

Building E-Loyalty Formed by E-Recovery Service Quality Mediated by E-Service Recovery Satisfaction and E-commitment on Online Travel Agent Customers in Indonesia



Dian Artanti Arubusman¹, Farida Jasfar², Hamdy Hady³, Robert Kristaung⁴, Willy Arafah⁵

^{1,2,3,4,5}University of Trisakti, Jakarta

ABSTRACT: On current situation, competition to get the highest number of visitors among online travel agents in Indonesia is getting tighter. Online travel agents have tried to create long-term relationships with customers, but for online travel agents, there is a situation can be happened about the service failure that can't be avoided. Online travel agents need to adjust e-service quality, especially when a service failure occurs where quality service recovery through websites or applications needs to be provided. The level of e-service recovery satisfaction and e-commitment is felt to be very necessary to get e-loyalty. This study's objective is to analyze the role of e-service recovery satisfaction and e-commitment in building e-loyalty customers for online travel agents in Indonesia.

The analytical method in this study used the SEM-PLS (Structural Equation Model - Partial Least Square) method with a total of 232 respondents who were taken by purposive sampling from the customer that had used online travel agent during the last 2 years.

This study shows the results that e-recovery e-loyalty is influenced favorably by service quality and found that e-commitment has a role as a partial mediation in the relationship between e-recovery service quality and e-loyalty, while e-service recovery satisfaction does not act as a mediation e-recovery service quality on e-loyalty. The findings conclude that the positive experience of customers in experiencing e-recovery service quality allows online travel agents to get closer and build e-loyalty customers online travel agents in Indonesia.

This study's originality comes from its examination of the relationship between e-service recovery satisfaction and e-loyalty without using a mediator. This is possible because online travel agents in Indonesia are transitioning from conventional to Information Technology, where customers are divided into two generations with different needs and IT capabilities.

KEYWORDS: e-recovery service quality, e-service recovery satisfaction, e-commitment, e-loyalty, online travel agent

INTRODUCTION

Competition for online travel agents in Indonesia is very tight. Based on data from www.similarweb.com, (2022) in October and November 2022 the number of visitors to 7 online travel agents in Indonesia in this study increased and decreased from the previous month. Traveloka experienced an increase of 7.91% as well as Tiket.com which experienced an increase of 4.85%, while those who experienced a decrease in visitors were Trivago at 18.6%, Pegipegi at 10.43%, Agoda at 6.49%, Wego 35.66% as well as Nusatrip experiencing a decrease in the number of visitors by 30.19%. In addition, the competitive conditions for online travel agents in Indonesia can also be seen through the Popular Brand Index (PBI) of 7 online travel agents in Indonesia in 2017-2022 Q2 issued by the Frontier Group as in the following table;

Table 1. Popular Brand Index for Online Travel Agents (2017-2022 Q2)

Rank Of Popular	Ticket Site	Established Year	PBI 2017	PBI 2018	PBI 2019	PBI 2020	PBI 2021	PBI 2022 Q2
1	Traveloka	2012	78.5%	45.7%	30.0%	30.5%	38.3%	38.5 %
2	Trivago	-	-	6.5%	4.9%	5.6%	6.6%	7.4%
3	Travel	2012	2.7%	3.1%	1.8%	2.2%	5.0%	5.1%
4	Tiket.com	2011	1.6%	2.8%	6.0%	7.5%	11.1%	13.6%

Building E-Loyalty Formed by E-Recovery Service Quality Mediated by E-Service Recovery Satisfaction and E-commitment on Online Travel Agent Customers in Indonesia

5	Agoda	1998	-	2.3%	2.7%	4.4%	7.2%	7.8%
6	Wego	2005	1.2%	-	-	-	-	-
7	Nusa Trip	2013	1.1%	-	-	-	-	-

Source: Frontier Group 2017-2022 Q2

Based on data in table 1 there is a change in position, either adding or reducing the percentage of the *Popular Brand Index* for *Online Travel Agents* in Indonesia every year of loyalty users *online travel agents* in Indonesia. As the results of research on switching behavior in Indonesia, online travel conducted by W & S Indonesia (2014) showed that the behavior of switching online travel agent to another online travel agents in Indonesia reached 77.8 %, while customer loyalty to online travel agents in Indonesia is only at 22.2%.

One of the reasons why online travel agent move or are disloyal is large, because users is easy in accessing and switching from one platform online travel agents to another online travel agent platform to compare prices offered, explore online, and see the conveniences offered through the features presented through touch of a fingertip. Another cause of customer turnover is because customers are dissatisfied with the services provided, the services provided are not good and the products are incomplete (Akwensivie, 2014). Consumer dissatisfaction and dissatisfied consumer complaints have a significant influence on switching behavior (Kumar & Purbey, 2018). Based on data from the Indonesian Consumers Foundation (YLKI) on 7 January 2022; e-commerce with the most consumer complaints are online travel agents that create occupy 5% of the total complaints.

In the highly competitive online travel agent environment, loyalty is important for online travel agents. Loyalty is the heart of the company (Dowling & Uncles, 1997). Loyalty plays an important role in achieving profits, company success, and long-term survival to survive in intense competition in the B2C context (Chen & Wang, 2016; Hsiao & Chen, 2016; Li et al., 2019). As the heart of the company, customer loyalty needs to be maintained and maintained as well as possible marketing online (e-commerce), referred to as electronic loyalty (e-loyalty), is the willingness of virtual customers to visit a website on an ongoing basis, and continuously, and consider making transactions or buying something from a relevant website (Cyr., 2005). E-loyalty is described as client dedication and a positive online attitude that led to repeat purchase behavior (Srinivasan et al., 2002). Therefore, in the current competitive conditions, it is very important to create value or look for constructs that can be decisive in retaining online.

In electronic services, loyalty customers are dynamic and can change due to various factors. Based on previous literature and journals that talk about the variables that affect e-loyalty include; e-services cape (Gharibi et al., 2020); electronic trust (e-trust) (Alnaim & Sobaih, 2022; Cui et al., 2018; Flavián et al., 2006; Ghali, 2021; Heidt & Ponirin, 2011; Kim et al., 2019; Lin & Luarn, 2003; Suariedewi, 2020); perceived value (Luarn & Lin, 2003); switching costs, price perception (Cheng et al., 2008); electronic service quality (e-service quality) (Akinci et al., 2010; Alnaim & Sobaih, 2022; Chenet et al., 2010; Marimon et al., 2012; Parasuraman et al., 2005; Romadhoni et al., 2015a; Sheng & Liu, 2010); quality of electronic service recovery (Nusair, 2011); e-commitment (Heidt & Ponirin, 2011; Kim et al., 2019; Nusair, 2011; Romadhoni et al., 2015a; Teimouri, 2022); electronic satisfaction (e-satisfaction)(Afsar et al., 2013; Alnaim & Sobaih, 2022; Ghali, 2021; Gharibi et al., 2020; Kim et al., 2019; Mashaqi et al., 2020; Suariedewi, 2020)

When e-service quality, including e-recovery service quality and service recovery, is felt to be lacking or bad or when customers feel a difference between expectations and reality, it can be one of the reasons customers move from one e-commerce site to e-commerce or become disloyal. Customer satisfaction is the basis of true loyalty which is influenced by service quality. Customer satisfaction will be determined by how well the expected and perceived services meet their needs (Kotler, Philip & Armstrong, 2018). However, if customers are satisfied with service recovery (service recovery satisfaction), they will be bound or committed to continuing using the same service provider (Matikiti et al., 2020). The TRAP Technical Associate Research Program Institute states that repurchase interest for various types of products has the highest retention rate of 82%, achieved when customer complaints are resolved quickly, usually on the spot (Wirtz & Christopher, 2016). Heidt & Ponirin (2011) said that a successful service recovery might transform a customer's unhappiness into a way to raise satisfaction. Research findings back up this assertion (Mathew et al., 2020) They claim a strong link exists between satisfaction with electronic service recovery and perceived service recovery quality. Service failure can be a source of customer dissatisfaction which can result in loss of customers, whether clients are happy with the service (service recovery satisfaction) They will be required to keep utilizing the same service provider (Matikiti et al., 2020). Nusair (2011) The most crucial element for creating lasting partnerships is affective commitment. (Dagger & O'Brien, 2010) e-commitment and e-loyalty have a strong and favorable association, according to research findings (Chung & Shin, 2010).

Building E-Loyalty Formed by E-Recovery Service Quality Mediated by E-Service Recovery Satisfaction and E-commitment on Online Travel Agent Customers in Indonesia

Not many studies have been found that specifically examine the impact of e-service recovery satisfaction on the quality of e-recovery services, especially in online travel agents; What was found was the research that examined the effect of e-service recovery quality on e-service recovery satisfaction, namely research on e-banking (Mathew et al., 2020). In this study, adding e-commitment as a mediating variable in this study because e-loyalty is determined by e-commitment as stated by (Moorman et al., 1992) An attempt to uphold and uphold long-term influence among two parties makes a commitment, making it more meaningful. Parasuraman et al., (1991) also emphasized the importance of commitment in building a relationship between companies and service users' context online, there is currently a shortage of research on e-commitment. (Fullerton, 2003) defines e-commitment as an emotional bond reflecting a sense of engagement in and belonging to e-commerce.

Novelty in this study is e-loyalty on online travel agents in Indonesia, which focuses on e-recovery service quality as an independent variable; e-service recovery satisfaction and e-commitment as mediating variables; and e-loyalty as the dependent variable. The problem in this research is whether there is a direct effect of e-recovery service quality to e-loyalty? and is there an indirect effect of e-recovery service quality to e-loyalty mediated by e-service recovery satisfaction and e-commitment? The goal of this research is to analyze the direct and indirect effect of electronic recovery service quality to e-loyalty mediated by e-service recovery satisfaction and e-commitment on online travel agent.

LITERATURE REVIEW

1. E-Recovery Service Quality

E-recovery service quality is the quality-of-service recovery provided by the website (Parasuraman et al., 2005). E-recovery service quality is the quality of electronic service recovery to reduce dissatisfaction and ultimately retain customers by making dissatisfied customers happy (Mashaqi et al., 2020). E-recovery service quality has an important role online (Shafiee & Bazargan, 2018). E-recovery service quality is important because the customer's evaluation of a website's quality takes into account electronic service as well as the customer's engagement with the website. Quality broadly refers to each stage of a customer's website engagement including when service recovery occurs when a service failure occurs (Parasuraman et al., 2005). Companies aim to provide perfect service delivery and strive to create long-term relationships with customers, but in electronic services service, failure is unavoidable so it can become a source of customer dissatisfaction which results in customer loss (Fuentes-Blasco et al., 2010; Marimon et al., 2012; Shafiee & Bazargan, 2018; Srinivasan et al., 2002). The measurement of e-recovery service quality in this study adopted three dimensions (Parasuraman et al., 2005), namely responsiveness, compensation, and contact, and added one dimension (Mathew et al., 2020), namely service recovery indicators speed and process. This addition was made due to adjustments to the research object, namely online travel agents. Where some of the service failure recovery problems are related to the speed and process of online travel agents related to the regulatory policies that apply to an online travel agent.

2. E-Service Recovery Satisfaction

E-Service Recovery Satisfaction is defined as customer satisfaction with respect to service recovery experiences with certain-commerce companies (Mathew et al., 2020). Satisfaction is a summary of the psychological state that results when emotions and expectations are combined with the customer's previous feelings about the experience they had (Oliver, 1980). In electronic services, service failure is something that cannot be avoided, this can affect customer satisfaction which can result in the company's relationship with customers being at stake, for that online need to develop a good recovery strategy, so that customers can continue to be loyal. It is impossible to assume that services will be provided in the same way and produce the same level of satisfaction for each consumer (Odoom et al., 2020). Measurement of e-service recovery satisfaction used in this study adopts four indicators from (Mathew et al., 2020), namely the recovery process, resolution, compensation mechanism, and transaction process.

3. E-Commitment

Strong feelings to maintain relationships with service providers (Matikiti et al., 2020). In e-commerce, the emotional connection of the client is expressed as a sense of involvement and belonging (Fullerton, 2020). Before a buyer may decide whether to make repeat purchases, they develop a psychological attachment to the technological service itself (Lin & Luarn, 2003). E-commitment is one of the key variables in relationship marketing, another phase that develops a customer's desire to build a relationship with a certain business is commitment. It takes effort to sustain and grow commitment among trade partners, which is a valued quality in a partnership. As a result, commitment is at the core of all interactions between businesses and different partners (Romadhoni et al., 2015b). The measurement of e-commitment in this study is modified from (Fullerton, 2011, 2020), using three dimensions, namely Affective commitment, Continuance commitment, and Normative commitment.

Building E-Loyalty Formed by E-Recovery Service Quality Mediated by E-Service Recovery Satisfaction and E-commitment on Online Travel Agent Customers in Indonesia

4. E-Loyalty

E-loyalty is a firmly held determination to continue using or repurchasing a chosen good or service despite external pressures and marketing initiatives that would tempt one to switch (Oliver L. Richard, 1999). With e-satisfaction, e-trust, and e-quality recognized as the key predecessors of e-loyalty, e-loyalty symbolizes a customer's desire to make a purchase from one website and not be moved to another website as well as future intents to revisit and make a purchase from a certain website (Flavián et al., 2006). The measurement of e-loyalty in this study was modified (Anderson & Srinivasan, 2003; Forgas et al., 2012; Norhidayah Binti Ali, 2016; Srinivasan et al., 2002) using three dimensions, namely Cognitive Loyalty, Affective Loyalty, and Behavioral Loyalty.

DEVELOPMENT OF RESEARCH MODEL AND HYPOTESIS

1) Influence of E-Recovery Service Quality to E-Loyalty

E-recovery service quality has an influence on e-loyalty, in other words, e-recovery service quality can increase online (Shafiee & Bazargan, 2018). Levesque & McDougall, (2000) suggests shows the level of e-recovery service and customers' intent to remain loyal are significantly correlated. Poorly handled service recovery has the potential to destroy loyalty.

H1: There is an effect of e-recovery service quality on e-recovery service satisfaction.

2) Influence of E-Recovery Service Quality on E-Recovery Service Satisfaction

Efforts to restore service after a failure has occurred greatly affect customer satisfaction (van Vaerenbergh et al., 2012). The recovery strategy implemented after a service failure event cannot be applied universally but fluctuates from one customer situation to another (Hoffman et al., 2016). Service recovery can occur by means of psychological processes and concrete processes. Strategies for psychological rehabilitation are acts that can directly lower consumer unhappiness, while physical forms such as compensation can reduce customer functional losses, the accuracy of information received concerning the types of service failures and recovery measures taken to lessen the confusion experienced (Miller et al., 2000). Accurate comprehension of consumer concerns and their significance, timeliness, and accuracy provided will play an important role in eliminating dissatisfaction (Kumar & Purbey, 2018). Based on the discussion above, the following hypotheses are proposed:

H2: There is an effect of e-recovery service quality on e-recovery service satisfaction

3) Influence of E-Recovery Service Quality to E-Commitment

In the context of service recovery, e-service recovery has an effect positive to affective commitment and calculative commitment (Nusair, 2011). Positive service recovery can increase customer commitment. The idea that relationship marketing and service recovery are strongly connected has empirical backing (Tax, S. S., Brown, S. W., & Chandrashekar, 1998). Based on the debate above, the following theories are put forth:

H3: There is an effect of e-recovery service quality to e-commitment

4) The effect of E-Service Recovery Satisfaction to E-Commitment

Online need to prepare a good service recovery strategy because, after failure service, Customers expect service providers to consider steps to ensure service recovery (Matikiti et al., 2020). If the service recovery actions taken by the service provider do not meet or fail to meet customer expectations, the customer will become dissatisfied. After a service breakdown and recovery, the primary factor determining whether consumers are pleased or unsatisfied is what the service provider does to meet customer expectations regarding the recovery carried out and fixing/resolving the problems that occur (Li-hua, 2012). Satisfaction with site characteristics in online effects e-commitment (Mukherjee & Nath, 2007). Offline satisfaction and online satisfaction have affected customer commitment and e-commitment, similar results have confirmed that e-statistics affect e-commitment (Lin & Luarn, 2003). Matikiti et al. (2020) in their research, the results of service recovery satisfaction have a significant effect on commitment. Based on the discussion above, the following hypotheses are proposed:

H4: There is an effect of *e-service recovery* statistics to *e-commitment*

5) Effect of E-Service Recovery Satisfaction to E-Loyalty

Service recovery satisfaction also significantly affects customer loyalty (Sciarelli et al., 2017). (Petnji Yaya et al.(2013) showed that customer satisfaction mediates a positive direct relationship between service recovery strategy (contact and responsiveness) and overall customer loyalty. The following assertion is put out considering the debate above:

H5: There is an effect of e-service recovery satisfaction to e-loyalty

6) The effect of E-Commitment has an effect to E-Loyalty

Commitment has a significant effect to customer loyalty (Dagger et al., 2011). E-commitment has a positive and significant relationship with e-loyalty. These four criteria have a considerable impact on e-loyalty, with e-satisfaction having a bigger effect

Building E-Loyalty Formed by E-Recovery Service Quality Mediated by E-Service Recovery Satisfaction and E-Commitment on Online Travel Agent Customers in Indonesia

than e-value, e-commitment, and e-trust. In addition, it was found that e-commitment plays a substantial intervention role in the relationship between e-value and e-loyalty (Heidt & Ponirin, 2011). E-word of mouth is significantly and favorably impacted by e-commitment which is one dimension or indicator of loyalty (Chung & Shin, 2010). The following assertion is put out in light of the debate above:

H6: There is an effect of *e-commitment* to *e-loyalty*

7) The effect of E-Recovery Service Quality on E-Loyalty through E-Service Recovery Satisfaction.

(Shafiee & Bazargan, 2018) established the possibility that e-recovery, which is impacted by responsiveness, recompense, and communication, might result in higher customer satisfaction. repurchase intention online which ultimately leads to long-term gains. Based on the discussion above, the hypothesis proposed is as follows:

H7: Yes, the effect of e-recovery service quality to e-loyalty through e-service recovery satisfaction.

8) Effect of E-Recovery Service Quality on E-Loyalty through E-Commitment

Nusair (2011) found that affective commitment and calculative commitment are affected by service recovery quality and (Dagger et al., 2011) found that commitment has an influence on customer loyalty, the service provider must ensure that it has done everything under control to increase the level of commitment because commitment plays an important role in maintaining a long-term relationship. Based on the discussion above, the hypothesis proposed is as follows:

H8: There is an influence e-recovery service quality to e-loyalty through e-commitment

CONCEPTUAL FRAMEWORK

Based on problem phenomena, theoretical concepts, and previous supporting research, a research conceptual framework was prepared that was used as a model in this study with the dependent variable, namely e-loyalty, with e-service recovery satisfaction and e-commitment as mediating variables and e-recovery service quality as independent variables. the conceptual framework can be seen in Figure 1

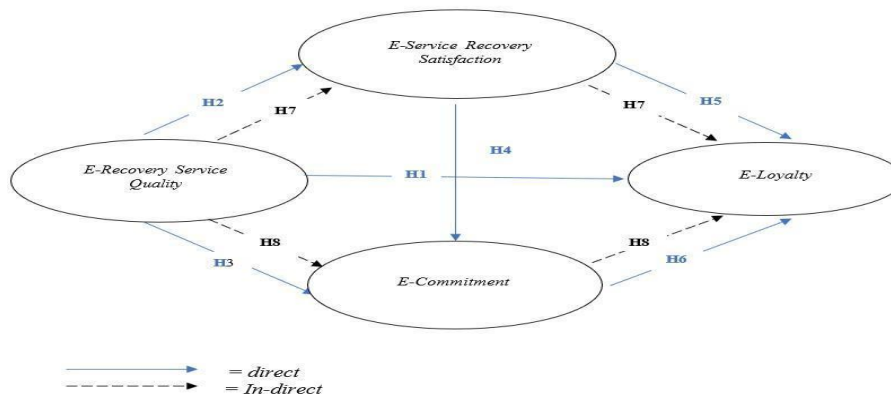


Figure 1. Research framework

RESEARCH METHODS

Research Design– This research is a quantitative study and hypothesis testing using the SEM-PLS (Structural Equation Model - Partial Least Square) method. The basic construction of this variable is based on previous research references. Primary data gathered through the online distribution of questionnaires is what was used. This research is about e-loyalty to online travel agents in Indonesia, which focuses on e-recovery service quality as an independent variable; e-service recovery satisfaction and e-commitment as mediating variables; and e-loyalty as the dependent variable. Whereas a whole examines the effect of e-recovery service quality to e-service recovery satisfaction, e-commitment, and e-loyalty as an effort to determine the effect of e-recovery service quality to e-service recovery satisfaction, e-commitment, and e-loyalty to customers of online travel agents in Indonesia.

Instrument Variable- The measurement instruments used for each variable are as follows: e-recovery service quality consists of 12 claims adopted from (Mathew et al., 2020; Parasuraman et al., 2005), e-service recovery satisfaction consists of 4 claims adopted from (Mathew et al., 2020), the e-commitment consists of 9 statements adopted from (Fullerton, 2011, 2020); and the ten statements that make up e-loyalty were taken from (Anderson & Srinivasan, 2003; Forgas et al., 2012; Norhidayah Binti Ali, 2016; Srinivasan et al., 2002)

Population and Sample- The population in this study is all customers or users of an online travel agent that have been determined to have experienced a service failure at least once. The sampling technique used purposive sampling. Researchers

Building E-Loyalty Formed by E-Recovery Service Quality Mediated by E-Service Recovery Satisfaction and E-commitment on Online Travel Agent Customers in Indonesia

used thirty-five (35) indicators to measure four (4) variables, so the minimum sample used was the number of samples = number of indicators multiplied by 5, so that in this study the number of samples was $35 \times 5 = 175$ respondents. From the number of google forms distributed to respondents obtained 232 valid respondent answers that could be processed in this study. This number meets the requirements for the maximum number of samples, which is five (5) times the number of indicators (Hair et al., 2019).

Measurement Scales - to measure the e-recovery service quality, e-service recovery satisfaction, e-commitment and e-loyalty used in this study, researchers used intervals of 1 to 5, with a measurement scale of strongly disagree = 1; disagree = 2; neutral= 3; agree=4; totally agree = 5.

Validity and Reliability Test - validity testing on each indicator shows that the value is the loading factor of each dimension and variable indicators have a loading factor is greater than 0.50 so it can be concluded that the thirty-five indicators are used as instruments in the study This already meets the criteria of convergent validity. Likewise for Cronbach's Alpha obtained for all constructs in this study, namely e-recovery service quality, e-service recovery satisfaction, e-commitment, and e-loyalty in this study is greater than 0.70, In light of this, it may be said that the study's instrument is trustworthy. The composite reliability of the four variables used in this study is greater than 0.70 so it can be concluded that the tools employed in this research are reliable.

Discriminant Validity - The cross-loading of each indicator used in this study has a higher correlation with each construct, thus It can be said that each measuring tool employed in this study, including the indicators, have fulfilled Discriminant Validity.

RESULT AND DISCUSION

1) Description of Respondent Data

From data analysis of respondent identity data in this study it can be seen that the characteristics of customer respondents who have experienced service failure and have performed service recovery are as follows

Table 2. Characteristics of Respondents

Characteristics	Majority of Respondents	Frequency	Percentage
Gender	Male	142	61, 2%
Age	25 to 35 Years Old	74	31.9%
Domicile	in Java Island	204	87.9%
Education Level	Masters Degree	42.2	%
Profession	PNS/TNI-POLRI/BUMN	70	30.2%
	Private	70	30.2%
Income	>Rp 4,200.00,- - Rp. 8,200,00.-	66	28.4%

Source: Field Survey (2021)

Table 2 shows that based on characteristics, the majority of gender who have experienced service failure and carried out the electronic recovery service are men, 61.2% and based on age distribution in the age range of 25 to 35 years 31.9%, based on the area of domicile of respondents 87.9% live on the island of Java, education level of respondents 42.2% t very Strata-2 and profession of the respondents representing 30.2% each are PNS/TNI-POLRI/BUMN and Private with income >Rp 4,200,00 - - Rp 8,200,000 -

2) Hypothesis Testing and Coefficient of Determination

Hypothesis Testing Direct Influence

Table 3. Hypothesis Test Results

Hypothesis	Path Coefficient	p-value	Decision
H ₁ : E-Recovery Service Quality → E-Loyalty	0.252	0.000	Supported
H ₂ : E-Recovery Service Quality → E-Service Recovery Satisfaction	0.784	0.000	Supported
H ₃ : E-Recovery Service Quality → E-Commitment	0.214	0.031	Supported
H ₄ : E-Service Recovery Satisfaction → E-Commitment	0.585	0.000	Supported
H ₅ : E-Service Recovery Satisfaction → E-Loyalty	- 0.010	0.449	Not Supported
H ₆ : E-Commitment → E-Loyalty	0.667	0.000	Supported

Source: Data processed by SmartPLS

Building E-Loyalty Formed by E-Recovery Service Quality Mediated by E-Service Recovery Satisfaction and E-commitment on Online Travel Agent Customers in Indonesia

Table 3's findings for the hypothesis test demonstrate this by having a p-value that is less than the alpha value (<0.05). It is concluded that H1, H2, H3, H4, H6, and H8 are supported, while H5 and H7 are not supported, seen from the p-value which is higher than the alpha value (> 0.05). In detail, the results of testing the hypothesis in this study show H1: e-recovery service quality has a direct and positive effect on e-loyalty with a path coefficient value of 0.252. This condition is in line with research supporting the results of several previous researchers including research conducted by (Akinci et al., 2010; Shafiee & Bazargan, 2018; Zehir & Narcikara, 2016) which stated that e-recovery service quality has an influence to e-loyalty, in other words, e-recovery service quality can improve loyalty onlineshopping. H2: e-recovery service quality has a direct and positive effect to e-service recovery satisfaction with a path coefficient value of 0.784. The results of this study have not been found in previous studies, the results of research that are commonly found today are the effects of e-recovery service quality to e-satisfaction. H3: e-recovery service quality has a direct and positive effect on e-commitment with a path coefficient value of 0.214. The results of this study are in line with the results of research conducted by (Nusair, 2011) which states that e-service recovery has a positive effect to affective commitment and calculative commitment. The restoration of affective commitment and calculative commitment services is important for customers because it can improve relationships. The direct effect of service recovery on affective commitment is stronger than its direct impact on calculative commitment. H4: e-service recovery satisfaction has a direct and positive effect to e-commitment with a path coefficient value of 0.585. The results of this study support the research (Matikiti et al., 2020) which states that Recovery Satisfaction has a significant effect to commitment. H5: e-service recovery satisfaction has no direct effect on the increase in e-loyalty, with a path coefficient value of - 0.010 and a P value of 0.449. This is different from the results of research (Sciarelli et al., 2017) which show the results of the large role of service recovery satisfaction in influencing behavioral loyalty and attitude loyalty. Where the biggest effect is on loyalty attitudes. H6: e-commitment has a direct and positive effect to e-loyalty with a path coefficient value of 0.667. These findings are supported by previous researchers conducted (Heidt & Ponirin, 2011), and (Chung & Shin, 2010) namely e-commitment the role of substantial interventions in the relationship of e-loyalty, positively and significantly affecting the e-word of mouth (is one of the indicators of loyalty).

Hypothesis Testing the Indirect Influence Hypothesis

Table 4. Hypothesis Test Results

Hypothesis	Path Coefficient	p-value	Decision
<i>E-Recovery Service Quality</i> → <i>E-Service Recovery Satisfaction</i> → <i>E-Loyalty</i>	- 0.008	0.449	Not Supported
<i>E-Recovery Service Quality</i> → <i>E-Commitment</i> → <i>E-loyalty</i>	0.143	0.029	Supported

Source: Data processed by SmartPLS

From the results of the hypothesis of indirect influence can be seen from the results of table 4, it can be concluded that based on the results of the H7 test: e-recovery service quality on e-loyalty through e-service recovery satisfaction obtained results that the influence is negative and insignificant, this can be seen from the relationship between the two variables which influences -0.006. H8: that e-recovery service quality has a positive influence on e-loyalty through e-commitment, the relationship of these variables which influences 0.143. The role of e-commitment mediation in this study is partial mediation because the result is that the effect value is smaller than the direct influence of e-recovery service quality to e-loyalty.

Table 5. Values of the Coefficient of Determination

Model	R Square	R Square Adjusted
<i>E-Commitment</i>	0.584	0.580
<i>E-loyalty</i>	0.720	0.716
<i>E-Service Recovery Satisfaction</i>	0.615	0.613

Source: SmartPLS Data Processing Results, 2021

Based on table 5 above, describes the level of accuracy between the actual value and the predicted value in the endogenous latent variable. as measured through the value of R2, in the e-commitment model it yields a value of 0.584 or 58.4%. This means that the accuracy rate that can be described by the predicted value is 58.4%, while the R2 value for the e-loyalty model is 72% and the e-service recovery satisfaction model is 61.5%. The resulting value is below 75%. So, it can be said that the accuracy of the prediction is quite good, in other words, the model is quite good.

Building E-Loyalty Formed by E-Recovery Service Quality Mediated by E-Service Recovery Satisfaction and E-commitment on Online Travel Agent Customers in Indonesia

RESEARCH CONCLUSION

In accordance with the novelty of the conceptual framework of the research, this research focuses on e-recovery service quality mediated by e-service recovery satisfaction and e-commitment to build e-loyalty in the online travel agent market.

Based on the results of research and discussion in general, it can be concluded that in the context of online travel agents; e-recovery service quality has a very important role to build e-loyalty. Therefore, online travel agent business actors need to pay attention to the availability of contact aspects and continue to improve/improve competition, service, and responsiveness aspects. These four aspects are important factors for creating or building e-loyalty either directly or through e-commitment mediation.

In this study of the 8 (eight) hypotheses proposed, there were 6 (six) hypotheses that were accepted and 2 (two) hypotheses that were rejected. The hypotheses rejected are 5th hypothesis (five): The direct influence of e-service recovery satisfaction to e-loyalty and hypothesis 7 (seven): e-service recovery satisfaction does not act as a mediation between e-recovery service quality and e-loyalty. The results of the study show that there is a direct and positive influence of e-recovery service quality to e-loyalty, e-service recovery satisfaction, and e-commitment as well as e-service recovery satisfaction to e-commitment, and e-commitment to e-loyalty. Meanwhile, E-service recovery satisfaction with e-loyalty does not have a positive direct influence. On the indirect influence of e-recovery service quality to e-loyalty mediated by e-commitment, it is found that e-commitment is partial mediation, However, in e-recovery service quality to e-loyalty mediated by e-Service Recovery Satisfaction, there is no influence or E-Service Recovery Satisfaction does not function as mediation.

Online travel agents are expected to pay more attention in improving e-recovery service quality which is one of the keys to success in building e-loyalty, especially in providing compensation (reimbursement) for problems caused by the website/application. The recovery compensation given can be in the form of points or vouchers that can be used in the next purchase. Besides that, the online travel online manager is to provide an online travel agent website/application consistently and continuously improve the quality of the service selection application to be able to handle problems immediately.

The novelty of this study is that e-service recovery satisfaction does not have a mediating role in e-recovery service quality towards e-loyalty. This is possible because online travel agent customers in Indonesia are in a transition period from conventional to information technology and are divided into two generations with different IT needs and capabilities.

REFERENCES

- 1) Afsar, A., Nasiri, Z., & Zadeh, M. O. (2013). E-loyalty model in e-commerce. *Mediterranean Journal of Social Sciences*, 4(9), 547–553. <https://doi.org/10.5901/mjss.2013.v4n9p547>
- 2) Akinci, S., Atilgan-Inan, E., & Aksoy, S. (2010). Re-assessment of E-S-Qual and E-RecS-Qual in a pure service setting. *Journal of Business Research*, 63(3), 232–240. <https://doi.org/10.1016/j.jbusres.2009.02.018>
- 3) Akwensivie, D. M. (2014). Switching Behaviour and Customer Relationship Management—The Iceland Experience. *British Journal of Marketing Studies*, 2(1), 89–100.
- 4) Alnaim, A. F., & Sobaih, A. E. E. (2022). Measuring the Mediating Roles of E-Trust and E-Satisfaction in the Relationship between E-Service Quality and E-Loyalty: A Structural Modeling Approach. *Mathematics*, 10(2328), 1–15. <https://doi.org/https://doi.org/10.3390/math10132328>
- 5) Anderson, R. E., & Srinivasan, S. S. (2003). E-Satisfaction and E-Loyalty: A Contingency Framework. *Psychology and Marketing*, 20(2), 123–138. <https://doi.org/10.1002/mar.10063>
- 6) Chen, C. F., & Wang, J. P. (2016). Customer participation, value co-creation and customer loyalty - A case of airline online check-in system. *Computers in Human Behavior*, 62, 346–352. <https://doi.org/10.1016/j.chb.2016.04.010>
- 7) Chenet, P., Dagger, T. S., & O'Sullivan, D. (2010). Service quality, trust, commitment and service differentiation in business relationships. *Journal of Services Marketing*, 24(5), 336–346. <https://doi.org/10.1108/08876041011060440>
- 8) Cheng, T. C. E., Lai, L. C. F., & Yeung, A. C. L. (2008). The driving forces of customer loyalty: A study of internet service providers in Hong Kong. *International Journal of E-Business Research*, 4(4), 26–42. <https://doi.org/10.4018/ijebr.2008100103>
- 9) Chung, K. H., & Shin, J. I. (2010). The antecedents and consequents of relationship quality in internet shopping. *Asia Pacific Journal of Marketing and Logistics*, 22(4), 473–491. <https://doi.org/10.1108/13555851011090510>
- 10) 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 and Tourism Marketing*, 35(6), 819–834. <https://doi.org/10.1080/10548408.2017.1422452>
- 11) Cyr., D. B. B. I. (2005). Beyond trust: Web Site Design Preferences Across Cultures. *Journal of Global Information Management*, 13(4)(October-December), 25–54. <https://doi.org/DOI: 10.4018/jgim.2005100102>
- 12) Dagger, T. S., David, M. E., & Ng, S. (2011). Do relationship benefits and maintenance drive commitment and loyalty?

Building E-Loyalty Formed by E-Recovery Service Quality Mediated by E-Service Recovery Satisfaction and E-commitment on Online Travel Agent Customers in Indonesia

Journal of Services Marketing, 25(4), 273–281. <https://doi.org/10.1108/08876041111143104>

- 13) Dagger, T. S., & O'Brien, T. K. (2010). Does experience matter?: Differences in relationship benefits, satisfaction, trust, commitment and loyalty for novice and experienced service users. *European Journal of Marketing*, 44(9), 1528–1552. <https://doi.org/10.1108/03090561011062952>
- 14) Dowling, G. R., & Uncles, M. (1997). Do loyalty programs really work? *Sloan Management Review*, Summer(January 1997), 71–82.
- 15) Flavián, C., Guinalú, M., & Gurrea, R. (2006). The role played by perceived usability, satisfaction and consumer trust on website loyalty. *Information and Management*, 43(1), 1–14. <https://doi.org/10.1016/j.im.2005.01.002>
- 16) Forgas, S., Sánchez, J., & Huertas-garcía, R. (2012). *Journal of Air Transport Management Online drivers and of fl ine in fl uences related to loyalty to airline websites*. 18. <https://doi.org/10.1016/j.jairtraman.2011.08.003>
- 17) Fuentes-Blasco, M., Saura, I. G., Berenguer-Contri, G., & Moliner-Velázquez, B. (2010). Measuring the antecedents of e-loyalty and the effect of switching costs on website. *Service Industries Journal*, 30(11), 1837–1852. <https://doi.org/10.1080/02642060802626774>
- 18) Fullerton, G. (2003). Lead to Loyalty? *Journal of Service Research*, 5(4), 333–344. <https://doi.org/10.1177/1094670503251134>
- 19) Fullerton, G. (2011). Creating advocates: The roles of satisfaction, trust and commitment. *Journal of Retailing and Consumer Services*, 18(1), 92–100. <https://doi.org/10.1016/j.jretconser.2010.10.003>
- 20) Fullerton, G. (2020). Using latent commitment profile analysis to segment bank customers. *International Journal of Bank Marketing*, 38(3), 627–641. <https://doi.org/10.1108/IJBM-04-2019-0135>
- 21) Ghali, Z. (2021). Motives of customers' e-loyalty towards e-banking services: a study in Saudi Arabia. *Journal of Decision Systems*, 30(2–3), 172–193. <https://doi.org/10.1080/12460125.2020.1870063>
- 22) Gharibi, N., Rudsari, S. M. M., & Nasouti, M. (2020). Tourists' E-loyalty to a destination website: A case of an Iranian tourism website. *International Journal of Tourism Policy*, 10(1), 88–96. <https://doi.org/10.1504/IJTP.2020.107198>
- 23) Hair, J. F., Black, W. ., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis*. Cengage.
- 24) Heidt, T. von der, & Ponirin, P. (2011). Modelling the Complexity of e-Loyalty: The Role of e-Value, e-Trust, e-Satisfaction, and e-Commitment. *The (Interim) 2011 ANZMAC Conference*.
- 25) Hoffman, K. D., Kelley, S. W., & Rotalsky, H. M. (2016). Retrospective: tracking service failures and employee recovery efforts. *Journal of Services Marketing*, 30(1), 7–10. <https://doi.org/10.1108/JSM-10-2015-0316>
- 26) Hsiao, K. L., & Chen, C. C. (2016). What drives in-app purchase intention for mobile games? An examination of perceived values and loyalty. *Electronic Commerce Research and Applications*, 16, 18–29. <https://doi.org/10.1016/j.elerap.2016.01.001>
- 27) Kim, H. C., Kim, K. S., & Shin, J. I. (2019). The relationship between e-perceived value, e-relationship quality, and e-loyalty. *Journal of Theoretical and Applied Information Technology*, 97(18), 4811–4823.
- 28) Kotler, Philip & Armstrong, G. (2018). *Principles of Marketing 17th end*. Harlow: Person.
- 29) Kumar, S., & Purbey, S. (2018). Benchmarking model for factors influencing creation of negative electronic word of mouth. *Benchmarking*, 25(9), 3592–3606. <https://doi.org/10.1108/BIJ-08-2017-0222>
- 30) Levesque, T. J., & McDougall, G. H. G. (2000). Service problems and recovery strategies: An experiment. *Canadian Journal of Administrative Sciences*, 17(1), 20–37. <https://doi.org/10.1111/j.1936-4490.2000.tb00204.x>
- 31) Li-hua, Y. (2012). Customer satisfaction antecedents within service recovery context: Evidences from “Big 4” banks in China. *Nankai Business Review International*, 3(3), 284–301. <https://doi.org/10.1108/20408741211264585>
- 32) Li, Z., Zeng, Q., & Cheng, X. (2019). *Mechanism Study of Repurchase Intention in Cross-Border E-Commerce*. Springer International Publishing. https://doi.org/10.1007/978-3-319-93351-1_115
- 33) Lin, H., & Luarn, P. (2003). a Customer Loyalty Model for E-Service Context. *Journal of Electronic Commerce Research*, 4, 156–167. http://ojs.jecr.org/jecr/sites/default/files/04_4_p03_0.pdf
- 34) Luarn, P., & Lin, H. H. (2003). A Customer Loyalty Model for E-Service Context. *Journal of Electronic Commerce Research*, 4(June), 156–167. http://ojs.jecr.org/jecr/sites/default/files/04_4_p03_0.pdf
- 35) Marimon, F., Petnji Yaya, L. H., & Casadesus Fa, M. (2012). Impact of e-Quality and service recovery on loyalty: A study of e-banking in Spain. *Total Quality Management and Business Excellence*, 23(7–8), 769–787. <https://doi.org/10.1080/14783363.2011.637795>
- 36) Mashaqi, E., Al-Hajri, S., Alshurideh, M., & Al Kurdi, B. (2020). the Impact of E-Service Quality, E-Recovery Services on E-Loyalty in Online Shopping: Theoretical Foundation and Qualitative Proof. *PalArch's Journal of Archaeology of*

Building E-Loyalty Formed by E-Recovery Service Quality Mediated by E-Service Recovery Satisfaction and E-commitment on Online Travel Agent Customers in Indonesia

Egypt/Egyptology, 17(10), 2291–2316.

- 37) Mathew, S., Jose, A., G, R., & Chacko, D. P. (2020). Examining the relationship between e-service recovery quality and e-service recovery satisfaction moderated by perceived justice in the banking context. *Benchmarking*, 27(6), 1951–1980. <https://doi.org/10.1108/BIJ-07-2019-0323>
- 38) Matikiti, R., Mpinganjira, M., & Roberts-Lombard, M. (2020). Service recovery satisfaction and customer commitment in the airline business: An emerging African market perspective. *African Journal of Economic and Management Studies*, 11(1), 91–108. <https://doi.org/10.1108/AJEMS-01-2019-0005>
- 39) Miller, J. L., Craighead, C. W., & Karwan, K. R. (2000). Service recovery: A framework and empirical investigation. *Journal of Operations Management*, 18(4), 387–400. [https://doi.org/10.1016/S0272-6963\(00\)00032-2](https://doi.org/10.1016/S0272-6963(00)00032-2)
- 40) Moorman, C., Zaltman, G., & Deshpande, R. (1992). Relationships between Providers and Users of Market Research: The Dynamics of Trust within and between Organizations. *Journal of Marketing Research*, 29(3), 314. <https://doi.org/10.2307/3172742>
- 41) Mukherjee, A., & Nath, P. (2007). Role of electronic trust in online retailing: A re-examination of the commitment-trust theory. *European Journal of Marketing*, 41(9–10), 1173–1202. <https://doi.org/10.1108/03090560710773390>
- 42) Norhidayah Binti Ali. (2016). *The Mediating Effect of E-Satisfaction and Moderating Effect of Convenience Towards E-Loyalty Among Internet Banking User In Northern Region of Malasia*. Universiti Utara Malaysia.
- 43) Nusair, K. “Khal.” (2011). Examining the Relationship Among Service Recovery, Affective Commitment, Calculative Commitment, And Trust for E-Travel Retailers. *Information Technology & Tourism*, 12(4), 317–330. <https://doi.org/10.3727/109830511x13049763021899>
- 44) Odoom, R., Agbemabiese, G. C., & Hinson, R. E. (2020). Service recovery satisfaction in offline and online experiences. *Marketing Intelligence and Planning*, 38(1), 1–14. <https://doi.org/10.1108/MIP-09-2018-0422>
- 45) Oliver L. Richard. (1999). Whence consumer loyalty ? *Journal of Marketing*, 63(Special Issue 1999), 33–44.
- 46) Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), 460–469. <https://doi.org/10.1177/002224378001700405>
- 47) Parasuraman, A., Berry, L. L., & Zeithaml, V. A. (1991). Perceived service quality as a customer-based performance measure: An empirical examination of organizational barriers using an extended service quality model. *Human Resource Management*, 30(3), 335–364. <https://doi.org/10.1002/hrm.3930300304>
- 48) Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL a multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233. <https://doi.org/10.1177/1094670504271156>
- 49) Petnji Yaya, L. H., Marimon, F., & Casadesus, M. (2013). The contest determinant of delight and disappointment: A case study of online banking. *Total Quality Management and Business Excellence*, 24(11–12), 1376–1389. <https://doi.org/10.1080/14783363.2013.776767>
- 50) Romadhoni, B., Hadiwidjojo, D., & Aisjah, S. (2015a). E-Commitment In Building Customer E-Loyalty : A Literature Review. *International Journal of Business and Management Invention*, 4(2), 1–9.
- 51) Romadhoni, B., Hadiwidjojo, D., & Aisjah, S. (2015b). Relationship between E-Service Quality, E-Satisfaction, E-Trust, E-Commitment In Building Customer E-Loyalty: A Literature Review. *International Journal of Business and Management Invention*, 4(2), 1–9. [https://www.ijbmi.org/papers/Vol\(4\)2/Version-2/A4220109.pdf](https://www.ijbmi.org/papers/Vol(4)2/Version-2/A4220109.pdf)
- 52) Sciarelli, M., Nagm, A. A., Dakrory, M. I., Tani, M., & Khashan, M. A. (2017). Mediating Service Recovery Satisfaction in the Relationship between Internet Service Recovery and Customer Loyalty. *International Journal of Business and Management*, 12(10), 24. <https://doi.org/10.5539/ijbm.v12n10p24>
- 53) Shafiee, M. M., & Bazargan, N. A. (2018). Behavioral customer loyalty in online shopping: The role of e-service quality and e-recovery. *Journal of Theoretical and Applied Electronic Commerce Research*, 13(1), 26–38. <https://doi.org/10.4067/S0718-18762018000100103>
- 54) Sheng, T., & Liu, C. (2010). An empirical study on the effect of e-service quality on online customer satisfaction and loyalty. *Nankai Business Review International*, 1(3), 273–283. <https://doi.org/10.1108/20408741011069205>
- 55) Srinivasan, S. S., Anderson, R., & Ponnnavolu, K. (2002). Customer loyalty in e-commerce: An exploration of its antecedents and consequences. *Journal of Retailing*, 78(1), 41–50. [https://doi.org/10.1016/S0022-4359\(01\)00065-3](https://doi.org/10.1016/S0022-4359(01)00065-3)
- 56) Suariedewi, I. G. A. A. M. (2020). Effect of mobile service quality to e-trust to develop e-satisfaction and e-loyalty mobile banking services. *International Research Journal of Management, IT and Social Sciences*, 7, 185–196. <https://doi.org/10.21744/irjm.v7n1.836>
- 57) Tax, S. S., Brown, S. W., & Chandrashekar, M. (1998). Customer evaluations of service complaint experiences:

Building E-Loyalty Formed by E-Recovery Service Quality Mediated by E-Service Recovery Satisfaction and E-commitment on Online Travel Agent Customers in Indonesia

implications for relationship marketing. *Journal of Marketing*, 62(2), 60–76.

- 58) Teimouri, H. (2022). Exploring the Effective Factors on the Process of Customer Eloyalty Formation in Online Shops in Iran. *Marketing Science and Technology Journal*, 1(5), 79–114.
https://www.mstj.net/article_250889_cbbc8c944bbb443ad9f7c2c5e5e984e7.pdf
- 59) van Vaerenbergh, Y., Larivière, B., & Vermeir, I. (2012). The Impact of Process Recovery Communication on Customer Satisfaction, Repurchase Intentions, and Word-of-Mouth Intentions. *Journal of Service Research*, 15(3), 262–279.
<https://doi.org/10.1177/1094670512442786>
- 60) W & S Indonesia. (2014). *Switching Behavior in Indonesia Online Travel*.
- 61) Wirtz, J., & Christopher, L. (2016). *Service Marketing. People, Technology, Strategy* (Eight Edit). World Scientific Publishing Co. Inc.
- 62) www.similarweb.com. (2022). *similarweb*. <https://www.similarweb.com/website>
- 63) Zehir, C., & Narcikara, E. (2016). E-Service Quality and E-Recovery Service Quality: Effects on Value Perceptions and Loyalty Intentions. *Procedia - Social and Behavioral Sciences*, 229, 427–443.
<https://doi.org/10.1016/j.sbspro.2016.07.153>



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.