Antecedent of Customer E-Loyalty in Global Tourism Websites: The Mediation Role of E-Satisfaction and E-Trust

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ABSTRACT

This study is meant to determine and explain how the influence of online purchases such as website image, e service quality, website quality and website innovativeness on e loyalty mediated by e satisfaction and e trust on the global tour and travel website, either directly or indirectly. This research is quantitative in nature. The sampling method used was purposive sampling with a research instrument in the form of a questionnaire distributed to respondent those who had used one of the global tour and travel services such as booking.com, tripadivisor, yahoo travel, expedia, priceline and traveloka as many as 270 respondents. The results showed that website image and service quality had a direct effect on satisfaction. Website image, e service quality, website quality, website innovativeness and e satisfaction have a direct effect on trust. Website image, e service quality and direct effect on satisfaction, website image, e service quality, website innovativeness, e-trust and e-satisfaction affect e-loyalty, there is a role for e-trust and e-satisfaction in mediated these factors

Keywords: *E-commerce, Electronic loyalty, Electronic customer satisfaction, Online customer trust, Website image, E service quality, Website quality, Website Innovativeness.*

1. INTRODUCTION

The online purchasing system is not measured by the age of its users, but all ages can use the online purchasing system. If people want to need goods or services, they do not need to come to the shop again, but ordering goods and services via smart phones and consumers can choose goods and services that consumers want easily and anywhere. Also with the business, many businesses are implementing digital systems, especially in tours and travel services in business strategy in maintaining customer loyalty.

In maintaining customer loyalty, The website associated with digitization can't be separated from a website that contains information in the form of text, images, video, audio, and other animations provided via the internet. In the context of travel and tourism, the internet allows consumers to search for destinations, find information and complete the transactions [1].

The services of tour and travel with electronic marketing is more convincing than the conventional marketing, the role of a website in the service industry of tourism can be practically effective and efficient for consumers seeking information and transact in terms of doing a journey, This has been proven by the 6 top-ranking tour and travel websites that successfully attracted many consumers in the 3rd quarter of September 2019, such as Booking.com receives 40 million visitors, Tripadvisor receive visitors of 38 million, Yahoo travel receive visitors of 36 million, Expedia receive visitors of 25 million, Priceline receive visitors of 20 million, and Traveloka.com receive visitors of 17 million,[2], a website that has

best service and good image able to create satisfaction and consumer confidence so that it could be an indicator in customer loyalty.

Many studies have examined the determining factors in creating customer loyalty in a commercial website such as [3], found that e-satisfaction have a significant effect in improving e-customer loyalty, where the e-customer satisfaction is influenced by image websites, online routine, the website of knowledge and innovativeness. If someone is more often to go to the web and understand what the contents of the web will increase the loyalty of consumers will be web on the online tourism sector in Portugal. Another study was also carried out by [4], found that e-customer satisfaction have a significant effect in improving e-customer loyalty, where the e-customer satisfaction is influenced by e service quality.,[5] found that e-customer loyalty can be improved by customer satisfaction, where the e-customer satisfaction is influenced by quality website,[5] added the e-loyalty is affected by e-trust and e commitment, where e-trust and e commitment is affected by quality website. E-customer satisfaction, e-trust and e-commitment can increase the e-customer loyalty at online shopping consumers in Korea. The results of the [6] also found that the influence of e satisfaction the significant increase in e-customer loyalty, where the e-customer satisfaction is also influenced by the website quality,[6] also add e trust and perceived enjoyment is affected by website

In this study, the researcher proposes that e-service quality and website quality can also be variables in increasing loyalty [4],[6], besides that the researcher also proposes to add e-trust mediation, because, e trust also has an indirect effect in increasing e-loyalty to customers of a website [5],[6], in this study researchers did not use online routine, website knowledge, e-commitment and perceived enjoyment because of this variables are still little

Website image

Website image is defined as the consumer's belief, perception, feeling and psychological perception of a website. In terms of image, [8] stated that symbolism associated with a particular company (image) can successfully make consumers buy their products with functional effects (eg brand attributes).

quality also can increase e loyalty and e-WOM positive on online shopping in Vietnam. In addition, [7] also found significant influence by innovativenesss in influencing e-loyalty.

Based on the results of the findings of [3], researchers will develop a model as a development and novelty of previous research in developing a website to build customer loyalty. It should be emphasized that previous researchers only examined website tours and travels where the market place only serves regional consumers or a country where overtime many websites develop and expand their marketplaces globally which deserves to be studied, so this research will examine more. in for tour and travel websites that have a marketplace to serve consumers globally.

There is a difference between research[3],[4],[5],[6],[7] with this current study, the most fundamental difference is [3] did not use the mediation of e-trust, and do not use the variable E service quality and quality website. From research [4] The quality of e-service plays an important role in customer satisfaction and loyalty, this can be seen from the research findings that e-service quality has a direct and indirect effect on satisfaction in increasing loyalty. The results of the study [5],[6]   that the website has an influence on the quality of satisfaction and trust, mediation e trusts also have an influence on the e-customer loyalty.

information that can be found, therefore, by adding e service quality, website quality and e trust as mediation into the research model [3] are expected to be able to answer the problems that occur in building customer loyalty for global tour and travel websites and become the basis of knowledge, especially in the application of marketing strategies in developing a commercial website, especially in the context of online travel and tourism services.

In terms of market competition, a strong image can strengthen the competitiveness of brand image as an important factor affecting the level of customer satisfaction and trust, The role of image in social exchange customer trust relationships has been the subject of research interest [9].

Image helps consumers identify their needs and wants about the brand and differentiates the brand from other competitors[10], website image is an important aspect of online relationships and presents itself as a key element with the ability to influence customer satisfaction and customer loyalty[3].

Image of the website could have an impact on e-satisfaction, e-trust and e-loyalty from online purchases, we propose:

$H1_a, H1_b, H1_c$: Website image a positive effect on e-satisfaction, e-trust and e-loyalty

E Service Quality

E-service quality is defined as "the extent to which a website facilitates This refers to the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery. E-service quality is usually the beginning to end of a transaction and includes information retrieving, website navigation, orders, customer service interactions, delivery and satisfaction in ordering products [11], appraisal of service quality leads to affective response of satisfaction and ultimately leads to repurchase behavior [4], Quality customers will create opportunities for loyal service customers, satisfied customers will be happy to help other people's business, and most likely want to return to the company can access in quality with two different strategies: looking for new customers (marketing action of intense) or Retain existing customers (marketing action of defensive)[12], Several researchers stated that e-service quality is one of the factors that influence e-satisfaction [11],[13],[14] and e loyalty[15],[4].

In addition, e-trust also closely related to e service quality, before customers use a service, they have expectations about service quality based on personal needs, previous experience, word of mouth recommendations and service provider advertisements[16] several experts have concluded that e-service quality has an influence on customer trust in online purchasing [13],[9][14] .

The e service quality could have an impact on e-satisfaction, e-trust and e-loyalty from online purchases, we propose:

$H2_a, H2_b, H2_c$: E-service quality a positive effect on e-satisfaction, e-trust and e-loyalty

The quality of a vendor's website will result in satisfaction from the overall user experience[17]. Some researchers say website quality has a positive effect on satisfaction, positive perception of the website increases online purchases satisfaction [17],[5],[6].

In addition to the ability of a quality website from vendor to meet satisfaction, trust development also serves with various attributes of an e- commerce vendor, including vendor size and website quality [6]. If buyers perceive that the website is high quality, they are likely to have a high level of confidence in the online vendor and will cultivate a willingness to rely on them. There have been several studies such as [18],[5],[6], also found that website quality has a positive effect on e-trust.

A website is an essential component for a successful strategy in building customer loyalty for any organization. The website quality can increase customer loyalty, website retention and repeat purchases and decrease the likelihood of customers switching to another website service provider [19], Many researchers emphasize that website quality has a positive effect on e-loyalty [19,[6].

The website could have an impact on e-satisfaction, e-trust and e-loyalty from online purchases, we propose:

$H3_a, H3_b, H3_c$: Website quality has a positive effect on e-satisfaction, e-trust and e-loyalty

Understanding the influence of innovation on online shopping behavior is important for targeting the right customers, non-innovative customers have less knowledge of online products and services than innovative customers, as a result potential customers tend to look at more alternatives., thus, innovative services can determine satisfaction,[3].

Innovativeness is also a factor in realizing customer satisfaction in companies that have an innovation that is considered to affect the company's credibility [7] Therefore, the ability of a website to provide innovative and relevant content, security features, efficient purchase facilitation, and the like is

the development of a website experience from the perception of retail consumer trust [8], consumers who evaluate the retailer's website experience to be innovative will be more likely to form a favorable perception of online trust[7], website innovativeness, when seen through some positive attributes, is considered to be an important determinant of behavioral intention. Prior research has shown that attributes such as information content, entertainment, comfort, transaction capabilities and design aesthetic affect consumer loyalty to shopping and revisit on the website in the future [7] in previous research it was also emphasized that innovation has a positive effect on e-Loyalty [7],[3]. The website nnovativeness could have an impact on e-satisfaction, e-trust and e-loyalty from online purchases, we propose:

H4$_a$,H4$_b$,H4$_c$: Website Innovativeness positive effect on e-satisfaction, e-trust and e-loyalty

In the context of e-commerce, positive relationships such as site stickiness, repurchase intentions, and continuity intentions with satisfaction and constructs related to electronic loyalty can be seen through empirical support. In fact, "electronic gratification is considered a critical factor in driving site stickiness, or loyalty, to an electronic vendor's website[17]. For some researchers [3],[4],[6]. which states that e satisfaction has a significant effect on e loyalty on a website.

[19] switching e-commerce partners may require some effort, it's a system to access other vendors. Consumers will not be loyal if they don't have strong customer satisfaction. Customer satisfaction can be connected to other previous buying experiences in order to derive a post-consumption experience [20]. Buyers will not be unhappy and satisfied if their expectations are not met.

A satisfying experience is important for long-term customer relationships and it plays a crucial part in the competitive environment of e- commerce [21], a lot of studies, for example [20],[8] have proven that satisfaction, trust and commitment are related in the online context. The belief when feeling satisfied is that you will receive the same quality product or service. Mosavi found that consumer satisfaction with online buying has a positive impact on his trust in the vendor.

The e-satisfaction could have an impact on e-satisfaction, e-trust and e-loyalty from online purchases, we propose:

H5$_a$,H5$_b$,: E-satisfaction positive effect on e-trust and e-loyalty

The notion of reliability, integrity and competence have been used to explain trust.[18], Hence, trust is considered a necessary prerequisite for improving behavioral outcomes, such as online shopping. Several studies evaluated this relationship [22],[8].

[23],[6] observed that the relationship between e-trust and e-loyalty is significantly positive, Some tourism website studies have concluded that website that are considered trustworthy are more likely to be visited or receive repeat visits [24].

E trust could have an impact on e-satisfaction, e-trust and e-loyalty from online purchases, we propose:

H6 : E trust positive effect on loyalty

E-commerce (electronic commerce) is buying and selling of goods and services, exchanging information or sending funds or data, through electronic networks, especially the internet. The importance of building and maintaining customer loyalty in the electronic market has become an important topic for researchers and marketing practitioners, this is because the booming online shopping in online retail has become a trend and habit. [25] with just a few clicks for consumers to compare products and services of online competitors, therefore, e-vendors have to retain customers to remain competitive, and it is expensive especially to attract new customers compared to traditional stores [3]

In this study it is assumed that a firmly held commitment to repurchasing or using a preferred product or service in the future despite situational influences and marketing efforts has the potential to lead to switching behavior. the willingness of customers to continue to patronize the company over the long term, preferably exclusively, and recommend the company's products to friends and associates[26]. E-loyalty is understood as a positive and future disposition by consumers to make new online purchases on the same site, or to recommend to other

consumers[27] positive attitude of customers towards the use of the website as a consumer environment, which may result in reuse or ongoing purchase [28.

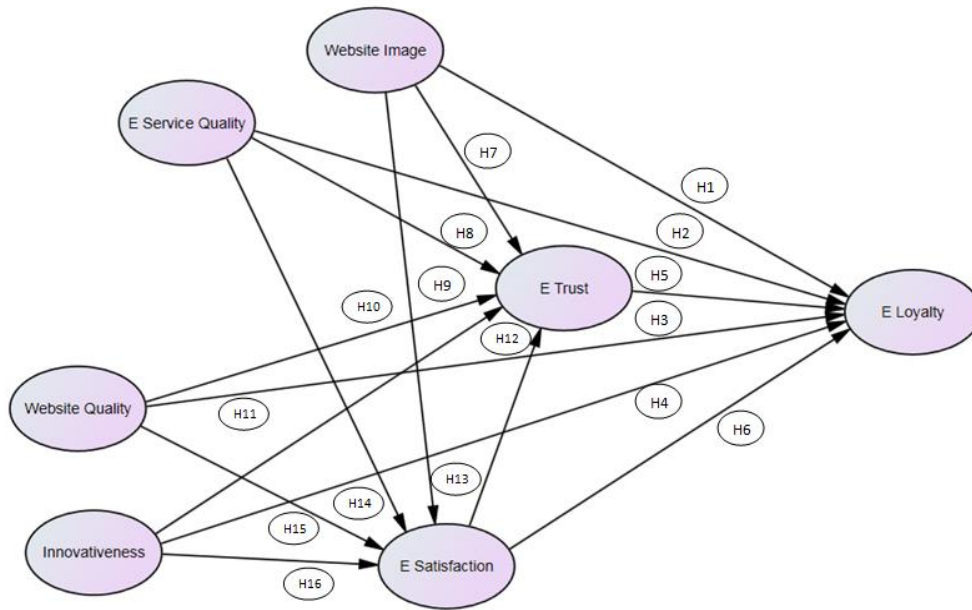There are sixteen direct effects research hypotheses presented in the diagram from Fig. 1

Figure.1 The proposed research model

Online buying factors such as website image, quality, website innovationare important in the relationship between online buying and online loyalty and e-satisfaction and e-trust have played a mediating role between a number of online purchasing this factors. Consumer satisfaction and trust with travelers contribute to destinations' loyalty. In online shopping settings, satisfaction and trust are the main sub-constructs of quality online shopping [5] Previous research has argued that good relationships are built only when buyers are satisfied and trust their relationship with their vendor [8], overall consumer satisfaction with the online buying experience has a positive impact on consumer trust and loyalty towards vendor, Hance, in the curren study, we postulate

$H7_b, H7_c$ $H7_d$: E satisfaction has a role in mediating website image, website quality, website quality,

and website innovativeness towards e trust

$H8_a, H8_b, H8_c$ $H8_d$: E satisfaction has a role in mediating website image, website quality, website quality, and website innovativeness towards e loyalty

$H9_a, H9_b, H9_c$ $H9_d$, $H9_e$: E trust has a role in mediating website image, website quality, website quality, website innovativeness and e satisfaction with e loyalty

$H10_a, H10_b, H10_c$ $H10_d$: e-satisfaction and e trust have a role in mediating website image, website quality, website quality, website innovativeness towards e loyalty.

2. METHODS

In the midst of the busy online tour and travel business, which currently dominates the world market, such as professional tour and travel websites including booking.com, tripadvisor, yahoo travel, expedia, priceline.com and traveloka. The tour and travel website is worldwide and able to attract interest, serving internet users to use tour and travel services globally.

This was a global online tourism website with several different types of tourism products- flights, hotels, package vacations, experiences around the world, either separately or in bundles, for that research the authors make 6 of these websites. be a reference and reference object and study population. The sample in this study were online shoppers (customers who made repeated purchases at least twice in one of the six sites). The sampling used in this research is purposive sampling technique, namely the determination of the sample with certain considerations (sample unit selection) by means of the researcher selecting certain people who will be considered to provide the required data, determining the number of samples this researcher uses multivariate theory, namely the total item question x 10 [29] For this reason, the sample in this study was 27 question items x 10, so the sample in this study was 270 respondents who were distributed through questionnaires to consumers from the six sites voluntarily within one month to increase the data, this study was analyzed using structural eqaution modeling (SEM) using Amos 22.

measures from previous studies were adopted. Table 1 describes the sources of the measures adopted. Standard procedures for measurement development are applied at all times are applied wherever needed involving the use of multi-item indicators for reliability and unidimensionality. Website image is assessed using 4 items that have been developed by [3], e-service quality is assessed using 4 items that have been developed by [30]. Website quality is assessed using 6 items that have been developed by [23]. Website innovativeness is assessed using 3 items that have been developed by [3]. E-Satisfaction is assessed using 3 items that have been developed by [5]. E-Trust is assessed using 3 items that have been developed by [23] and E customer is assessed using 4 items that have been developed by[23], this can be seen in table 1.

The psychometric properties from the measurement were assessed using a confirmatory factor analysis (CFA). A measurement model is assessed with Amos 22 with estimated maximum likelihood. As a step toward scale refining, the standard loading of theCFA is evaluated If the factor loadings value exceeds 0.50, the validity of the measurements can be confirmed [31].

Table 1. Validity and reliability statistics of convergent dimensionality

Constructs and items	Mean	TCR (%)	C.R (Skew)	Standard. factor loading	Sources (The previous research)
Website Image					
The site is technologically advanced	3.97	79.3	-1,466	0,97	
The site information is presented in an appealing way	3.96	79.1	-1,779	0,95	Pereira, *et al* (2016)
The site is easily accessed	3.99	79.8	-0,989	0,92	
It is easy to find what I am looking for in this site	3.96	79.2	-1,422	0,93	
E Service Quality	3.97	79.3			
This website enables me to complete a transaction quickly	3.74	75	0,829	0,64	Al-dweeri *et al.*, (2019)
This website does not share my personal information with other sites	3.70	74	0,187	0,60	
This website quickly delivers what I order	3.70	74	-0,043	0,80	
This website is ready and willing to respond to customer needs	3.72	74.4	-1,070	0,75	
Website Quality	3.87	77.5			
The content on this website is organized in a logical way	4.15	83.3	-1,475	0,83	
Display pages on the website that are easy to read and understand	3.92	78.4	-1,689	0,70	
The website features a visually attractive design	4,.24	84.8	-1,112	0,51	Madariaga *et al* (2019)
The website adequately meets my information needs	4.30	86.1	-1,944	0,72	
If I saw a promotion of this website on the Internet or other related media (e.g. newspaper, TV), I would be motivated to go to this website	4.13	82.7	-1,659	0,66	
This tour and travel website offers you an element of challenge	4.24	84.8	-1,765	0,72	
Website Innovativeness	4.12	82.4			
It is very cautious to use new websites to make a purchase	4.3	85.9	-1,768	0,99	
Prefer to visit a website already know than one have no familiarity	4.29	85.8	-1,963	0,99	Pereira, *et al* (2016)
When like a website and rarely leave it just to experience something different	4.31	86.2	-1,620	0,90	
E-satisfaction	4.28	85.6			
The site was fun to visit, and happy with its offerings	3.92	78.5	-0,019	0,95	
Satisfied with the purchases at this website	3.94	78.8	-0,060	0,97	Shin *et al.* (2013)
The products on this website are very satisfying	3.91	78.3	-0,002	0,95	
E-trust	3.91	78.3			
Website is trustworthy	3.83	76.7	-0,334	0,92	
Website is reliable	3.87	77.3	-0,510	0,87	Madariaga *et al* (2019)
Website has integrity	3.82	76.4	-0,392	0,90	
E Loyalty	3.81	76.3			
Encourage friends to visit this tour and travel website	3.94	78.8	-0,280	0,87	
Said positive things about this tour and travel website	3.93	78.7	-0,461	0,99	Madariaga *et al* (2019)
Visited this tour and travel website in the next few time	3.95	79	-0,356	0,82	
Recommended this tour and travel website to someone else	3.92	78.4	-0,596	0,99	
	3.97	79.2			

Notes :**X²/df: 311.67, P: 0.063, RMSEA: 0.022, GFI: 0.923, AGFI: 0.895, TLI: 0.995, CFI: 0.993**

3. RESULTS AND DISCUSSION

Table 1, explaining each indicator or dimension forming each latent variable shows good results, namely with an average Total Respondent Performance (TCR) value above 70% and a high standardized loading factor where each indicator is greater than 0.50 [29]. the overall fit index shows a good fit with Chi-Square data: 311.67, P: 0.063, RMSEA: 0.022, GFI: 0.923, AGFI: 0.895, TLI: 0.995, CFI: 0.993, With this result, it can be said that the indicators The latent variable constructs of latent variable constructs have shown good results, so that all manifest variables of website quality are declared valid. Next, we learn from the results of the normality test, in table 1 it can be seen that almost all the critical ratio (C.R) values on skewness are around ± 2.58 [31], with these results it can be stated that the data used in this study have been normally distributed. After refining the measurements, the path relationships in the research model were analyzed using a structural equation model. AMOS 22 was used for data analysis because the proposed research model consisted of a simultaneous equation system with several indicators. In fig 2, the research model suitability index displayed is acceptable (2 / df = 547.085 / 298, p = 0.000, CMIN / DF = 1.836, GFI = 0.858, AGFI = 0.845, TLI = 0.959, CFI = 0.965, RMSEA = 0.056).
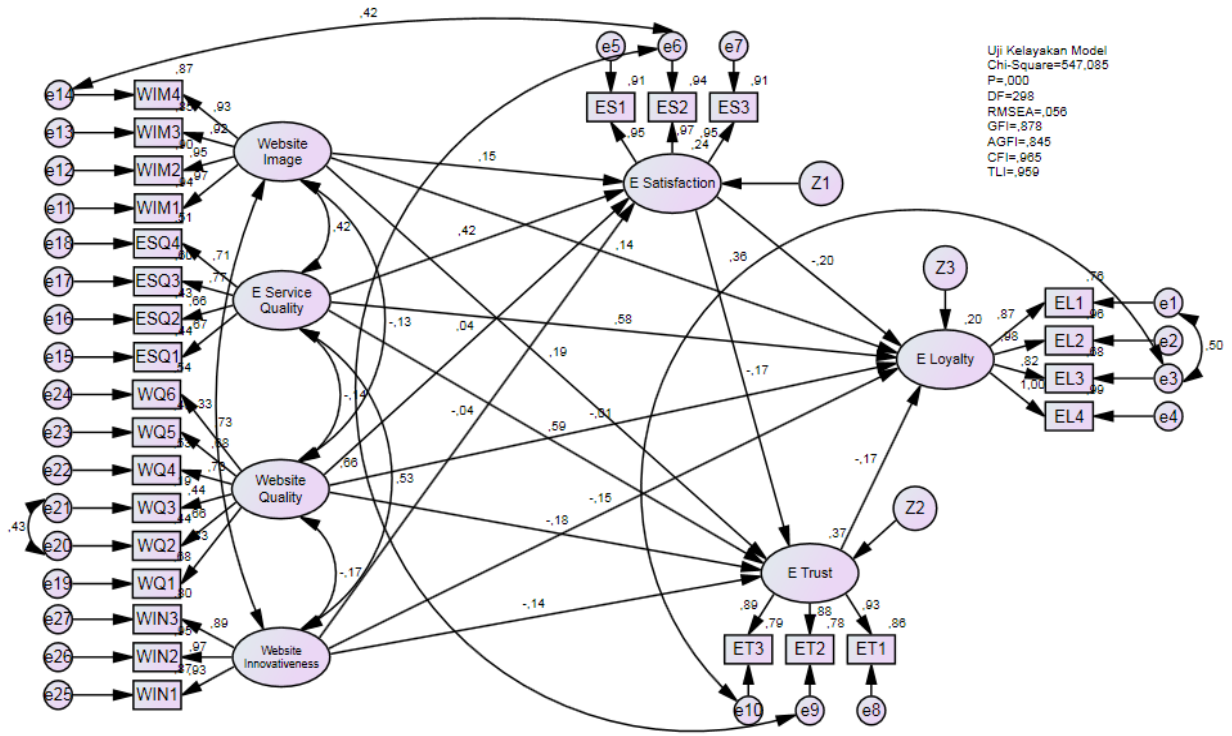
Fig. 2 Structural Equation Model (SEM)

Table 2. Hypothesis Test

			Estimate	S.E.	C.R.	P
Website Quality	--->	E Satisfaction	0,038	0,059	0,637	0,524
Website Innovativeness	--->	E Satisfaction	-0,035	0,069	-0,504	0,614
E Service Quality	--->	E Satisfaction	0,56	0,116	4,838	***
Website_Image	--->	E Satisfaction	0,143	0,06	2,388	0,017
Website Innovativeness	--->	E Trust	-0,146	0,071	-2,063	0,039
Website Quality	--->	E Trust	-0,176	0,06	-2,924	0,003
Website Image	--->	E Trust	0,181	0,061	2,971	0,003
E_Service_Quality	--->	E Trust	0,803	0,135	5,944	***
E Satisfaction	--->	E Trust	-0,177	0,068	-2,616	0,009
E Satisfaction	--->	E Loyalty	-0,188	0,069	-2,711	0,007
Website Quality	--->	E Loyalty	-0,011	0,061	-0,188	0,851
Website Innovativeness	--->	E Loyalty	-0,144	0,072	-2,000	0,045
E Service Quality	--->	E Loyalty	0,737	0,157	4,693	***
Website Image	--->	E Loyalty	0,127	0,061	2,067	0,039
E Trust	--->	E Loyalty	-0,156	0,077	-2,020	0,043

From table 2, it can be concluded that website image and e service quality have a direct significant effect on e satisfaction, the results of testing the relationship of each of these variables directly show a CR value greater than 1.96 with a probability smaller than 0.05 (p <0.05) while website quality and innovativeness do not affect satisfaction on directly. Thus, research $H1_a$ and $H2_a$ are supported while $H3_a$ and $H4_a$ are not supported.

In addition, from the table 2 it can be concluded that website image, e-service quality, website quality, website innovetiveness and e-satisfaction has a significant effect on e-trust directly 0.05 (p <0.05). Thus, the research hypotheses $H1_b$, $H2_b$, $H3_b$, $H4_b$ and $H5_a$ are supported.

Table 2 also concludes that website image, e-service quality, website innovativeness, e-satisfaction and e-trust have a direct significant effect on e-loyalty, the results of testing the relationship of each of these variables directly show that the CR value is greater than 1.96 with a probability smaller than 0.05 (p <0.05) and website quality have no direct effect on e loyalty. Thus, the research hypotheses $H1_c$, $H2_c$, $H4_c$, $H5_b$ dan H6 are supported and the hypothesis $H3_c$ is not supported.

Table 3. E Satisfaction as a mediation of E trust

Standardized	Direct Effect	Indirect Effect	Result
Website Image --> Satisfaction --> E Trust	0.188	-0.026	Partial mediation
E Service Quality --> Satisfaction --> E Trust	0.587	-0.072	Parsial mediation
Website Quality --> Satisfaction --> E Trust	- 0.176	-0,007	Partial Mediation
Website Innovativeness--> Satisfaction --> E Trust	- 0.144	0.006	Partial Mediation

Table 4. E Satisfaction as a mediation of E loyalty

Standardized	Sig Direct Effect	Sig. Indirect Effect	Result
Website Image --> E Satisfaction --> E Eloyalty	0.039	0.05	Partial mediation
E Service Quality --> E Satisfaction --> E Loyalty	0.000	0.000	Partial mediation
Website Quality --> E Satisfaction --> E Loyalty	0.851	0.862	Nothing mediation
Website Innovativeness --> E Satisfaction --> E Loyalty	0.045	0.611	Nothing mediation

In table 3, the estimation parameters of standardized direct effects show that there is a direct effect of website image and e service quality on e-trust and e-satisfaction, which is greater than the standardized indirect effects of website image and e service quality on e trust through e satisfaction, so it can be concluded that e satisfaction has a partial mediates effect (partial mediation) between website image and e service quality on e trust , this is also proven by website image e service quality has an effect on satisfaction and e trust. Website Quality and website innovativeness have a direct effect on e-trust and do not directly affect e-satisfaction, but the standardized indirect effect parameter value of e-satisfaction as a mediator indicates a value greater than the value of standardized direct effect, so it can be concluded that e-satisfaction has a partial effect (partial mediation) between Website Quality and website innovativeness on e trust. Thus, the research hypotheses H7a, H7b, H7c and H7d are supported. In table 4, the estimated parameter of sig indirect effect on the sobel test shows that a website image and e-service quality can affect that degree of e-loyalty through e-satisfaction. So it can be concluded that e-satisfaction has a partial mediation effect (partial mediation) between the relationship between website image and service quality on loyalty, while website quality and website innovativeness have a probability greater than 0.05, so it is concluded that e satisfaction has no effect as The mediator between the relationship between website quality and website innovativeness on loyalty, thus the research hypothesis H8a, H8b is supported and H8c, H8d is not supported..

Table 5. E Trust as a mediation of E loyalty

Standardized	Sig Direct Effect	Sig. Indirect Effect	Result
Website Image -->E-trust -->E-Eloyalty	0,039	0,094	PartialMediation
E Service Quality --> E trust -->E-Loyalty	0,000	0,050	Partial mediation
Website Quality --> E trust --> E-Loyalty	0,851	0,095	Nothing mediation
Website Innovativeness --> E trust-->E-Loyalty	0,045	0,148	Partial mediation
Standardized	Direct Effect	Indirect Effect	Hasil
E Satisfaction	-0.171	0.029	Partial mediation

From Table 5, the estimation parameter on sig direct effects shows that there is an effect of e-trust in serving website image, e-service quality, website quality and website innovativeness toward e-loyalty indirectly through the sobel test showing a probability greater than 0.05 ($p \geq$ 0.05). So it can be concluded that website image, e service quality and website innovation have a partial effect (partial mediation) on e loyalty through e trust. That is, e trust has

no effect on website quality and e trust, because the probability is greater than 0.05 and it is also proven that website quality does not have direct effect on e-loyalty. In addition, the estimation parameters on standardized direct effects indicate that there is a direct effect of satisfaction with e loyalty is smaller than standardized indirect effects of satisfaction with e loyalty indirectly through e trust. So it can be concluded that e trust has a partial effect (partial mediation) in mediating e-satisfaction and e-loyalty.The estimation parameters of standardized direct effects show thatzthere is a direct effect of e-satisfaction on e-loyalty and e-trust which is smaller than the standardized effects

from e-satisfaction on e-loyalty through e-trust indirect, so it be concluded that e-trust has a partial mediates effect (partial mediation) between e-satisfaction on e-loyalty, thus $H9_a$, $H9_b$, $H9_d$ $H9_e$ are supported and $H9_c$ is not supported.

Table 6. E Satisfaction and E trust as a mediation of E loyalty

Standardized	Direct Effect	Indirect Effect	Result
Website Image --> Satisfaction --> E Trust --> E Loyalty	0,141	-0.057	Partial mediation
E Service Quality --> Satisfaction --> E Trust --> E Loyalty	0,579	-0.169	Partial mediation
Website Quality --> Satisfaction --> E Trust --> E Loyalty	-0,012	0,023	Partial Mediation
Website Innovativeness --> Satisfaction --> E Trust --> E Loyalty	-0,153	0.030	Partial Mediation

Sources : Amos 22

From table 6, the parameters on the direct effect show that there is a direct effect of website image and service quality on loyalty that is greater than the indirect effect of website image and quality on e-loyalty through e-satisfaction and e-trust, but the website image and e-service quality has a direct influence on e-loyalty, e-trust e-satisfaction and e-trust, it can be, concluded that e-satisfaction and e-trust have a role as a partial mediate towards the relationship of website image and e-service

4. CONCLUSIONS

These findings prove that website image, e service quality, and website innovativeness can determine loyalty directly, but loyalty is also largely determined by satisfaction and trust. In this study, satisfaction is influenced by website image, e service quality, while trust is influenced by website image. , e service quality, website qulity, website innovativeness and e satisfaction on global customers tout and trave website.

In addition, in this study it was found that e satisfaction has a role in serving website image, e service quality, website qulity, website innovativeness on e-trust, e satisfaction also has a role in serving website image and e-service quality towards e-trust, while e-trust has a role. in serving website image, e service quality, website innovativeness and e satisfaction with e loyalty, but in the findings of this study it was also found that e satisfaction and e trust together also

quality toward e- loyalty.

While the direct effect shows that there is a direct influence on website quality and website innovativenness on e-loyalty which is smaller than the indirect effect of website quality and website innovativenness on loyalty through satisfaction and trust, it can be concluded The relationship between website quality and innovativeness towards e-loyalty can be partially mediating by the role of satisfaction and trus, thus $H10_a$, $H10_b$, $H10_c$ $H10_d$ are supported.

have a role in also important factors to look serving website image, e service quality, website quality, website. innovativeness towards e-loyalty to global customers tou and travel website.

This finding offers a new perspective on the characteristics of websites in achieving customer loyalty, in this finding that website quality does not directly mediate e satisfaction and e loyalty, website innovativeness also does not directly affect e satisfaction, while indirectly e satisfaction. does not have a role in providing website quality and website innovativeness towards e loyalty and e trust nor does it have a role in mediating website quality and e loyalty, this is because there are other factors that must be explored again in the next research.

These findings also contribute to research because they offer a new perspective on website characteristics and consumer behavior in building customer satisfaction and trust. We have to think that website image, e service quality website quality and website innovativeness are closely

related to e satisfaction and e trust in an online context, namely perceptions of website image, e service quality website quality and website innovativeness have an impact on satisfaction and trust that have an impact. on customer loyalty on a website.

This study has an important one to play in relation to better understanding the role of e-satisfaction and e-trust as a mediator in the different online contexts. This study enhances an in-depth understanding of online consumer behavior and purchasing decision processes in a digital context which is the contribution of this study, this is related to the importance of e satisfaction and e trust as mediating website image, e service quality website quality and website innovativeness with the aim of improving. Continuous purchasing of online tourism products while still providing a good image, service, website quality and continuing to innovate in meeting customer needs and desires will build e satisfaction and e trust that have an impact on e-loyalty.

Therefore, we suggest that a website engaged in tourism services should be able to make customers satisfied and trusting by providing a good image, service, quality website and continuing to make innovations in building customer satisfaction and trust as reinforced by this finding because e Satisfaction and e trust have an important role in mediating website image, website e-service quality and website innovativeness towards e loyalty.

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