

IMPACT OF E-SERVICE QUALITY TO INTENTION TO USE ONLINE TRAVEL AGENTS TOWARDS GEN-Z CONSUMERS

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Abstract

The modern lifestyle strives to maintain a balance between hard work and mental health. Data shows a positive trend in public awareness of their mental well-being through vacations and recreational activities. However, during the COVID-19 pandemic, there was a decline in the number of vacations and recreational activities, leading to a shift in physical activities to online, known as digitalization. Vacation and recreation activities have evolved, including online travel bookings through Online Travel Agents (OTA). This study is categorized as action research, examining the influence of e-service quality on the intention to use OTAs. Data collection was conducted through OTA users aged 18-25 years old that called Gen Z. The data was measured using a 5-point Likert scale and analyzed using correlation and regression analysis. The result show that efficiency is the dominant factors affected intention of Gen Z to use OTA. This research suggested that OTA to maintain operational activity and provide reliability to gain Gen Z consumers intention to use OTA

Keywords: E-Service quality, Intention, Online travel agent

INTRODUCTION

The increasing demands of modern life have necessitated a balance between professional responsibilities and mental well-being. Leisure activities, including vacations and recreational pursuits, have become critical for mental health preservation. According to Lovelock (2011), such activities provide a necessary escape, allowing individuals to rejuvenate and improve their quality of life. This growing emphasis on leisure is evident from statistical trends showing an increase in travel activities post-pandemic. However, the COVID-19 crisis disrupted traditional travel behaviors, catalyzing a shift to digital platforms and accelerating the adoption of Online Travel Agents (OTAs).

OTAs have revolutionized the way consumers plan and book travel by providing convenience, transparency, and diverse options. Parasuraman (2005) highlights that e-service quality, defined as the ability of a website to facilitate efficient and effective services, plays a pivotal role in attracting and retaining users. For Gen-Z consumers, who are characterized by their digital fluency and preference for seamless experiences, OTAs present an ideal solution. However, despite their popularity, the determinants of Gen-Z's intention to use OTAs, particularly the role of e-service quality dimensions, remain underexplored. This study aims to fill this gap by investigating how efficiency, reliability, privacy, and other factors influence Gen-Z's decision-making processes.

The study focuses on the unique preferences and expectations of Gen-Z consumers in the digital travel space. By understanding these dynamics, OTAs can enhance their service delivery, thereby improving user satisfaction and intention to use. The findings of this study are expected to contribute to both academic literature and practical strategies for improving e-service quality in the travel industry.

LITERATURE REVIEW

E-service quality is a critical determinant of user satisfaction and intention in the digital domain. Defined by Parasuraman (2005) as the extent to which a digital platform facilitates efficient and effective transactions, e-service quality encompasses several dimensions, including efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact. These dimensions collectively shape user perceptions of a platform's functionality and trustworthiness. Kotler and Keller (2016) emphasize the importance of reliability and responsiveness in building consumer trust, noting that these attributes enhance user satisfaction and foster loyalty.

Consumer intention, as conceptualized by Ajzen (1991) in the Theory of Planned Behavior, represents a consumer's readiness to engage with a product or service. In the context of OTAs, intention is influenced by the perceived ease of use, convenience, and security offered by the platform. For Gen-Z, a digitally native demographic, these factors are particularly salient. Research by Lovelock and Wirtz (2016) indicates that convenience and digital integration are paramount for younger consumers, who value fast, seamless, and reliable service experiences.

Previous studies have demonstrated the positive relationship between e-service quality and consumer behavior in various sectors, including e-commerce, banking, and travel. For instance, studies by Ibrahim et al. (2021) and Sasono et al. (2021) reveal that dimensions like efficiency, privacy, and reliability significantly impact consumer loyalty. However, findings regarding which dimension is most dominant vary across contexts, creating a research gap. Addressing this gap, the present study aims to identify the specific dimensions of e-service quality that most strongly influence Gen-Z's intention to use OTAs, thereby providing actionable insights for enhancing digital service delivery in the travel industry.

RESEARCH METHOD

This research was action research that answered the dominant factors affecting intention to use OTA. Dependent Variables of this research was intention to use OTA, and independent variable was electronic service quality (e-Servqual) efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact.

This research used primary data that observation methods. This research arrange online questionnaires. The question used 6 point likert scale that share to 83 respondents. The data analyze used reliability test, validity test and normality test. This research used regression analysis to find the dominat factors affecting intention to use OTA.

RESULTS AND DISCUSSION

The data of this research was good enough because questionnaires was valid and reliable. The data reliable because Cronbach's alpha $> 0,6$ that indicated reliable. The data was valid because r-count (corected item-total correlation) $> r$ table. Which r table = 0,2780 at 0.005.

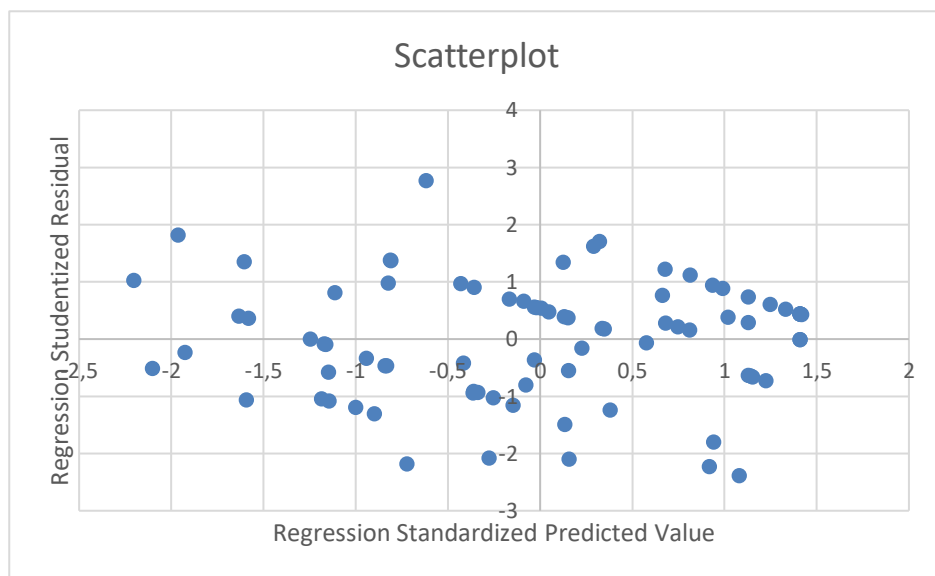
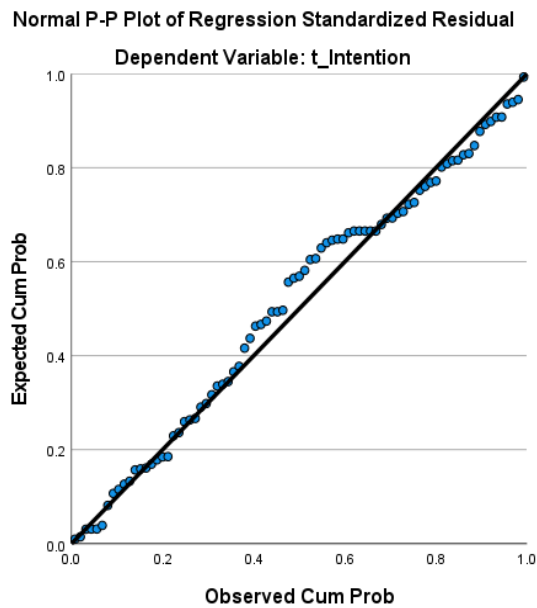
Table 1. Reliabilty test

X	Cronbach alpha
X1 Efficiency	0,745
X2 Fullfilment	0,794
X3 Reliability	0,800

X4 Privacy	0,891
X5 Responsiveness	0,801
X6 Compentaion	0,852
X7 Contact	0,816
Y intention to use	0,769

Table 2. Validity test		
Variable	x	Corrected Item-total Correlation
Efficiency	1	0,582
	2	0,517
	3	0,609
	4	0,573
Fullfilment	1	0,477
	2	0,562
	3	0,71
	4	0,677
Reliability	1	0,445
	2	0,714
	3	0,643
	4	0,671
Privacy	1	0,744
	2	0,838
	3	0,878
	4	0,606
Responsiveness	1	0,699
	2	0,585
	3	0,642
	4	0,603
Compentaion	1	0,72
	2	0,672
	3	0,693
	4	0,693
Contact	1	0,676
	2	0,566
	3	0,684
	4	0,632
intention to use	1	0,511
	2	0,705
	3	0,609

The data distribution was normal, as confirmed by the normality test and scatterplot analysis. Hence, the data could proceed to regression analysis.



This research finds that e-servqual has close relationship to intention to use OTA. It showed from model summary that $R = 0,725$. As 48,1 percent variation of intention to use OTA was affected by e-servqual. Simultaneously correlation showed that 7 of e-servqual affected to intention to use OTA. It indicated from annova table, that F significancy $< 0,005$.

From Coefficients Table can be formulated the Regression equation was provided:

$$Y = -2,406 + 0,393 \text{ Efficiency} - 0,073 \text{ Fullfilment} + 0,240 \text{ Reliability} - 0,023 \text{ Privacy} - 0,144 \text{ Responsiveness} + 0,260 \text{ Compentation} + 0,158 \text{ Contact.}$$

The results indicate that **efficiency** is the most dominant factor influencing Generation Z's intention to use OTAs, followed by compensation and reliability. These findings underscore the

importance of enhancing e-service quality dimensions, particularly efficiency, to attract more users to OTAs. Future research could explore additional factors beyond e-servqual to gain deeper insights into user behavior.

CONCLUSION

The regression analysis reveals that efficiency is the dominant factor influencing Gen Z's intention to use Online Travel Agents (OTAs). This indicates the need for OTA companies to prioritize strategies that enhance operational efficiency to attract and retain users.

To improve efficiency in OTAs, several key strategies can be implemented. First, optimizing OTA profiles with high-quality images and compelling descriptions of hotels can effectively capture potential customers' attention. Second, adopting a Management Information System (MIS) to automate business processes and provide real-time data can improve operational accuracy and efficiency. Third, fostering strong collaboration between hotels and OTA providers, coupled with integrated marketing campaigns, can maximize visibility and outreach. Lastly, leveraging data analysis and collecting customer feedback can help OTAs understand market trends and continuously enhance their services, ultimately increasing occupancy rates and customer satisfaction.

This section reaffirms the importance of efficiency as a critical determinant in Gen Z's use of OTAs and highlights actionable insights for OTA companies. Future research should consider exploring additional variables, such as user experience design or personalized marketing strategies, to provide a more comprehensive understanding of factors influencing OTA usage. This would enable further refinement of the analytical framework and broaden the scope of practical applications for industry stakeholders.

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