

Development of Consumer Loyalty Model in Tourism Travel after COVID-19

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Abstract. The aim of this research is to analyze the influence of consumer loyalty, especially after COVID-19, which in its implementation experienced destruction. The results of this research reveal that consumer satisfaction, perceived value, consumer trust, emotional commitment, and consumer engagement give positive significant effect on consumer loyalty. On the other hand, brand image and quality service have no significant effect on consumer loyalty. Research data results prove that Traveloka gets consumer satisfaction, perceived value, consumer trust, emotional commitment, and good consumer engagement with the university. However, the brand image and service quality does not affect the assessment of consumers to be loyal.

Keywords: Consumer Loyalty, Pandemic, Travel, Tourism

Introduction

Since the end of 2019, the whole world has been shocked by the contagion unknown new disease (Yarovaya et al., 2020). This disease is caused by a new virus which later by the International Committee on Taxonomy of Viruses (ICTV) given the name severe acute respiratory syndrome coronavirus 2 or what is known as SARS-CoV-2. World Health Organization (WHO) announced the name of this new disease is coronavirus disease or what is known as COVID-19 in February 2020 (Coronaviridae Study Group, 2020). COVID-19 disease has become a global pandemic that has not been resolved to date.

COVID-19 has had a tremendous impact on the entire world order around the world. COVID-19 pandemic has triggered an economic crisis and recession globally (Ozili, 2021). All countries have tried various ways to solve COVID-19 pandemic by maintaining social distancing, self-isolation and travel restrictions (Saeed et al., 2020).

COVID-19 pandemic impacts to various sectors in social and economics (Saeed et al., 2020), including in Tourism sector, where there appear virtual travelling (Neuburger & Egger, 2021). Maintaining consumer loyalty and trust over the long term. COVID-19 pandemic may be very challenging due to the occurrence of some destructive. Therefore, maintaining communication lines, establishing relationships with consumers, and staying innovate to find new ways to work with consumers, encourage revenue, and new technologies that can solve challenges and identify new opportunities that exist are very important (Talwar et al., 2020).

This research aims to analyze and to understand the influence of brand image, consumer satisfaction, perceived value, service quality, consumer trust, commitment emotional, and consumer engagement on consumer loyalty in Traveloka.

Literature Review

This research is based on a model from the results of a meta-analysis of 50 journals obtained through Google Scholar. The variables raised are the most studied variable and proven to have an effect.

Consumer loyalty is a consumer behavior in maintaining relationship with an organization by buying its products or services (Purwadi, Devitasari, & Caesar Darma, 2020). Loyalty behaviors including consumer retention, positive word-of-mouth (WOM) recommendations, and have a willingness to pay more for a product or service (Sukhu & Bilgihan, 2021). Consumer loyalty is a manifestation behavior that includes visit or

repurchase product or service offered and persist for do not switch to competitors and are willing to recommend products or services to others (Parihar & Dawra, 2020).

H 1: Brand image has a significant positive effect on consumer loyalty

Brand image is perception obtained from a brand that obtained from the reflection of brand associations held in consumer memory (Jawahar et al., 2020). The success of building a brand understands how to develop brand identity. A brand is a distinctive identity that distinguishes products, services, or pin the organization to the value of the promised promise (George, 2021). Thus, brand image supports consumer loyalty.

The relationship between these two variables has been investigated by Huang et al. (2020), Chang (2021), and Dam and Dam (2021). The three researchers obtained the agreement, namely the brand image has a positive influence on the consumer loyalty. However, researchers Chaudhry et al. (2021) and Ozdemir et al. (2020) disagree; research obtained from these two researchers revealed that it did not have a significant effect.

H 2: Consumer satisfaction has a significant positive effect on consumer loyalty

Consumer satisfaction is defined as a summary of reaction of mind (cognitive) and emotional (affective) towards service that has been received against consumers perception and expectation (Hsieh, 2020). Consumers who are satisfied with a product or service tend to have good perception and loyalty. The relationship between these two variables has been investigated by Huang et al. (2020), Dam and Dam (2021), Molinillo et al. (2020), Hayati et al. (2020), Ozdemir et al. (2020), Mehedi Hasan et al. (2020), Aburayya et al. (2020), Rust and Oliver (1994), Orel and Kara (2014). These researchers obtained the same result, namely consumers satisfaction have a positive influence on consumer loyalty. However, researcher Siddiqi (2011) did not agree, researchers reveal that it does not give significant influence.

H 3: Perceived value has a positive significant effect on loyalty

Perceived value is a harmony of comparison between paid time, money and effort with benefits received by the consumer (Zeithaml, Bitner, & Gremler, 2013). Consumers who receive value for what they have paid tend to be very satisfied and loyal (Thielemann et al., 2018), and Hapsari et al. (2015) have investigated relationship between these two variables. These two researchers obtain agree that perceived value gives positive influence on consumer loyalty. However, researchers Hsieh (2020) and Iqbal et al. (2018) disagree. They revealed that it did not affect significant.

H 4: Service quality has a significant positive effect on consumer loyalty

Service quality is the result of evaluation process between services perceived and expected service (Gronroos, 1984). Service quality is a form of attitudes towards assessment of services (Parasuraman et al., 1988). Thus, the quality of service given greatly influence consumer loyalty. The relationship between these two variables has been investigated by Jawahar et al. (2020), Gul (2014), Iqbal et al. (2020), Mehedi Hasan et al. (2020), and Rodgers et al. (2005). These five researchers obtained the same results, which is quality service has positive influence on consumer loyalty. However, researchers Orel and Kara (2014), Molinillo et al. (2020), Hsieh (2020), and Abror et al. (2019) did not agree, the research obtained from these four researchers reveals that there is no have a significant effect.

H 5: Consumer trust has a significant positive effect on consumer loyalty

Consumer trust is a positive expectation of a consumers' belief on quality and reliability of the products or services offered (Siau & Shen, 2003). Consumer trust is very important to maintain long-term relationships and increase commitment to encourage consumer loyalty.

The relationship between these two variables has been investigated by Jawahar et al. (2020), Martínez and Bosque (2013), Iglesias et al. (2020), Leaniz and Rodríguez (2015), Orel and Kara (2014), Schlesinger et al. (2016), Setiawan and Sayuti (2017), Hussein (2019), Rather and Hollebeek (2019), Bilgihan (2016), and Hapsari et al. (2020). These researchers obtained the same results, namely: consumer trust has a positive influence on consumer loyalty and there is no disagreeing between researchers.

H 6: Emotional commitment has a significant positive effect on consumer loyalty

Emotional commitment is a psychological relatedness that is effect of strength of consumer identification and engagement with the provider (Porter et al., 1974). The key to success in loyalty is commitment and the two are very closely related (Dwyer et al., 1987). Iqbal et al. (2018), Bhat et al. (2018), Cater and Zabkar (2009), and Rather and Sharma (2019) have investigated the relationship between these two variables, these researchers agree that emotional commitment has an effect on positive on consumer loyalty.

H 7: Consumer engagement has a significant positive effect towards consumer loyalty

Consumer engagement is a psychological relationship between consumers with a particular brand (Brodie et al., 2011; Vivek et al., 2012). However, psychological relationship in question is not limited to an ordinary relationship. Ordinary but will create a loyalty. With this, the involvement of consumers may increase consumer loyalty. The relationship between these two variables has been investigated by Hapsari et al. (2015), Islam and Rahman (2016), Thakur (2016), Hsieh (2020), Jarvis et al. (2017), Abbas et al. (2018), Abror et al. (2019), Rather et al. (2019), Hapsari et al. (2020), and Indriantoro and Supomo (2011). These researchers obtained the same results, namely: consumer engagement has a positive effect on consumer loyalty and there is no disagreeing researchers.

Research Methodology

This research is a hypothesis testing which explains phenomena in terms of relationships between variables. It is as a basic research, which is a type of research related to problem solving theoretical. This research contributes to development of theory (Wolf et al., 2016).

Based on the characteristics of problem, this is a causal-comparative and descriptive research. Causal comparative research is a type of research with problem characteristics in form of a causal relationship between two or more variables (Wolf et al., 2016). Descriptive research is a study of problems in form of current facts from a population. The purpose of descriptive research is to test hypotheses or answer questions related to the current state of the subject.

Object of this research is consumer's loyalty to Traveloka. Based on obtained data from 2019/2020 is 3,286 consumers. The number of consumers of Traveloka 2019/2020 is the amount of population and at the same time as the target population in this study. The sample size of Traveloka consumers obtained by using the Slovin formula with a margin of error (e) research by 5%. So according to the calculation of the Slovin formula the minimum number of samples that obtained is 363 consumers. As for the method of taking

The sample applies a non-probability sampling technique with purposive sampling based on the specific parameters (Hair et al., 2009). The results can be more accurate. The unit of analysis in this research is Traveloka consumers. With this, research needs role Traveloka consumers who have taken online classes and/or Social Media Marketing (SMM). Researchers need the unit of analysis so that the level of the validity and reliability of the research becomes more accurate.

The data collection technique used in this research is questionnaire method. Data used in this study is primary data. Google Forms distributed questionnaire directly respondents. There are two types of questionnaires, closed and open. Open questionnaire is a questionnaire, which

is an open question. Meanwhile, a closed questionnaire is a closed questionnaire for which the answer is already available, so that the respondent can choose and answer directly (Hair et al., 2009). In this study, the questionnaire used is in the form of a closed questionnaire.

The method of this research is multiple linear regression as an analytical method data. Multiple linear regression is a method for testing the effect of two or more independent variable to one dependent variable. This method assumes that there is a linear relationship or a one-line relationship between variables dependent with each independent variable. The data obtained in this study is analyzed by stages of descriptive statistical test, outlier test, data quality test (test validity and reliability test), panel regression analysis, classical assumptions (autocorrelation test, test normality test, multicollinearity test, and heteroscedasticity test), and hypothesis testing (F test, t test, and coefficient of determination test (adjusted R square). Criteria for the margin of error (α) that used in research for the F test and t test is above 0.05 which means significant and below 0.05 which means it is not significant.

Results and Discussion

The results of the breakdown of the number of research respondents in Table 1.

Table 1. Details of the Number of Research Respondents

Questionnaires	Number of respondents
Completed	380
Uncompleted	9
Worth to test	371

Source: Primary data (2021)

The results of the summary of descriptive statistics of research variables in Table 2.

Table 2. Summary of Descriptive Statistics of Research Variables

Variables	N	Min.	Max.	Mean	Standard Deviation
Brand Image	371	2,00	5,00	3,96	0,6929
Customer Satisfaction	371	1,00	5,00	3,76	0,7621
Perceived Value	371	1,33	5,00	3,68	0,7931
Service Quality	371	1,75	5,00	3,89	0,7181
Customer Trust	371	1,75	5,00	3,83	0,7427
Affective Commitment	371	1,25	5,00	3,67	0,7875
Customer Engagement	371	1,25	5,00	3,68	0,7593
Customer Loyalty	371	1,00	5,00	3,61	0,8487

Source: Primary data (2021)

From 371 respondents who were eligible for testing, outlier data that did not meet the Z-value parameter scores outside the range of -3 and exceeding 3 there are as many as four respondents. Thus, the number of data samples in this study are 367 respondents. Summary results research outlier data in Table 3.

Table 3. Summary of Research Outlier Data

Respondent No.	Outlier	Value
12	Zscore:Total_Customer Engagement	-3,203
114	Zscore:Total_Customer Loyalty	-3,081
221	Zscore:Total_Affective Commitment	-3,079
	Zscore:Total_Customer Engagement	-3,203
226	Zscore:Total_Affective Commitment	-3,079

Source: Primary data (2021)

The following is a series of data quality test results consisting of validity test results constructs and criteria as well as reliable test results. The construct validity test is declared valid if the value of loading factor is greater than 0.6 (Hair et al., 2009), the criterion validity test is declared valid if the correlation value on the Pearson correlation greater than 0.3 and the significance value on Sig. (2-tailed) more smaller than 0.05 (Hair et al., 2009). The reliable data is when Cronbach's Alpha value is greater of 0.6 (Hair et al., 2009). The results of the construct validity test and criterion validity as well as the data reliable test results research in Tables 4, 5, and 6.

Table 4. Summary of Research Data Construct Validity Test Results

Variable	Loading Factor
Brand Image 1 (Q1.1)	0,856
Brand Image 2 (Q1.2)	0,844
Brand Image 3 (Q1.3)	0,858
Brand Image 4 (Q1.4)	0,887
Customer Satisfaction Q1 (Q2.1)	0,874
Customer Satisfaction Q2 (Q2.2)	0,901
Customer Satisfaction Q3 (Q2.3)	0,884
Perceived Value Q1 (Q3.1)	0,901
Perceived Value Q2 (Q3.2)	0,889
Perceived Value Q3 (Q3.3)	0,848
Service Quality Q1 (Q4.1)	0,848
Service Quality Q2 (Q4.2)	0,849
Service Quality Q3 (Q4.3)	0,849
Service Quality Q4 (Q4.4)	0,862
Customer Trust Q1 (Q5.1)	0,881
Customer Trust Q2 (Q5.2)	0,979
Customer Trust Q3 (Q5.3)	0,871
Customer Trust Q4 (Q5.4)	0,887
Affective Commitment Q1 (Q6.1)	0,832
Affective Commitment Q2 (Q6.2)	0,835
Affective Commitment Q3 (Q6.3)	0,901
Affective Commitment Q4 (Q6.4)	0,905
Customer Engagement Q1 (Q7.1)	0,788
Customer Engagement Q2 (Q7.2)	0,874
Customer Engagement Q3 (Q7.3)	0,909
Customer Engagement Q4 (Q7.4)	0,823
Customer Loyalty Q1 (Q8.1)	0,870
Customer Loyalty Q2 (Q8.2)	0,868
Customer Loyalty Q3 (Q8.3)	0,886
Customer Loyalty Q4 (Q8.4)	0,798

Source: Primary data (2021)

Table 5. Summary of Research Data Validity Test Results

Variable	Pearson Correlation	Sig. (2-tailed)
Brand Image 1 (Q1.1)	0,858	0,000
Brand Image 2 (Q1.2)	0,836	0,000
Brand Image 3 (Q1.3)	0,865	0,000
Brand Image 4 (Q1.4)	0,886	0,000
Customer Satisfaction Q1 (Q2.1)	0,869	0,000
Customer Satisfaction Q2 (Q2.2)	0,902	0,000
Customer Satisfaction Q3 (Q2.3)	0,887	0,000
Perceived Value Q1 (Q3.1)	0,915	0,000
Perceived Value Q2 (Q3.2)	0,894	0,000
Perceived Value Q3 (Q3.3)	0,838	0,000
Service Quality Q1 (Q4.1)	0,856	0,000
Service Quality Q2 (Q4.2)	0,856	0,000
Service Quality Q3 (Q4.3)	0,841	0,000
Service Quality Q4 (Q4.4)	0,855	0,000
Customer Trust Q1 (Q5.1)	0,881	0,000
Customer Trust Q2 (Q5.2)	0,870	0,000
Customer Trust Q3 (Q5.3)	0,881	0,000
Customer Trust Q4 (Q5.4)	0,885	0,000
Affective Commitment Q1 (Q6.1)	0,842	0,000
Affective Commitment Q2 (Q6.2)	0,827	0,000
Affective Commitment Q3 (Q6.3)	0,903	0,000
Affective Commitment Q4 (Q6.4)	0,901	0,000
Customer Engagement Q1 (Q7.1)	0,803	0,000
Customer Engagement Q2 (Q7.2)	0,869	0,000
Customer Engagement Q3 (Q7.3)	0,903	0,000
Customer Engagement Q4 (Q7.4)	0,821	0,000
Customer Loyalty Q1 (Q8.1)	0,875	0,000
Customer Loyalty Q2 (Q8.2)	0,873	0,000
Customer Loyalty Q3 (Q8.3)	0,883	0,000
Customer Loyalty Q4 (Q8.4)	0,790	0,000

Source: Primary data (2021)

Table 6. Summary of Research Data Reliability Test Results

Variable	Cronbach1s Alpha
Brand Image	0,883
Customer Satisfaction	0,863
Perceived Value	0,858
Service Quality	0,873
Customer Trust	0,900
Affective Commitment	0,891
Customer Engagement	0,870
Customer Loyalty	0,878

Source: Primary data (2021)

The classical assumption test series consists of normality test, multicollinearity test, and test heteroscedasticity. Normality and heteroscedasticity test visually with normal PP plots and scatter plots. There is no multicollinearity if the value of Statistics Variance Inflation Factor (VIF) is less than 10 and the value of collinearity tolerance greater than 0.1 (Hair et al., 2009). The results of the normality test, multicollinearity test, and heteroscedasticity test research data in Table 7 and Figures 1 and 2.

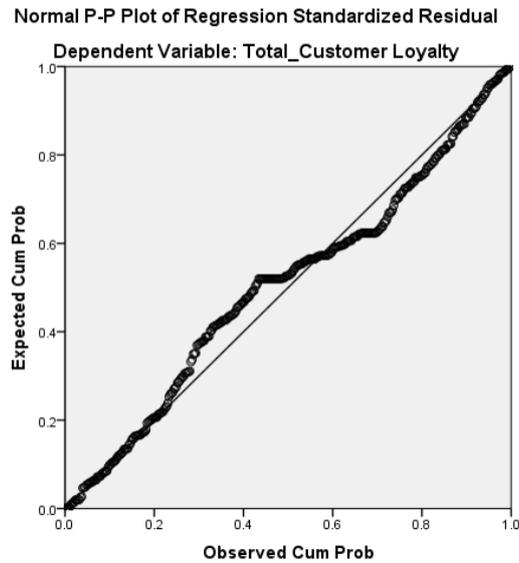


Figure 1. Research Normality Test Results

Source: Primary data (2021)

Table 7. Summary of Multicollinearity Test Results of Research Data

Variable	Collinearity Tolerance	Statistic VIF
Brand Image	0,302	3,311
Customer Satisfaction	0,316	3,160
Perceived Value	0,323	3,095
Service Quality	0,385	2,598
Customer Trust	0,310	3,225
Affective Commitment	0,262	3,822
Customer Engagement	0,304	3.294

Source: Primary data (2021)

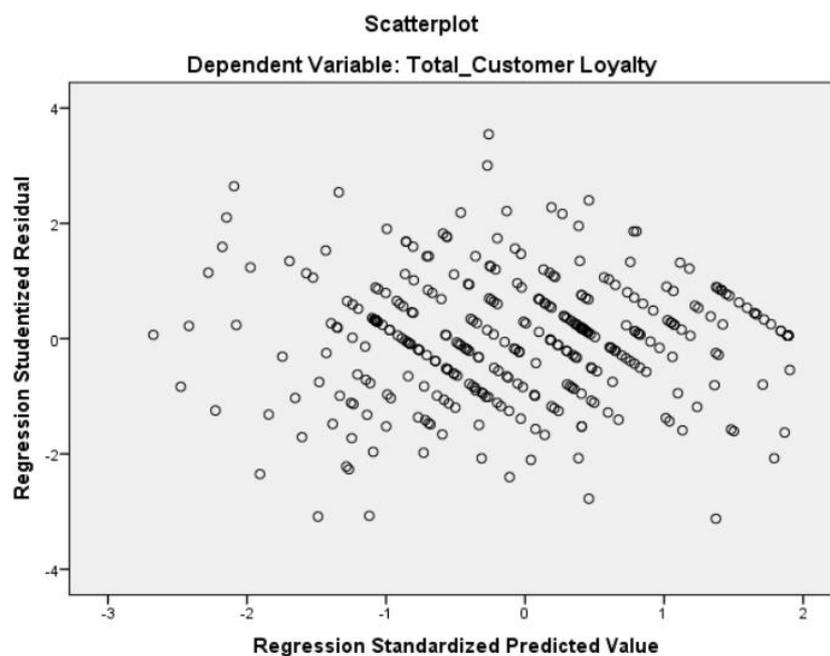


Figure 2. Results of Research Heteroscedasticity Test

Source: Primary data (2021)

The hypothesis test used for this research is multiple regression analysis (multiple regressions). The series of hypothesis testing consists of F test, t test, and coefficient test determination. Coefficient of determination test by Adjusted R Square value. F test declared simultaneous significant if the value of Sig. of 0.000 to 0.05 (Hair et al., 2009). T test is stated significant if the value of Sig. of 0.000 to 0.05 (74). The results of the F test, t test, and test coefficient of determination of research data in Tables 8, 9, and 10.

Table 8. Summary of F-Test Results of Research Data

Variable	F	Sig.
Customer Loyalty	137,287	0,000

Source: Primary data (2021)

Table 9. Summary of t-test results for research data

Variable	Unstandardized Coefficients (B)	t	Sig.
Brand Image	0,035	0,571	0,568
Customer Satisfaction	0,148	2,036	0,042
Perceived Value	0,207	3,023	0,003
Service Quality	-0,039	-0,749	0,454
Customer Trust	0,145	2,555	0,011
Affective Commitment	0,282	4,823	0,000
Customer Engagement	0,369	6,528	0,000

Source: Primary data (2021)

Based on the results of the t test, the relationship between the independent variable brand image on the dependent variable of consumer loyalty obtains the value of significance of 0.568, where the significance value is greater than 0.05. Thus, the relationship between brand images to consumer loyalty in this study is insignificant. The results meets to Ozdemi et al. (2020) and Hsieh (2020). On the other hand, it does not meet to Chaudhry et al. (2019). Based on the results of the t test, the relationship between the independent variable of consumer satisfactions on the dependent variable of consumer loyalty obtained a significance value of 0.042, where the significance value is less than 0.05. Thus, the relationship between consumer satisfaction and consumer loyalty in the research is significantly positive. The results obtained agree with the research which have been studied by Chang (2021), Chaudhry et al. (2019), Schlesinger et al. (2016), Mehedi Hasan et al. (2020), Hsieh (2020), Yap et al. (2012), and Molinillo et al. (2020). On the other hand, the result this study does not agree with Siddiqi (2011).

Based on the results of the t test, the relationship between the independent variable perceived value (perceived value) on the dependent variable of consumer loyalty (consumer loyalty) obtains the value significance of 0.003, where the significance value is less than 0.05. Thus, relationship between perceived value and consumer loyalty in this study is significantly positive. This result agrees with study of Lai (2014) and Hapsari et al. (2015). On the other hand, it does not agree with Hsieh (2020) and Hsu (2008).

Based on the results of the t test, the relationship between the independent variables of service quality (service quality) on the dependent variable consumer loyalty (consumer loyalty) obtains a value of significance of 0.454, where the significance value is greater than 0.05. Thus, the relationship between service quality to consumer loyalty is insignificant. This result agrees with Orel and Kara (2014), Molinillo et al. (2020), Hsieh (2020). On the other hand, it does not agree with Jawahar et al. (2020), Gul. (2014), Iqbal et al. (2018), Mehedi Hasan et al. (2020), and Rodgers et al. (2005).

Based on the results of the t test, the relationship between the independent variable consumer trust (consumer trust) on the dependent variable of consumer loyalty (consumer

loyalty) obtain a significance value of 0.011, where the significance value is less than 0.05. Thus, relationship between consumer trust and consumer loyalty is significantly positive. Research result is agree with studies of Jawahar et al. (2020), Martínez and Bosque (2013), Iglesias et al. (2020), Leaniz and Rodríguez (2015), Orel and Kara (2014), Schlesinger et al. (2016), Setiawan and Sayuti (2017), Hussein (2018), Rather and Hollebeek (2019), Bilgihan (2018), and Hapsari et al (2015).

Based on the results of the t test, the relationship between the independent variables of emotional commitment to consumer loyalty obtain a significance value of nil, where the significance value is less than 0.05. Thus, relationship between emotional commitments and consumer loyalty in this study is significantly positive. Research result obtained agree with studies of Iqbal et al. (2018), Bhat et al. (2018), Cater and Zabkar (2009), Rather and Sharma (2019).

Based on the results of t test, relationship between consumer engagements on consumer loyalty obtain a significance value of nil, where the significance value is less than 0.05. Thus, the relationship between consumer engagement and consumer loyalty in this study is significantly positive. The result is agree with the research of Hapsari et al. (2015), Islam and Rahman (2016), Thakur (2016), Hsieh (2020), Jarvis et al. (2017), Abbas et al. (2018), Abror et al. (2019), Rather et al. (2019), Hapsari et al. (2020), and Indriantoro and Supomo (2011).

Table 10. Summary of Correlation Coefficient Test Results and Coefficient of Determination of Research Data

Variable	R	Adjusted R Square
Customer Loyalty	0,853	0,723

Source: Primary data (2021)

Based on the results of the correlation coefficient test and the coefficient of determination, this research obtained an Adjusted R Square value of 0.723. Thus, this research data revealed that the effect of the independent variable on the dependent variable is by 72.3%. On the other hand, other variables influence it as much as 27.7%.

Conclusion

The results of data analysis and discussion of the influence of consumer loyalty in particular after COVID-19 which in its implementation-experienced destruction, gave conclusion that consumer satisfaction, perceived value, trust consumers, emotional commitment, and consumer engagement have a significant impact positive on consumer loyalty to Traveloka consumers. The better these five variables, the greater the probability that the consumer will be more loyal. Meanwhile, brand image and service quality have no significant effect significant effect on consumer loyalty at Traveloka consumers. This proves that these two variables do not affect consumer ratings of loyal.

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