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Examining the Impact of Website Quality Attributes on Electronic Customer Satisfaction in Online Travel Platforms

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ABSTRAK

Pertumbuhan pesat e-commerce telah meningkatkan persaingan antar platform online, khususnya di industri agen perjalanan online (OTA). Dalam konteks ini, kualitas website memainkan peran penting dalam membentuk pengalaman pelanggan dan menentukan kepuasan pelanggan elektronik. Studi ini bertujuan untuk meneliti pengaruh atribut kualitas website—yaitu desain website, informasi website, interaksi website, dan kegunaan website—terhadap kepuasan pelanggan elektronik dalam konteks platform perjalanan online. Pendekatan penelitian kuantitatif digunakan dengan metode survei untuk mengumpulkan data dari pengguna platform Tiket.com di Indonesia. Studi ini melibatkan 150 responden yang telah melakukan setidaknya dua transaksi di platform tersebut. Data dianalisis menggunakan Structural Equation Modeling (SEM) dengan perangkat lunak AMOS untuk menguji hubungan yang diusulkan antar variabel. Hasil menunjukkan bahwa desain website dan interaksi website memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan elektronik, sedangkan informasi website dan kegunaan website tidak menunjukkan pengaruh yang signifikan. Selain itu, kualitas website secara keseluruhan secara signifikan memengaruhi kepuasan pelanggan elektronik. Temuan ini menunjukkan bahwa desain visual dan kemampuan interaktif memainkan peran yang lebih menonjol dalam membentuk kepuasan pelanggan dalam layanan perjalanan online daripada aspek informasional atau fungsional saja. Studi ini berkontribusi pada literatur tentang kualitas situs web dan e-commerce dengan menyoroti efek diferensial atribut situs web terhadap kepuasan pelanggan dalam lingkungan layanan digital. Hasil penelitian juga memberikan wawasan praktis bagi pengelola platform perjalanan online untuk memprioritaskan peningkatan desain antarmuka situs web dan fitur interaktif guna meningkatkan pengalaman pengguna dan kepuasan pelanggan.

Kata kunci: kualitas situs web, desain situs web, interaksi situs web, kegunaan situs web, kepuasan pelanggan elektronik, agen perjalanan online

ABSTRACT

The rapid growth of e-commerce has intensified competition among online platforms, particularly in the online travel agency (OTA) industry. In this context, website quality plays a crucial role in shaping customer experiences and determining electronic customer satisfaction. This study aims to examine the influence of website quality attributes—namely website design, website information, website interaction, and website usefulness—on electronic customer satisfaction in the context of an online travel platform. A quantitative research approach was employed using a survey method to collect data from users of the Tiket.com platform in Indonesia. The study involved 150 respondents who had conducted at least two transactions on the platform. Data were analyzed using Structural Equation Modeling (SEM) with AMOS software to test the proposed relationships among variables. The results indicate that website design and website interaction have a positive and significant effect on electronic customer satisfaction, while website information and website usefulness do not show significant effects. Additionally, overall website quality significantly influences electronic customer satisfaction. These findings suggest that visual design and interactive capabilities play a more prominent role in shaping customer satisfaction in online travel services than informational or functional aspects alone. The study contributes to the literature on website quality and e-commerce by highlighting the differential effects of website attributes on customer satisfaction in digital service environments. The results also provide practical insights for online travel platform managers to prioritize improvements in website interface design and interactive features to enhance user experiences and customer satisfaction.

Keywords: website quality, website design, website interaction, website usefulness, electronic customer satisfaction, online travel agency

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INTRODUCTION

The rapid development of information technology has significantly transformed various aspects of modern business activities, particularly in the digital economy. The integration of internet-based technologies into business operations enables organizations to deliver services more efficiently, enhance communication with customers, and expand market reach beyond geographical boundaries. The internet has become a critical infrastructure for facilitating electronic transactions, information exchange, and digital service delivery (Rerung, 2018). The growing accessibility of the internet has also reshaped consumer behavior, as customers increasingly expect instant access to information and the ability to conduct transactions at any time (Erica & Rasyid, 2018).

Indonesia represents one of the largest digital markets in Southeast Asia. Recent statistics indicate that the number of internet users in Indonesia reached approximately 212.9 million in 2023, reflecting the rapid digitalization of the country's economy (Widi, 2023). This growing digital ecosystem has stimulated the expansion of electronic commerce (e-commerce), which enables businesses to conduct buying and selling activities through internet-based platforms (Wardana, 2018). The increasing value of the Indonesian e-commerce market, projected to reach USD 137.5 billion by 2025, highlights the growing importance of digital platforms in shaping business competition and consumer interactions (Pahlevi, 2022).

Within the e-commerce ecosystem, the online travel agency (OTA) sector has experienced significant growth. OTAs function as digital intermediaries that facilitate the booking and purchase of travel-related services such as airline tickets, accommodation, and transportation through online platforms (Pinto & Castro, 2019). In Indonesia, several OTA platforms such as Tiket.com, Traveloka, Agoda, and Pegipegi compete intensely to attract and retain customers. As competition among these platforms intensifies, firms must focus on delivering superior digital experiences to enhance customer satisfaction and loyalty.

Customer satisfaction in online environments, often referred to as electronic customer satisfaction (e-satisfaction), plays a crucial role in determining the success of e-commerce platforms. E-satisfaction reflects the degree to which consumers feel satisfied with their online purchasing experience, including their interactions with the website interface, information availability, and transaction processes (Puranda et al., 2022). Prior research has consistently emphasized that maintaining high levels of customer satisfaction is essential for sustaining competitive advantage and encouraging repeat usage of online services (Skordoulis et al., 2018).

One of the most important determinants of e-satisfaction in digital commerce is website quality. Website quality refers to users' overall evaluation of a website's features, usability, and functionality in meeting their needs and facilitating online transactions (Aladwani & Palvia, 2002). High-quality websites can improve user experience, enhance trust, and increase the likelihood of positive customer evaluations

(Chauhan et al., 2019). As consumers increasingly rely on websites to obtain product information and conduct transactions, firms must ensure that their websites provide reliable information, attractive design, and efficient functionality (Gao & Li, 2018).

Previous studies have identified several attributes that constitute website quality. For example, Aladwani and Palvia (2002) proposed that website quality includes technical adequacy, web content, and web appearance. Similarly, Lin (2007) categorized website quality into system quality, information quality, and service quality. More recent studies have suggested that website quality can be examined through specific attributes such as website design, information quality, website interaction, and website usefulness (Almakayeel, 2023). These attributes collectively shape users' perceptions of the website and influence their overall online experience.

Despite the growing body of research on website quality, empirical findings regarding its impact on customer satisfaction remain inconclusive. Some studies have reported that website design significantly influences customer satisfaction by improving visual appeal and navigation efficiency (Yoo et al., 2023; Wilson et al., 2019). Other studies have highlighted the importance of information quality in enhancing user satisfaction by providing relevant and reliable content (Mofokeng, 2021; Miao et al., 2022). However, several studies have also reported non-significant relationships between certain website attributes and customer satisfaction, indicating that not all aspects of website quality necessarily contribute equally to user satisfaction (Fernandus & Legowo, 2020; Pandey & Chawla, 2018).

These mixed findings suggest that further investigation is required to understand how different website attributes influence e-satisfaction, particularly within specific industry contexts such as online travel agencies. The OTA industry relies heavily on digital interfaces to deliver services, making website quality a critical determinant of customer experience. However, empirical studies examining the individual effects of website attributes on e-satisfaction in the OTA context remain relatively limited.

Therefore, this study aims to examine the influence of website quality attributes—namely website design, website information, website interaction, and website usefulness—on electronic customer satisfaction in the context of an online travel agency platform. Using Tiket.com as the research setting, this study seeks to provide empirical insights into which aspects of website quality most strongly influence customer satisfaction in online travel services. The findings are expected to contribute to the literature on e-commerce and digital service management while offering practical implications for online platform managers seeking to enhance user satisfaction and competitiveness. competitiveness.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Website Design and Electronic Customer Satisfaction

Website design plays an essential role in shaping customers' first impressions of an online platform. In e-commerce environments, website design refers to the visual layout, structure, and presentation of content that enable users to navigate and interact with a website effectively. A well-designed website

allows customers to locate information quickly, understand product offerings, and complete transactions efficiently (Ranganathan & Ganapathy, 2002).

The visual and functional aspects of website design are particularly important in influencing users' perceptions of professionalism, credibility, and ease of use. Research suggests that attractive website layouts, clear navigation structures, and aesthetically pleasing interfaces can significantly improve user experiences and satisfaction levels (Permatasari & Kartikowati, 2018). Furthermore, Yoo et al. (2023) argued that website design influences customers' perceptions of online stores by shaping their evaluation of usability, convenience, and trustworthiness.

Empirical evidence also supports the positive relationship between website design and customer satisfaction. For instance, Wilson et al. (2019) found that high-quality website design significantly enhances user satisfaction by improving the accessibility and presentation of online services. Similarly, Rahi et al. (2020) demonstrated that website design contributes positively to customer satisfaction in digital banking environments. When users perceive a website as visually appealing and easy to navigate, they are more likely to experience positive emotions and higher satisfaction levels during their online interactions.

Based on this reasoning, the following hypothesis is proposed:

H1: Website design has a positive and significant effect on electronic customer satisfaction.

Website Information and Electronic Customer Satisfaction

Information quality represents another critical component of website quality. In online environments, customers rely heavily on the information provided by websites to evaluate products, compare alternatives, and make purchase decisions. Information quality generally refers to the accuracy, relevance, completeness, and clarity of the information presented on a website (Li & Choudhury, 2020).

High-quality information enables customers to reduce uncertainty and make more informed decisions during the online purchasing process. Aslam et al. (2019) argued that websites capable of providing relevant and reliable information can improve customer perceptions and satisfaction. Similarly, Vijay et al. (2019) suggested that informative websites with well-structured content contribute positively to customer satisfaction by facilitating efficient information search and decision-making.

Several empirical studies have also found a positive relationship between information quality and customer satisfaction. For example, Mofokeng (2021) demonstrated that accurate and useful information significantly improves customer satisfaction in online retail environments. Likewise, Miao et al. (2022) found that information quality plays an important role in shaping consumers' perceptions of online platforms.

However, other studies have reported inconsistent findings. Some research indicates that information quality may not significantly influence customer satisfaction when customers perceive

information as a basic requirement of online platforms rather than a differentiating factor (Pandey & Chawla, 2018; Fernandus & Legowo, 2020). These mixed findings highlight the need for further empirical investigation, particularly within the context of online travel services. Therefore, the following hypothesis is proposed:

H2: Website information has a positive and significant effect on electronic customer satisfaction.

Website Interaction and Electronic Customer Satisfaction

Website interaction refers to the degree to which users can communicate, exchange information, and actively engage with a website. Interactive features enable customers to participate in digital environments by accessing personalized services, providing feedback, and interacting with various website functions (Lin, 2007).

Interactive capabilities are particularly important in online environments where direct human interaction is limited. Srinivasan et al. (2002) suggested that website interaction includes mechanisms that facilitate communication between customers and service providers, such as feedback systems, customer support features, and personalized recommendations. These interactive features enhance user engagement and create more dynamic online experiences.

Recent studies emphasize that interactive websites can significantly improve user satisfaction by enabling customers to obtain information quickly and interact with digital platforms more efficiently (Ershadi et al., 2020). Interactive features also allow users to control how information is displayed and accessed, thereby increasing perceived convenience and engagement (Wu, 2019).

Empirical research has demonstrated that website interactivity positively influences customer satisfaction and loyalty. Pandey and Chawla (2018) found that interactive website features enhance online customer experiences and increase satisfaction levels. Similarly, Ershadi et al. (2020) reported that service interaction quality significantly contributes to user satisfaction in e-commerce platforms. Based on these arguments, the following hypothesis is proposed:

H3: Website interaction has a positive and significant effect on electronic customer satisfaction.

Website Usefulness and Electronic Customer Satisfaction

Website usefulness refers to the extent to which customers perceive that a website helps them accomplish their goals efficiently during online transactions. In digital commerce, usefulness reflects users' perceptions that the website enhances the effectiveness and convenience of their purchasing activities.

According to Perea y Monsuwé et al. (2004), perceived usefulness plays a significant role in shaping consumers' attitudes toward online shopping. When customers believe that a website improves their

shopping experience by simplifying transactions and providing convenient access to services, they are more likely to evaluate the platform positively.

Chiu et al. (2009) further explained that usefulness reflects the degree to which customers believe that using an online platform enhances the effectiveness of their purchasing activities. Websites that are easy to use, accessible, and efficient in facilitating transactions can improve customers' perceptions of value and satisfaction.

Empirical evidence also suggests that website usefulness positively influences customer satisfaction. Tandon et al. (2017) found that perceived usefulness significantly improves user satisfaction in online shopping environments. Similarly, Cuong (2023) and Yum and Yoo (2023) reported that usefulness is a key factor influencing customer satisfaction and online service evaluation.

However, some studies have also suggested that usefulness may not significantly influence satisfaction when users consider it a basic feature expected from all online platforms (Hairuddin et al., 2019). Despite these mixed findings, the majority of prior research indicates a positive relationship between usefulness and satisfaction. Therefore, the following hypothesis is proposed:

H4: Website usefulness has a positive and significant effect on electronic customer satisfaction.

Website Quality and Electronic Customer Satisfaction

In addition to individual website attributes, overall website quality is often considered an important determinant of customer satisfaction in online environments. Website quality represents users' holistic evaluation of the website's functionality, design, information quality, and service capabilities.

Chauhan et al. (2019) emphasized that high website quality enhances customer experiences by ensuring that websites provide reliable information, efficient navigation, and attractive interfaces. When users perceive a website as high quality, they are more likely to develop positive attitudes toward the platform.

Empirical studies also support the positive relationship between website quality and customer satisfaction. Giao et al. (2020) found that website quality significantly influences customer satisfaction and loyalty in online retail platforms. Similarly, Saleem et al. (2022) demonstrated that higher perceived website quality leads to improved customer satisfaction and positive behavioral intentions.

In the context of online travel agencies, website quality plays a particularly important role because customers rely heavily on digital platforms to search for travel information, compare prices, and complete booking transactions. Therefore, improving website quality can significantly enhance user experiences and customer satisfaction. Based on these arguments, the following hypothesis is proposed:

H5: Website quality has a positive and significant effect on electronic customer satisfaction.

RESEARCH METHOD

This study employs a quantitative research design to examine the influence of website quality attributes on electronic customer satisfaction within the context of online travel agencies. A survey-based approach was adopted to collect primary data from users of the Tiket.com platform in Indonesia. The study follows a hypothetico-deductive approach, in which hypotheses derived from prior literature are empirically tested using statistical analysis. Structural Equation Modeling (SEM) was employed as the main analytical technique because it allows researchers to simultaneously assess measurement validity and structural relationships among latent constructs (Ghozali, 2017).

The research context focuses on the online travel agency (OTA) industry, where digital platforms function as the primary interface through which customers search for information, compare services, and complete transactions. Tiket.com was selected as the empirical setting due to its prominent role as one of Indonesia's major OTA platforms providing services such as airline ticket bookings, hotel reservations, and transportation services. The population of this study consists of Tiket.com users across Indonesia. Because it is difficult to obtain a complete sampling frame of all platform users, a non-probability sampling technique, specifically purposive sampling, was applied. Respondents were selected based on two criteria: they must be at least 17 years old and must have conducted at least two transactions on the Tiket.com platform. Following the guideline proposed by Sekaran and Bougie (2016), which suggests that a sample size between 30 and 500 respondents is adequate for most behavioral research, this study collected data from 150 respondents.

Data were gathered through an online questionnaire distributed using Google Forms. The questionnaire was designed based on measurement items adapted from established studies in the literature on website quality and online customer satisfaction. All constructs were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), allowing respondents to evaluate their experiences when interacting with the Tiket.com website. The study examines five constructs: website design, website information, website interaction, website usefulness, and electronic customer satisfaction. Website design refers to the visual layout and aesthetic presentation of the website that facilitate user navigation (Ranganathan & Ganapathy, 2002). Website information reflects the accuracy, relevance, and clarity of the information presented on the platform (Li & Choudhury, 2020). Website interaction captures the extent to which users can interact with the platform through communication features and feedback mechanisms (Lin, 2007). Website usefulness refers to the degree to which users perceive that the website helps them accomplish their online purchasing goals efficiently (Perea y Monsuwé et al., 2004). Electronic customer satisfaction represents users' overall evaluation of their experience with the website and the extent to which the platform meets their expectations during the online transaction process (Puranda et al., 2022).

The data analysis was conducted using SEM with AMOS software. The analysis began with Confirmatory Factor Analysis (CFA) to assess the validity of the measurement indicators, where factor loadings greater than 0.50 indicate acceptable validity (Ghozali, 2017). Reliability was evaluated using Construct Reliability (CR), with values above 0.70 indicating satisfactory internal consistency. Several statistical assumptions required for SEM were also assessed, including normality, multicollinearity, and multivariate outliers. Outliers were examined using Mahalanobis distance, while normality was assessed through critical ratio values. Finally, the structural model was tested to evaluate the proposed hypotheses. The significance of the relationships between variables was determined based on the critical ratio (C.R.) and probability values, where a hypothesis is considered supported if the critical ratio exceeds 1.96 and the p-value is below 0.05.

RESULT

Respondent Characteristics

The demographic characteristics of the respondents were analyzed to provide an overview of the sample used in this study. The results indicate that the majority of respondents had used Tiket.com at least twice, with 47 respondents (31.3%) reporting two transactions. Male respondents slightly dominated the sample (54%), while female respondents accounted for 46%. Most respondents were aged 17–22 years (40.7%), followed by 23–29 years (37.3%). The majority were students (40%).

Table 1. Respondent Characteristics

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Category	Classification	Frequency	Percentage
Purchase Frequency	2 times	47	31.3%
	3 times	42	28%
	4 times	31	20.7%
	> 4 times	30	20%
Gender	Male	81	54%
	Female	69	46%
Age	17–22 years	61	40.7%
	23–29 years	56	37.3%
	30–35 years	26	17.3%
	36–41 years	4	2.7%
	> 41 years	3	2.0%
Education	High School	74	49.3%
	Diploma	14	9.3%

	Bachelor	61	40.7%
	Master	1	0.7%
Occupation	Student	60	40%
	Civil servant	17	11.3%
	Lecturer/Teacher	5	3.3%
	Private employee	46	30.7%
	Entrepreneur	18	12%
	Others	4	2.7%

Validity Test

Confirmatory Factor Analysis (CFA) was conducted to assess measurement validity. Indicators with factor loadings greater than 0.50 were considered valid. One indicator under website information was removed during the first test. The second CFA indicated that all remaining indicators exceeded the threshold.

Table 2. Confirmatory Factor Analysis Results

Variable	Indicator	Loading Factor	Result
Website Design	WD1	0.637	Valid
	WD2	0.627	Valid
	WD3	0.604	Valid
	WD4	0.642	Valid
Website Information	WIF1	0.871	Valid
	WIF3	0.556	Valid
	WIF4	0.812	Valid
Website Interaction	WIT1	0.625	Valid
	WIT2	0.670	Valid
	WIT3	0.572	Valid
Website Usefulness	WU1	0.586	Valid
	WU2	0.726	Valid
	WU3	0.632	Valid
	WU4	0.773	Valid
E-Customer Satisfaction	ECS1	0.637	Valid
	ECS2	0.580	Valid
	ECS3	0.734	Valid

Reliability Test

Construct reliability values above 0.70 indicate acceptable reliability. All constructs in this study exceeded the recommended threshold, confirming internal consistency.

Table 3. Construct Reliability

Variable	Construct Reliability	Result
Website Design	0.891	Reliable
Website Information	0.910	Reliable
Website Interaction	0.846	Reliable
Website Usefulness	0.898	Reliable
E-Customer Satisfaction	0.882	Reliable

Hypothesis Testing

The hypotheses were tested using regression weights in SEM. A hypothesis is supported if the critical ratio exceeds 1.96 and the p-value is below 0.05.

Table 4. Hypothesis Testing Results

Hypothesis	Relationship	C.R	P-value	Result
H1	**Website Design → E-Customer Satisfaction**	**3.459**	**0.000**	**Supported**
H2	**Website Information → E-Customer Satisfaction**	**-1.431**	**0.152**	**Not Supported**
H3	**Website Interaction → E-Customer Satisfaction**	**2.238**	**0.025**	**Supported**
H4	**Website Usefulness → E-Customer Satisfaction**	**1.178**	**0.239**	**Not Supported**
H5	**Website Quality → E-Customer Satisfaction**	**4.620**	**0.000**	**Supported**

DISCUSSION

This study examined the influence of website quality attributes on electronic customer satisfaction in the context of online travel agencies, particularly the Tiket.com platform. The findings reveal that website design and website interaction significantly influence electronic customer satisfaction, whereas website information and website usefulness do not show significant effects. Additionally, overall website quality demonstrates a significant positive relationship with electronic customer satisfaction. These

results provide several theoretical and practical insights into how website characteristics shape user experiences in online travel services.

First, the results show that website design has a significant positive effect on electronic customer satisfaction. This finding indicates that the visual appearance, layout, and aesthetic presentation of a website play an important role in shaping customers' perceptions and experiences when interacting with online platforms. A well-designed website enables users to navigate easily, locate information efficiently, and complete transactions with minimal effort. These features contribute to a more satisfying user experience during online interactions. This finding is consistent with prior studies suggesting that website design is a critical factor influencing customer satisfaction in digital environments (Wilson et al., 2019; Rahi et al., 2020; Yoo et al., 2023). Attractive and user-friendly website designs can enhance perceptions of professionalism and credibility, which in turn increase users' confidence when conducting online transactions.

Second, the study finds that website information does not significantly influence electronic customer satisfaction. Although information quality is commonly considered an important component of website quality, the results suggest that users may perceive information availability as a basic requirement rather than a factor that directly increases satisfaction. In the context of online travel agencies, customers typically expect websites to provide accurate and relevant information about travel services, such as ticket availability, schedules, and prices. Therefore, when such information is already available and meets basic expectations, it may not significantly influence satisfaction levels. This finding is consistent with several previous studies reporting that information quality may not significantly affect customer satisfaction when users perceive it as a standard feature of online platforms (Pandey & Chawla, 2018; Fernandus & Legowo, 2020). In such cases, other aspects of the website, such as usability and interaction features, may play a more prominent role in shaping user experiences.

Third, the results indicate that website interaction has a significant positive impact on electronic customer satisfaction. Interactive features allow users to engage more actively with digital platforms, enabling them to access information quickly, receive feedback, and interact with service features in real time. These interactive capabilities can enhance users' perceptions of control and engagement during online transactions. The findings support the argument that interactive elements, such as personalized recommendations, responsive feedback mechanisms, and secure communication channels, contribute to improved customer experiences. This result aligns with previous research demonstrating that website interactivity significantly influences customer satisfaction in online environments (Pandey & Chawla, 2018; Ershadi et al., 2020). In the OTA context, interactive features can assist customers in comparing travel options, managing reservations, and obtaining support when needed.

Fourth, the results show that website usefulness does not significantly affect electronic customer satisfaction. One possible explanation is that users may perceive usefulness as an inherent characteristic

of digital platforms. Online travel websites are designed to help customers search for travel options, compare prices, and complete transactions efficiently. As a result, users may consider usefulness a standard expectation rather than a feature that differentiates one platform from another. This interpretation is consistent with the findings of Hairuddin et al. (2019), who suggested that usefulness may not significantly influence satisfaction when customers assume that all e-commerce platforms provide similar levels of functionality. Consequently, usefulness may function as a baseline requirement rather than a driver of satisfaction.

Finally, the findings demonstrate that overall website quality has a significant positive effect on electronic customer satisfaction. This result confirms that users evaluate digital platforms holistically, considering multiple aspects of website functionality and user experience. When customers perceive a website as reliable, visually appealing, and interactive, they are more likely to develop positive evaluations of the platform. This finding supports prior studies indicating that website quality plays a crucial role in shaping customer satisfaction in online environments (Giao et al., 2020; Saleem et al., 2022). In the context of online travel agencies, website quality becomes particularly important because customers rely heavily on digital platforms to search for information, compare services, and complete booking transactions.

Overall, the findings suggest that not all website attributes contribute equally to customer satisfaction. While website design and interaction significantly enhance user experiences, information and usefulness appear to function more as basic expectations that do not necessarily increase satisfaction beyond a certain level. These findings highlight the importance for online travel platforms to focus on improving user interface design and interactive capabilities in order to create more engaging and satisfying digital experiences for customers.

DISCUSSION

This study examined the influence of website quality attributes on electronic customer satisfaction in the context of online travel agencies, particularly the Tiket.com platform. The findings indicate that website design and website interaction have a significant positive effect on electronic customer satisfaction, whereas website information and website usefulness do not significantly influence customer satisfaction. In addition, overall website quality demonstrates a significant positive relationship with electronic customer satisfaction. These results suggest that customers' satisfaction with online travel platforms is primarily driven by the visual design and interactive capabilities of the website, which shape users' experiences when searching for information and conducting transactions.

From a theoretical perspective, this study contributes to the literature on website quality and e-commerce by demonstrating that different attributes of website quality do not contribute equally to

electronic customer satisfaction. While previous studies often emphasize the importance of information quality and usability in shaping online customer experiences, the findings of this study suggest that these attributes may function as baseline expectations rather than differentiating factors in the context of online travel platforms. Instead, visual design and interactive features appear to play a more prominent role in shaping customer satisfaction. These findings provide additional empirical evidence supporting the multidimensional nature of website quality and highlight the need to examine the relative importance of different website attributes in specific digital service contexts.

From a managerial perspective, the results provide important implications for managers of online travel platforms. Companies such as Tiket.com should prioritize improvements in website design and interactive features to enhance user experiences and customer satisfaction. A visually appealing interface, intuitive navigation structure, and responsive interactive elements can significantly improve customers' perceptions of the platform. Additionally, interactive capabilities that allow customers to easily access information, manage bookings, and receive timely support can enhance engagement and satisfaction during the online purchasing process. By focusing on these aspects, online travel platforms can create more competitive and customer-oriented digital services.

Despite its contributions, this study has several limitations that should be acknowledged. First, the study focuses on a single online travel agency platform, which may limit the generalizability of the findings to other e-commerce contexts. Future research could examine multiple OTA platforms or other types of e-commerce services to provide broader insights into the role of website quality attributes. Second, the data were collected using a survey-based approach, which relies on self-reported perceptions from respondents. Future studies may incorporate qualitative methods such as interviews or mixed-method approaches to gain deeper insights into customer experiences. Third, this study only examines four attributes of website quality, whereas other factors such as security, service quality, trust, and perceived value may also influence electronic customer satisfaction. Future research could extend the model by incorporating additional variables to better understand the complex mechanisms shaping online customer experiences.

Overall, the findings highlight the critical role of website design and interaction in enhancing electronic customer satisfaction within online travel platforms. As competition in the digital tourism industry continues to intensify, improving website quality remains a key strategic priority for firms seeking to deliver superior customer experiences and sustain competitive advantage in the evolving e-commerce landscape.

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