878 |
| WIMA3 | 0.721 | 0.444 | 0.594 | 0.764 | 0.883 |
| WIMA4 | 0.732 | 0.496 | 0.600 | 0.718 | 0.895 |
| WIMA5 | 0.682 | 0.541 | 0.577 | 0.660 | 0.792 |

Final Results Quality Criteria Interim Results Base Data

Path Coefficients R-Square Stop Criterion Changes Setting

Indirect Effects f-Square Inner Model

Total Effects Construct Reliability and Validity Outer Model

Outer Loadings Discriminant Validity Indicator Data (Original)

Outer Weights Collinearity Statistics (VIF) Indicator Data (Standardized)

Latent Variable Model Fit Indicator Data (Correlations)

Residuals Model Selection Criteria

Continue – Inner Model

The screenshot displays the SmartPLS software interface with the following data:

R Square

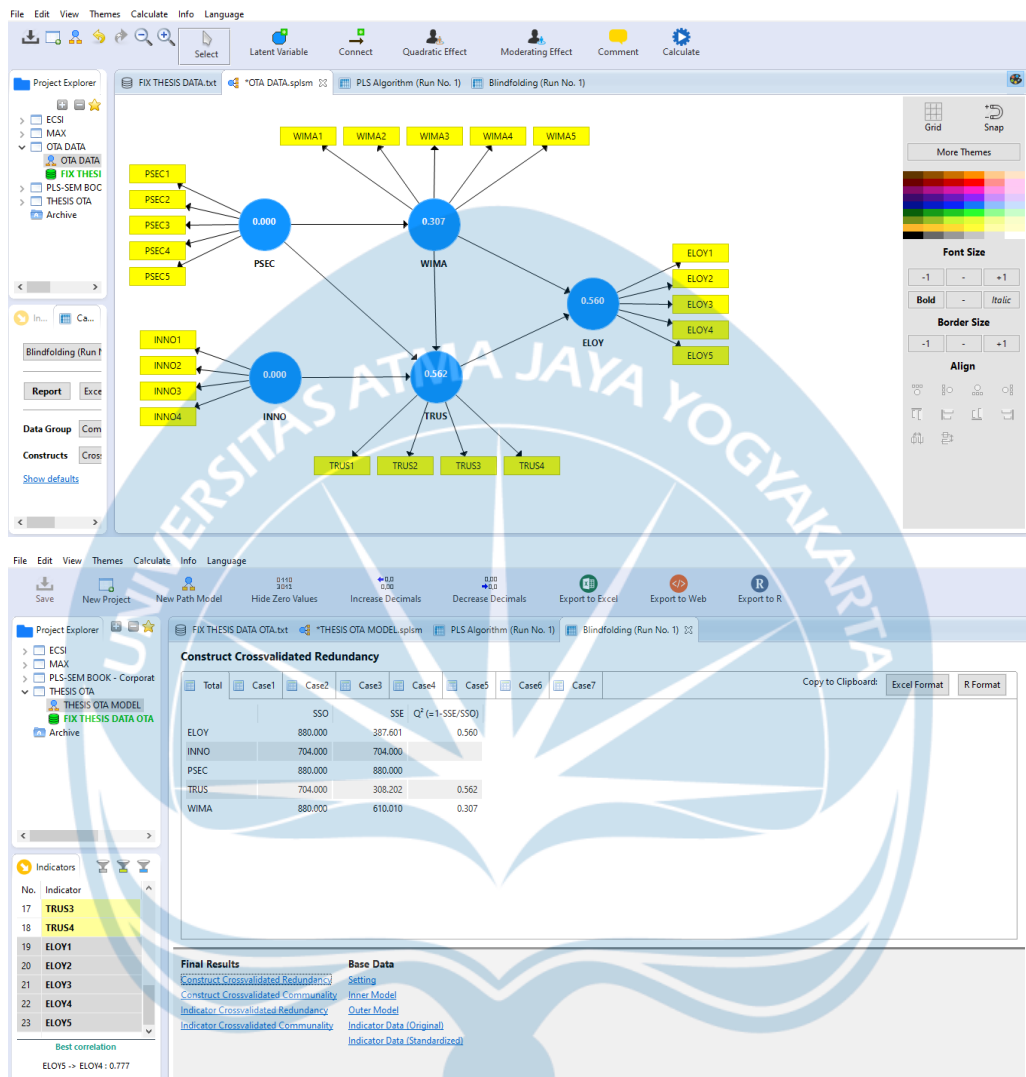
| | R Square | R Square Adjusted |
|------|----------|-------------------|
| ELOY | 0.739 | 0.736 |
| TRUS | 0.740 | 0.735 |
| WIMA | 0.428 | 0.425 |

f Square

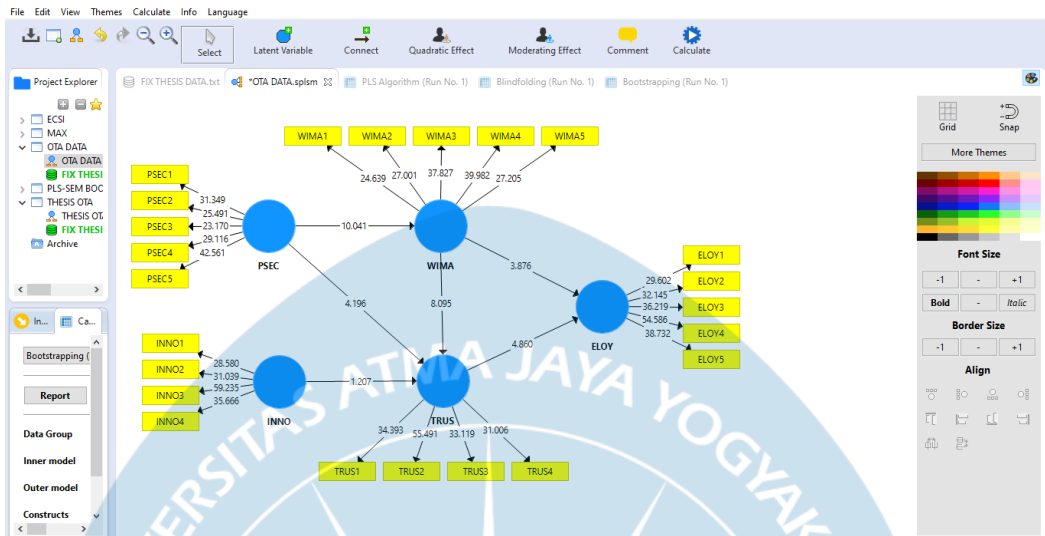
| | ELOY | INNO | PSEC | TRUS | WIMA |
|------|-------|------|------|-------|-------|
| ELOY | | | | | |
| INNO | | | | 0.012 | |
| PSEC | | | | 0.295 | 0.749 |
| TRUS | 0.293 | | | | |
| WIMA | 0.209 | | | 0.647 | |

The interface also shows a Project Explorer on the left with folders for ECSI, MAX, PLS-SEM BOOK - Corporat, THESIS OTA, THESIS OTA MODEL, FIX THESIS DATA OTA, and Archive. The Indicators list includes TRUS3, TRUS4, ELOY1, ELOY2, ELOY3, ELOY4, and ELOY5, with a best correlation of ELOY5 → ELOY4: 0.777.

Continue – Inner Model



Continue - Bootstrapping Method



Path Coefficients

| | Original Sample | Sample Mean (...) | Standard Devia... | T Statistics (O/... | P Values |
|--------------|-----------------|-------------------|-------------------|---------------------|----------|
| INNO -> TRUS | 0.067 | 0.069 | 0.055 | 1.207 | 0.228 |
| PSEC -> TRUS | 0.308 | 0.310 | 0.074 | 4.196 | 0.000 |
| PSEC -> WIMA | 0.654 | 0.652 | 0.065 | 10.041 | 0.000 |
| TRUS -> ELOY | 0.488 | 0.485 | 0.100 | 4.860 | 0.000 |
| WIMA -> ELOY | 0.412 | 0.414 | 0.106 | 3.876 | 0.000 |
| WIMA -> TRUS | 0.585 | 0.580 | 0.072 | 8.095 | 0.000 |

Final Results: ELOY5 -> ELOY4 : 0.777

Specific Indirect Effects

| | Original Sample | Sample Mean (...) | Standard Devia... | T Statistics (O/... | P Values |
|------------------------------|-----------------|-------------------|-------------------|---------------------|----------|
| INNO -> TRUS -> ELOY | 0.033 | 0.034 | 0.029 | 1.142 | 0.254 |
| PSEC -> TRUS -> ELOY | 0.150 | 0.151 | 0.048 | 3.106 | 0.002 |
| WIMA -> TRUS -> ELOY | 0.285 | 0.281 | 0.068 | 4.226 | 0.000 |
| PSEC -> WIMA -> TRUS -> ELOY | 0.187 | 0.183 | 0.048 | 3.857 | 0.000 |
| PSEC -> WIMA -> ELOY | 0.270 | 0.270 | 0.074 | 3.658 | 0.000 |
| PSEC -> WIMA -> TRUS | 0.383 | 0.377 | 0.055 | 7.028 | 0.000 |

Final Results: ELOY5 -> ELOY4 : 0.777

Continue - Bootstrapping Method

The screenshot displays the SmartPLS software interface. The main window shows the 'Total Effects' results for a bootstrapping analysis. The table below summarizes the data presented in the software.

| | Original Sampl... | Sample Mean (...) | Standard Devia... | T Statistics (IQ/... | P Values |
|--------------|-------------------|-------------------|-------------------|----------------------|----------|
| INNO -> ELOY | 0.033 | 0.034 | 0.029 | 1.142 | 0.254 |
| INNO -> TRUS | 0.067 | 0.069 | 0.055 | 1.207 | 0.228 |
| PSEC -> ELOY | 0.607 | 0.604 | 0.063 | 9.708 | 0.000 |
| PSEC -> TRUS | 0.691 | 0.687 | 0.067 | 10.348 | 0.000 |
| PSEC -> WIMA | 0.654 | 0.652 | 0.065 | 10.041 | 0.000 |
| TRUS -> ELOY | 0.488 | 0.485 | 0.100 | 4.860 | 0.000 |
| WIMA -> ELOY | 0.698 | 0.695 | 0.063 | 11.056 | 0.000 |
| WIMA -> TRUS | 0.585 | 0.580 | 0.072 | 8.095 | 0.000 |

Below the table, there are three sections: 'Final Results', 'Histograms', and 'Base Data'. 'Final Results' includes links for Path Coefficients, Total Indirect Effects, Specific Indirect Effects, Total Effects, Outer Loadings, and Outer Weights. 'Histograms' includes links for Path Coefficients Histogram, Indirect Effects Histogram, and Total Effects Histogram. 'Base Data' includes links for Setting, Inner Model, Outer Model, Indicator Data (Original), and Indicator Data (Standardized).

On the left side, the 'Project Explorer' shows a tree view of the project files, including 'ECSI', 'MAX', 'OTA DATA', 'FIX THESI', 'PLS-SEM BOC', 'THESIS OTA', 'THESIS OT', and 'FIX THESI'. The 'Indicators' section shows a list of indicators: TRUS3, TRUS4, ELOY1, ELOY2, ELOY3, and ELOY4, with their respective correlation coefficients.

Appendix 4 Spreading the Questionnaire

