

Effect of Quality Information, Quality System and Quality Service to Customer Satisfaction and Customer Loyalty (Empirical Study on Customer Service Online E - Ticket in Pt. BTRAV Connection Malang)

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Abstract: *The purpose of this study is to analyze and explain the influence of information quality, system quality and service quality on customer satisfaction and customer loyalty. Type of research is explanatory research, the research aims to describe the casual relationship between variables through hypothesis testing. Population and sample in this research is all the customers who ever make an online transaction in PT. Btrav Connection Malang. In this study the method of data collection is done by distributing questionnaires. Type of sampling technique used was simple random sampling and research instruments were tested with validity and reliability test. Hypothesis testing is done by using the calculation F tables and calculations T tables to analyze the data in PLS (Partial Least Square). The results of the data analysis on PLS (Partial Least Square) are: (1) There is a significant effect on the Information Quality Customer Satisfaction. (2) There is no effect Significant Information Quality on Customer Loyalty. (3) There is a significant effect on the Quality Systems Customer Satisfaction. (4) There is a significant effect on the Quality Systems Customer Loyalty. (5) There is a significant effect on the Quality of Service Customer Satisfaction. (6) There is no effect Significant Quality of Service to Customer Loyalty. (7) There is a significant effect on the Customer Satisfaction Customer Loyalty.*

Keywords: *information quality, system quality, service quality, customer satisfaction, customer loyalty.*

I. Introduction

Advances in information technology and telecommunications grow rapidly coloring all aspects of life, especially business activities. Information technology is a general term that describes any technology that helps people to create, modify, store, communicate and disseminate information.

Information Technology can give prospects the Indonesian nation was hit by the economic crisis. Business competition is getting tougher in this era of globalization requires the company to reorganize its business strategy and tactics. IT or information technology that had only a supporting factor for the business activities at this time becomes very important as companies or businesses competing uses advanced technology to support their business processes, which certainly work aims to further improve the efficiency of efektifas they do business.

Using information technology to do transaksi selling, E-Commerce can be made as a solution to assist companies in developing companies and businesses under pressure. The high pressure of the emerging business due to the high level of competition requires companies to be able to provide a response. Use of E-Commerce can boost cost efficiency and productivity of the company, thus increasing the company's ability to compete.

The development of airline services from year to year is getting the attention of the wider community. It can be seen from the competition in services, pricing, and promotions offered by various airlines. Attractiveness (attractiveness) flight industry is quite large and promising. This can be seen in many industries in the business aviation. In view of the market size, cost quite a lucrative industry.

In line with the development teknologi information, the Internet has emerged as an alternative system of distribution of travel information. The Internet is the perfect medium for selling travel packages, because the Internet could bring extensive supplier network and a large customer base to a centralized market place. The other notion that the E-Ticketing, or online ticket sales, is one way for people to buy tickets for local events. An online ticket booking facility that is designed to help people who do not have access to this type of system. It allows communities to increase activity and sell tickets online.

Consumers can purchase tickets on-line system. consumers must register on the payment systems has been provided by the company to use the facilities. This is a very simple process and help consumers save data that have purchased tickets. Promoters have a safe area on the e-ticket site where they can monitor sales and print off a list of people who are ordered to attend their events. Consumers have to register before you can begin to buy tickets. The registration process for requesting information about personal contact details as well as

details and groups of people who should pay for the ticket revenue. The registration process also requires consumers to accept the terms and conditions for online ticket purchase.

The circumstances that inspire PT. Btrav Connection to develop services company. PT. BTrav Connection is a company engaged in the field of Travel Services, covering Package Tours, Tickets, to the hotel voucher with system development through Franchise or Franchise business. Established in 2010, PT. International Btrav has grown rapidly with more than 900 agents and 50 Masters throughout Indonesia. Excellent service and customer satisfaction is the main focus and motivation PT. BTrav Connection to always provide the best, with staff who have experience in handling overseas tour, also handles domestic tour almost throughout the region in Indonesia, along with service and the best facilities of Btrav Connection Tour, ready to serve holiday for customers and prospective customers for groups or individuals with a very competitive price. employee performance and the human resource management factors that are expected to influence the performance of employees in Libya. It aims also to find the relationship between human resource management factors and firm performance includes employee performance and other factors such as organizational culture, job satisfaction, training and development, and stress.

Quality of Information according to O'Brien (2006) gives a three-dimensional measurement of the quality of information, the third dimension is time (time), content (content), and form (format). Time dimension includes timeliness (timeliness), currency (actual), frequency (frequency), time period (period of time). Dimensional content includes accuracy (accuracy), relevance (relevant), completeness (completeness), conciseness (compact), scope (scope), and performance (performance). While the dimensions of the form include clarity (clear) detail (detail), order (composed), presentation (presentation), and the media (the means).

Quality System the quality of the online transaction system more broadly discusses what is perceived by consumers to the website (Jarvenpaa and Todd, 1997). In this study using a composite indicator developed by Cheung and Lee (2005) Navigation (Navigation), a system that is well coordinated and consistent navigation on online services, Ease of use (easy to use), the ease of operation of the system will allow users to use the system. Response time (speed of response), the time required by the system to respond to input. Security of the system, the system's readiness to deal with the security services used.

Quality of Service Parasuraman et al., (1988; in Tjiptono and Chandra, 2005) suggests several characteristics or dimensions and of the quality of service (SERVEQUAL) are as follows: (Tangibles) is the appearance of physical facilities, equipment, personnel and equipment-perengkapan communication and sistem. (Reliability) is related to the ability to carry out services that should be appropriate, involve the consistency of the system for performance and kenadalan system, focusing on whether the system is good, useful and can be assumed, (Responsiveness) related to the readiness of the system to provide services to users system and pay particular attention to whether the system is working well or quickly., (Assurance) refers to the knowledge and kindness contained in the system and the system's ability to generate trust and confidence in the security, (Empathy) refers to the concern (care) and special attention provided by the system to the user.

Customer Satisfaction customer satisfaction is very dependent on the perceptions and expectations of customers, then as a supplier of products need to know the factors that influence it. In this study, there are two indicators of customers, namely: customer satisfaction and customer satisfaction process to outcome.

Customer Loyalty loyalty is the amount of consumption and frequency of purchases made by a customer to a company. And they managed to find that the quality of connectedness which consists of satisfaction, trust and commitment has a positive relationship with loyalty. In this study yanf indicator used is according to Jay Kandampully and Dwi Suhartanto on research entitled Customer loyalty in the hotel industry: the role of customer satisfaction, an image, there are two indicators in customer loyalty is Repurchase intention and Intention to recommende.

Conceptual framework: Based on the literature review and the theoretical framework, the following hypotheses can be developed:

- H1: The quality of information has a significant influence on customer satisfaction.
- H2: The quality of information has a significant influence on customer loyalty.
- H3: The quality of the system has a significant influence on customer satisfaction.
- H4: The quality system has a significant effect on customer loyalty.
- H5: The quality of service has a significant influence on customer satisfaction.
- H6: The quality of service has a significant influence on customer loyalty.
- H7: Customer satisfaction has a significant influence on customer loyalty.

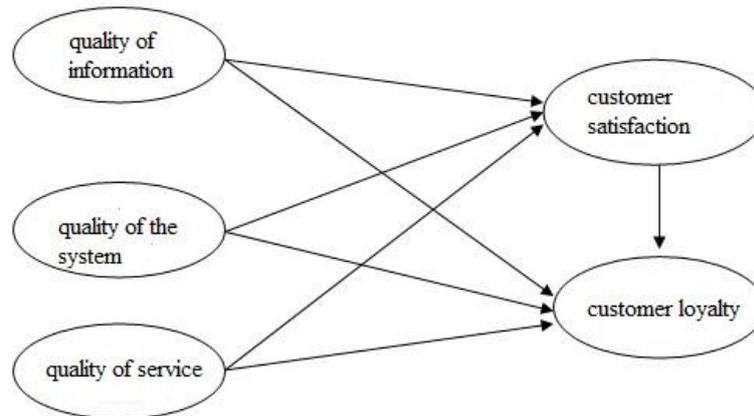


Figure 1. Conceptual Framework.

II. Methodology

2.1. Sample and Population: The population in this study is that consumers or customers PT.Btrav Connection in jl. Terusan Borobudur 88 E unfortunate with online websites www.btrav.biz. Consumers or customers in Btrav Connection Jl.Terusan Borobudur 88 CE Malang can perform offline or online transaction, if the consumer or customer transactions offline consumers or customers can come directly to the outlet PT.Btrav Connection and transact directly and consumers or customers in this study is the customer or the customer never do online transactions, consumers or customers conduct transactions online. The sample of this study were 919 of these costumers. The sample of this study is randomly selected by using purposive sampling technique. Determination of the number of samples in this study are determined by the formula Slovin (in Riduwan and Kuncoro, 2011: 44)., the sample of the study is 90 customers.

2.2. Instrumentation: This research is quantitative. The instrument that it is employed in this research is a questionnaire adopted from other researchers who measured the scale in different costumers. The questionnaire consists of six sections. These sections are as follows:

Background Information : This section seeks to find the background information of the respondents such as their type of trip, airline, origin, destination.

Quality of information: This section aims to find the company in providing products or services through the use of this information quality ticketing system all the necessary information available to suit the needs of users, the information in the ticketing system is easy to understand, when using a ticketing system users have the capability of understanding of good information about the ticketing system, the output is presented have useful information, and information about the security ticketing system has a fairly high user data.

Quality of the system: This section seeks to find the quality system refers to how well the ability of the hardware, software, and policy procedures of information systems that can provide the information needs of the user.

Quality of service: This section that compliance with the dimensions of service quality is a must if the Management company wants to increase satisfaction for the users of information systems and improve the objectives of the company itself.

Customer satisfaction: Customer satisfaction is very dependent on the perceptions and expectations of customers, then as a supplier of products need to know the factors that influence it. In this study, there are two indicators of customers, namely: customer satisfaction and customer satisfaction process to outcome.

customer loyaltys: Loyalty is the amount of consumption and frequency of purchases made by a customer to a company. And they managed to find that the quality of connectedness which consists of satisfaction, trust and commitment has a positive relationship with loyalty.

2.3 Data Analysis: In this study, researchers used a quantitative approach and data analysis Partial Least Square (PLS). Quantitative approach it is assumed that a phenomenon can be classified, and the relationship is causal symptoms (causal) between variables or constructs through hypothesis testing.

III. Findings And Discussion

3.1 Descriptive Statistics: This section presents the perception status of the respondents towards the variables of the study. The section presents the overall mean score values of the information quality, system quality, service quality, customer satisfaction, customer loyalty.

Table 1 Direct Impact, Influence of Indirect and Total Effect

Relationship Variables	Direct Impact	Effect of Indirect	total Effect	T Statistik	Description This T table
information quality → customer satisfaction	0,044	0,003	0,0039	2.259902	significant
information quality → customer loyalty	0,090			1.522295	Insignificant
system quality → customer satisfaction	0,828	0,635	0,635	34.626604	significant
system quality → customer loyalty	0,768			8.710149	significant
service quality → customer satisfaction	0,212	0,013	0,013	7.692757	significant
service quality → customer loyalty	0,063			1.101418	Insignificant
customer satisfaction → customer loyalty	- 0,573			6.665396	significant

3.2 Reliability and Validity Variables:For testing consistency among multiple measurements Cronbach’s alpha coefficient was calculated. Table 2 shows that these coefficients for all factors are greater than 0.8, which is good for scale reliability according to Nunnally and Bernstein.^[14]Nunally's (1978) "what a satisfactory level of reliability is depends on how a measure is being used. In the early stages of research . one saves time and energy by working with instruments that have only modest reliability, for which purpose reliabilities of .70 or higher will suffice. . For this study, the Cronbach’s Alpha is used to test the reliability and consistency of the elements of variables. Table 9 shows that majority of the variables show Cronbach’s Alpha exceed 0.7. Since the Alpha value is high, therefore, the scale questions were considered to have internal consistency.

Table 2 Reliability Statistics of Variables

variables	Alpha Cronbach	Status
information quality	0.738	Reliabel
system quality	0.833	Reliabel
service quality	0.698	Reliabel
customer satisfaction	0.700	Reliabel
customer loyalty	0.729	Reliabel

3.3 Correlation among variables: The Pearson correlation coefficient is a measure of the strength of the linear relationship between two variables. It is referred to as Pearson's correlation or simply as the correlation coefficient. If the relationship between the variables is not linear, then the correlation coefficient does not adequately represent the strength of the relationship between the variables. Pearson can range from -1 to 1. A value of -1 indicates a perfect negative linear relationship between variables, a value of 0 indicates no linear relationship between variables, and a value of 1 indicates a perfect positive linear relationship between variables. Table 2 shows the Pearson correlation between employee performance and other variables.

Table 4 Result of Validity Test among Items

Correlations												
		KS11	KS12	KS21	KS22	KS23	KS31	KS32	KS41	KS42	KS43	KS
KS11	Pearson Correlation	1	.455**	.236*	.223*	.186	.117	.236*	.268*	.217*	.237*	.475**
	Sig. (2-tailed)		.000	.025	.035	.078	.273	.025	.011	.040	.025	.000
	N	90	90	90	90	90	90	90	90	90	90	90
KS12	Pearson Correlation	.455**	1	.265*	.269*	-.036	.293**	.279**	.522**	.195	.045	.484**
	Sig. (2-tailed)	.000		.012	.010	.735	.005	.008	.000	.066	.671	.000
	N	90	90	90	90	90	90	90	90	90	90	90
KS21	Pearson Correlation	.236*	.265*	1	.842**	.099	.189	.859**	.425**	.727**	.234*	.828**
	Sig. (2-tailed)	.025	.012		.000	.353	.075	.000	.000	.000	.027	.000
	N	90	90	90	90	90	90	90	90	90	90	90
KS22	Pearson Correlation	.223*	.269*	.842**	1	.126	.230*	.930**	.430**	.805**	.219*	.862**
	Sig. (2-tailed)	.035	.010	.000		.238	.029	.000	.000	.000	.038	.000
	N	90	90	90	90	90	90	90	90	90	90	90

KS23	Pearson Correlation	.186	-.036	.099	.126	1	.320**	.131	-.099	.147	.206	.325**
	Sig. (2-tailed)	.078	.735	.353	.238		.002	.220	.353	.165	.052	.002
	N	90	90	90	90	90	90	90	90	90	90	90
KS31	Pearson Correlation	.117	.293**	.189	.230*	.320**	1	.273**	.152	.195	.142	.452**
	Sig. (2-tailed)	.273	.005	.075	.029	.002		.009	.153	.065	.183	.000
	N	90	90	90	90	90	90	90	90	90	90	90
KS32	Pearson Correlation	.236*	.279**	.859**	.930**	.131	.273**	1	.437**	.881**	.270*	.897**
	Sig. (2-tailed)	.025	.008	.000	.000	.220	.009		.000	.000	.010	.000
	N	90	90	90	90	90	90	90	90	90	90	90
KS41	Pearson Correlation	.268*	.522**	.425**	.430**	-.099	.152	.437**	1	.410**	.112	.560**
	Sig. (2-tailed)	.011	.000	.000	.000	.353	.153	.000		.000	.295	.000
	N	90	90	90	90	90	90	90	90	90	90	90
KS42	Pearson Correlation	.217*	.195	.727**	.805**	.147	.195	.881**	.410**	1	.269*	.824**
	Sig. (2-tailed)	.040	.066	.000	.000	.165	.065	.000	.000		.010	.000
	N	90	90	90	90	90	90	90	90	90	90	90
KS43	Pearson Correlation	.237*	.045	.234*	.219*	.206	.142	.270*	.112	.269*	1	.426**
	Sig. (2-tailed)	.025	.671	.027	.038	.052	.183	.010	.295	.010		.000
	N	90	90	90	90	90	90	90	90	90	90	90
KS	Pearson Correlation	.475**	.484**	.828**	.862**	.325**	.452**	.897**	.560**	.824**	.426**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.000	.000	.000	.000	.000	
	N	90	90	90	90	90	90	90	90	90	90	90
**. Correlation is significant at the 0.01 level (2-tailed).												
*. Correlation is significant at the 0.05 level (2-tailed).												

3.4 Results Hypotheses Testing: The relationship between the variables is examined based on the Pearson correlation and the value of the coefficient of the relationships.

- 3.4.1 Significant effect on Information Quality Customer Satisfaction. The results of model testing using Partial Least Square (PLS) showed a positive and significant effect, the path coefficient of 0.044373. The path coefficients indicate that the influence of the Information Quality Customer satisfaction is directly proportional, so the better the quality of the information provided will impact increase Customer Satisfaction. T-test value obtained is 2.259902 > t-table is 1.98, so it can be concluded that the quality of information is a significant effect on customer satisfaction. Each unit increase in the quality of the information that will increase customer satisfaction by 0.044373.. H1 is accepted.
- 3.4.2 The quality of information is insignificant effect on customer loyalty. The results of model testing using Partial Least Square (PLS) showed a significant negative effect and not the path coefficient obtained by 0.090789. The path coefficients indicate that the influence of the Information Quality Customer Loyalty is proportional, so the better the quality of the information provided will impact increase customer satisfaction. T-test value obtained is 1.522295 < t-table is 1.98, so it can be concluded that the quality of the information is not significantly influence the Customer Loyalty. Each unit increase in the quality of the information it will increase customer loyalty by 0.090789. H2 is rejected.
- 3.4.3 Quality Systems Significant effect on customer satisfaction. The results of model testing using Partial Least Square (PLS) showed a positive and significant effect, the path coefficient of 0.828048. The path coefficients indicate that the influence of the Quality System for Customer Satisfaction is proportional, so the better the quality of a given system will have an impact increase Customer Satisfaction. T-test value obtained is 34.626604 > t-table is 1.98, so it can be concluded that the quality system is a significant effect on customer satisfaction. Any increase in the quality of the system, the unit will increase customer satisfaction by 0.828048. H3 is accepted.
- 3.4.4 Quality Systems Significant effect on Customer Loyalty. The results of model testing using Partial Least Square (PLS) showed a positive and significant effect, the path coefficient of 0.768123. The path coefficients indicate that the effect of the system on the quality of Customer Loyalty is proportional, so the better the quality of the system is given it will have an impact increase customer satisfaction. T-test value obtained is 8.710149 > t-table is 1.98, so it can be concluded that the quality system is significantly influence the Customer Loyalty. Any increase in the quality of the system, the unit will increase customer loyalty by 0.768123. H4 is accepted.
- 3.4.5 Significant effect on the Quality of Service Customer Satisfaction. The results of model testing using Partial Least Square (PLS) showed a positive and significant effect, the path coefficient of 0.212803. The path coefficients indicate that the influence of Service Quality on Customer Satisfaction is inversely

- proportional, so the better the quality of services provided will impact increase Customer Satisfaction. T-test value obtained is $7.692757 > t$ -table is 1.98, so it can be concluded that the quality of services significantly influence customer satisfaction. Any increase in the quality of service of the unit will increase customer satisfaction by 0.212803. H5 is accepted.
- 3.4.6 Quality of Service is insignificant effect on Customer Loyalty. The results of model testing using Partial Least Square (PLS) showed a significant negative effect and not the path coefficient obtained by 0.063311. The path coefficients indicate that the influence of Service Quality on Customer Loyalty is proportional, so the better the quality of services provided will impact increase customer satisfaction. T-test value obtained is $1.101418 < t$ -table is 1.98, so it can be concluded that the quality of service does not significantly influence the Customer Loyalty. Any increase in the quality of service of the unit will increase customer loyalty by 0.063311. H6 is rejected.
- 3.4.7 The results of model testing using Partial Least Square (PLS) showed a positive and significant effect, the path coefficient of -0.573446. The path coefficients indicate that the effect of Customer Satisfaction on Customer Loyalty is inversely proportional, so the better the customer satisfaction can be an impact on lowering the Customer Loyalty. T-test value obtained is $6.665396 > t$ -table is 1.98, so it can be concluded that the Customer Satisfaction significant effect on customer loyalty. Any increase Customer Satisfaction Lowering the unit it will be for customers - 0, 573 446. H7 is accepted.

IV. Discussion

This study based on the results of statistical tests that have been done, but there are some limitations to this study. The limitations in this study as follows :Distribution of the questionnaire as the main device research also limit the results of this study, since the majority of the respondents in this study had limited time because of the research conducted by distributing questionnaires by email and customers rarely possessed the time to reply to an email that has been deployed, it is not possible to use the instrument such as in-depth interviews to explore further information and an overview of the influence of the variables in the study with a maximum hypothesized. This study focuses only on one ticketing service company only, so do not rule out the results of the study are not generalizable to other locations. This study has yet to include all indicators of variable quality information, quality systems that have been developed by previous researchers. This is due to the abundance and diversity indicators contained in these two variables. This study took several indicators that are generally found in previous studies.

V. Conclusions

This research has proposed and tested seven main hypotheses. The finding reveals that four of these hypotheses were accepted and two were rejected. There is a significant relationship between Quality Information to Customer Satisfaction. The higher the quality of information will increasingly meningkatkan Customer Satisfaction. Customers judge that the information received is in conformity with the expected both in terms of content, form, and time information received by the customer, from the overall information received will increase customer satisfaction. Quality of information is not significant effect on customer loyalty. The high quality of information received by the customer followed by increased customer loyalty, but it does not occur significantly. Customers tend to override aspects of Information Quality, customers pay more attention to aspects of the ease of doing transactions directly or offline than online transactions, so that not all customers will behave loyal to the PT. Btrav Connection. There is a significant relationship between the Quality System for Customer Satisfaction. The better the quality of the system is accepted by the customer will increase customer satisfaction. Satisfaction will be created if the expectations are in accordance with the reality, the customer PT. Btrav Connection has been satisfied will the entire system, as expected by the customer are met. There is a significant relationship between the Quality System to Customer Loyalty. The better the quality of the system is given to the customer will meningkatkan Customer Loyalty. Systems that are either owned by the company will be able to make the customer to re-do the transaction in PT. Btrav Connection. There is a significant relationship between Quality of Service to Customer Satisfaction. The higher quality of service will increase customer satisfaction. Customers judge that the service received has been as expected, both in terms of response, warranty, Empathy, form, and the reliability of the overall service received by customers will increase customer satisfaction. Quality of Service not significant effect on customer loyalty. The high quality of service received by the customer followed by the Customer Loyalty, but does not occur significantly. customers pay more attention to aspects of the ease of doing transactions directly or offline than online transactions, so that not all customers will behave loyal to the PT. Btrav Connection. There is a significant relationship between Customer Satisfaction to Customer Loyalty. The higher the perceived satisfaction, it will also increase the Customer Loyalty to PT. Btrav Connection. Customer loyalty arise because the customer has to feel satisfied with the previous transaction, so it wants to re-do the transaction in PT. Btrav Connection. Conclusion of the receipt of this hypothesis is Customer Loyalty arise because the customer has already felt the satisfaction of the previous transaction, so that customers feel the saturation point where the customer does not want to do the transaction in

PT. Btrav Connection, in other words PT. Btrav Connection requires another way so that customers do not feel saturated with the services performed by PT. Btrav Connection.

VI. Recommendations

From the research, presented some suggestions that can be used as consideration for other researchers in the field of quality of service that will do further research, in addition to the results of this study are expected to contribute practical, both for PT. Btrav Connection, in the form of concrete suggestions which may be realized, among others: It is recommended to further research could examine more than one enterprise ticketing services, so that the study can be generalized to more widespread. This study allows to develop the concept and add other variables that are considered necessary and enhance the research with the addition of variable quality products at PT. Btrav Connection. In addition, in this study still allows the addition of indicators in each variable to better represent the object used. The addition of the research sample will give different results on the study results. Because the sample that more will be many possibilities for the latest research findings are useful for reference studies in the future.

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