

THE ROLE OF BRAND ATTACHMENT IN MEDIATING USABILITY AND INFORMATION QUALITY ON BRAND LOYALTY IN TRAVELOKA E-COMMERCE

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Abstract

Study this is to examine the role of *brand attachment* as a mediator in the relationship between usability and information quality, and its influence on brand loyalty within the context of Traveloka as an e-commerce platform. The research employs a quantitative approach, utilizing data collected through online questionnaires administered to 150 respondents. Hypothesis testing is conducted using SmartPLS version 4.0 as a data analysis tool. The findings indicate that both usability and information quality of the platform exert a positive influence on brand attachment, which subsequently enhances brand loyalty.

Keywords: Brand Attachment, Usability, Information Quality, Brand Loyalty.

Introduction

Traveloka is an online platform that provides various travel services, including hotel reservations. Along with the development of technology and the internet, people are increasingly inclined to book tickets online rather than through physical travel agents. According to data from Statista, the number of internet users in Indonesia will reach 233.73 million in 2023, and is expected to continue to increase. By utilizing the increasing market potential and paying attention to customer needs, Traveloka has a great opportunity to continue to grow and expand its business in the future. Thus, it is necessary to pay attention to several things such as customer loyalty to book hotels using Traveloka, knowing its very rapid development and potential other competition because customers who make repeat orders are customers who can have a long-term impact on the company (Firdausy & Idawati, 2017).

In the context of Indonesia's evolving digital landscape, individuals seeking to travel now find it significantly more convenient to purchase transportation tickets and make accommodation reservations. Traveloka, a prominent e-commerce platform, was reported by Databoks.com as the most frequented travel website in Indonesia, achieving a remarkable 7.2 million visits in March 2022. This platform is not only a leading online travel agency in Indonesia but also a distinguished technology company in Southeast Asia, providing a diverse range of accommodation products, lifestyle activities, financial services, and transportation. Traveloka provides a complete portfolio, including airline tickets, buses, trains, airport transfers, car rentals, and various accommodation options such as homestays, hotels, and apartments (Gusnidiawati 2023).

Usability represents a fundamental principle within human-computer interaction (HCI), which seeks to guarantee that systems are utilized efficiently while simultaneously delivering user satisfaction. Consequently, websites must be designed to facilitate ease of use and provide users with a comfortable access experience (Roosdhani, Widagdo et al., 2022). Usability includes appearance, ease of use, navigation, and user experience. The design of a website also needs to be adjusted to the needs of users and ensure their satisfaction in completing activities without obstacles (Alifiarga, 2019).

In addition to the perception of usability, the factor that influences loyalty is information quality. According to Nisa (2020), information quality, a system is formed and integrates all elements and sub-elements that can produce quality information. Loyalty is the result of building good relationships with customers in the long term. To get loyal customers, the company must have a strategy (Amalia, 2017). Dimensions or indicators of Information System Quality are reliable, integrated, and always available when needed. Information quality refers to measures that assess

the output produced by the system, as well as the value of the output for information users (Jansen, Morasa et al., 2018).

However, in increasingly fierce competition with similar platforms, Traveloka must maintain brand loyalty. Peacock loyalty is the key to long-term success for a company because customers who are loyal to a brand tend to make repeat purchases and provide positive recommendations that can attract new customers, according to research by Kotler and Armstrong (in Nasir et al., 2020: 1239), which states that brand loyalty is a strong relationship between a product or service that makes them continue to choose and use it repeatedly. This happens despite changing conditions and aggressive marketing strategies that can influence consumer decisions. One factor influencing brand loyalty is brand attachment, which describes a strong emotional connection between consumers and brands. Almost every industrial sector faces significant customer resolution and retention challenges. The dynamic business environment drives the need to implement appropriate market strategies to maintain strong relationships so that businesses can survive and attract and retain customers. Therefore, it is vital for companies that want to achieve success to understand the crucial role that relationship marketing plays in improving overall business performance and building brand attachment among customers (Prabowoa, 2020). Brand attachment may be cultivated through the quality of information provided by the platform, in addition to the platform's ease of use and overall usability, which contribute to a positive user experience users.

Previous studies have shown different results regarding usability and information quality regarding brand loyalty. Research results (Veonnita & Rojuaniah 2022) show that usability has a positive and significant influence on loyalty. On the other hand, Hoiriyah (2022) stated that usability has a positive and insignificant influence on loyalty. (Zaato, 2023) stated that information quality positively and significantly influences brand loyalty. On the other hand, (Cahyadi & Shihab, 2022) it showed that the information quality variable does not significantly affect loyalty.

The objective of the study is to know how *brand attachment* as a mediator in the relationship between usability and information quality influences brand loyalty on Traveloka as an e-commerce platform. Study This is useful for information and consideration for Traveloka in developing *brand attachment*, usability, and information quality. This information is valuable for enhancing brand loyalty on the e-commerce platform Traveloka. The author selected Traveloka as the subject due to its status as one of the largest and most popular applications in Indonesia's travel and tourism sector. It offers a variety of services, including airline ticket bookings, hotel reservations, and tourist activities. Additionally, Traveloka is recognized for its user-friendly interface and the clarity and accuracy of

its information. This makes Traveloka an ideal case for examining how usability and information quality can affect brand attachment, which in turn influences brand loyalty.

Based on previous research, numerous findings demonstrate that usability and information quality consistently directly influence brand loyalty. Conversely, some scholars contend that usability and information quality do not directly affect brand loyalty. This discrepancy may arise from the absence of emotional factors connecting users to the application. Consequently, the role of brand attachment as a mediator becomes significantly essential. Through the mediation of brand attachment, the relationship between usability and information quality can be enhanced, thereby exerting a more substantial impact on brand loyalty to the Traveloka application. Brand attachment bridges the existing emotional divide, amplifying the influence of application quality and information on user loyalty toward the brand. The existing literature features a limited number of studies investigating the role of brand attachment as a mediator in the relationship between brand loyalty. Therefore, this study examines how brand attachment functions as a mediator between usability and information quality and its influence on brand loyalty within Traveloka as an e-commerce platform.

The novelty of this article elucidates the manner in which brand attachment functions as a conduit between usability and information quality in shaping user loyalty to the Traveloka e-commerce platform, particularly within the city of Jepara. Historically, numerous studies have concentrated on the direct impact of usability and information quality on brand loyalty; however, this research delineates how brand attachment can enhance this correlation. This indicates that, notwithstanding the effectiveness of usability and information quality, user loyalty to Traveloka is also contingent upon the degree to which users perceive an emotional affiliation with the brand. For instance, although Traveloka offers convenience and comprehensive information, users who possess a strong emotional connection to the brand are likely to exhibit greater loyalty and are less prone to transition to alternative platforms. These findings afford novel insights into the dynamics of brand loyalty, particularly within the travel agency e-commerce sector, and underscore the significance of emotional connections in sustaining user loyalty and retention, even in the face of potential technical inadequacies.

Methods

This study uses a quantitative approach that is carried out by collecting data from questionnaires distributed online to 152 respondents; there are two outliers, so the data processed is 150. The assessment scale on the questionnaire ranges from 1 to 10, with one indicating "strongly disagree" and 10 indicating "strongly agree". In addition, the equation used in this test includes independent

variables, namely Usability (X1) and Information Quality (X2), that are geared towards brand loyalty (Firdausy and Idawati, 2017) mediated by brand attachment. The population in this research is the users of the Traveloka application in Jepara. This research uses the non-probability sampling method with the criteria used in the application in the last 3 months, with a minimum age of 17 years. It is known that there are 19 statements in the questionnaire for this research activity. Sampling in this test uses the hair formula. (Hair, Ringle et al., 2013) That indicates that an appropriate sample size ranges from 100 to 200 respondents and can be adjusted according to the number of indicators employed in the questionnaire, assuming a factor of 5 to 10 times the number of indicators. In this study, given the 19 indicators multiplied by 8 (resulting in 152 respondents) and accounting for excluding two outliers, the final processed sample consists of 150 respondents. Thus, based on the calculations above, the researcher adopts the assumption of 8 times the number of indicators, confirming that the sample size exceeds 100 and satisfies the minimum requirement for the number of respondents. The hypothesis testing for this study utilizes Structural Equation Modeling (SEM), specifically employing SmartPLS version 4.0 as the analytical tool for the PLS-SEM (Partial Least Square Structural Equation Modeling) data testing process.

This variable is related to website design or planning, where the usability variable includes appearance, ease of use, navigation, and user experience. The design of a website also needs to be adjusted to user needs and ensure their satisfaction in completing activities without obstacles (Alifiarga, 2019). According to Ichسانی (2017), Usability refers to the assessment of the level of ease of a system so that it can be used by users to achieve certain goals with effectiveness, efficiency, and user satisfaction when using the website. Ningsih (2021), Usability comes from the word usable, meaning it can be used properly. Usability is generally the process of optimizing user interaction and system interaction through an interactive approach. Usability is an essential aspect of the success of a website. Swaid (2019), states that usability is a quality attribute used to assess the extent to which the ease of the interface system can support the effectiveness, efficiency, and satisfaction of users in achieving the set goals.

H1: Usability has a positive and significant effect on Brand Loyalty in the Traveloka application
Agustina (2019) stated that information quality refers to information online sellers provide transparently and fairly to consumers. This information must be valuable and relevant to estimate the quality and usefulness of a product or service. The better the information quality on a page or online shopping website, the more likely customers will feel confident and shop online. Information quality is a measurement that focuses on the system's output and the output's value for information users (Jansen et al., 2018). According to Tam & Oliveira (2017), research related

to information quality uses measurements such as usefulness, understanding, interest, reliability, and completeness. Based on this research, Information quality is defined as the extent to which information on a platform or application (created by the application founder) is presented in a way that is easier for the user to understand and apply. Good and quality information will create pleasure and positive behavioral intentions for users. Information quality provided by the seller will influence consumer purchasing decisions. With clear information, consumers will find purchasing easier (Faradanisa & Supriyanto, 2022).

H2: Information Quality has a positive and significant effect on Brand Loyalty in the Traveloka application

Brand loyalty is a strong relationship between subscribing to or buying a brand consistently in the future. Kotler and Armstrong (in Nasir et al., 2020: 1239) stated that brand loyalty is a strong bond that encourages individuals to continue to choose and use products or services that are considered favorites repeatedly, even amid changing conditions and aggressive marketing strategies that have the potential to change consumer decisions. Similarly, (Murtiningsih, Moeljadi et al., 2016) brand loyalty is defined as a consumer habit of returning to the same brand for a particular product or type of service, showing a consistent choice pattern. With trust in a brand, consumers will always make repeat orders, thus forming brand loyalty. Brand Loyalty is a measure of customer loyalty and attachment to a brand by reflecting the attitude of liking and making continuous repeat purchases, so customers tend not to switch to other brands (Yuliantari et al., 2020).

H3: Usability has a positive and significant effect on Brand Attachment on the Traveloka application

H4: Information Quality has a positive and significant effect on Brand Attachment on the Traveloka application

Brand attachment is one of the main concepts in mastering customer relationships with brands. Brand attachment is the effect of the belief that customers are connected to the brand and realize that the brand can reflect their self-image, thus motivating customers to develop an emotional bond over time. The emotional bond between customers and brands has a significant and positive impact on various interactions and actions demonstrated by customers (Huaman-Ramirez & Merunka, 2019). A brand attachment (Tamher & Kristaung, 2024), is evidence of customers' desire to maintain a lasting relationship with the brand. Brand loyalty is characterized by loyalty, a measure of repeat purchasing behavior. Brand attachment is essential in forming and maintaining consumer relationships with a brand. Consumers can feel uncomfortable when separated from brand attachment items, including brands (Banerjee & Shaikh, 2022). Researchers noted that despite the concept of brand attachment being rarely studied in the mobile context, it

was shown that consumer empathy is related to brand attachment in the case of branded platform mobile (Rajaobelina et al., 2021). Two factors describe the concept of brand attachment: individual brand connection and brand prominence. The first factor, individual brand connection, refers to the cognitive and emotional relationship between the brand and the individual. The second factor, prominence, refers to the extent to which thoughts about the brand are the primary focus of the consumer's thinking (Davis & Dacin, 2022).

H5: Brand Attachment has a positive and significant effect on Brand Loyalty in the Traveloka application

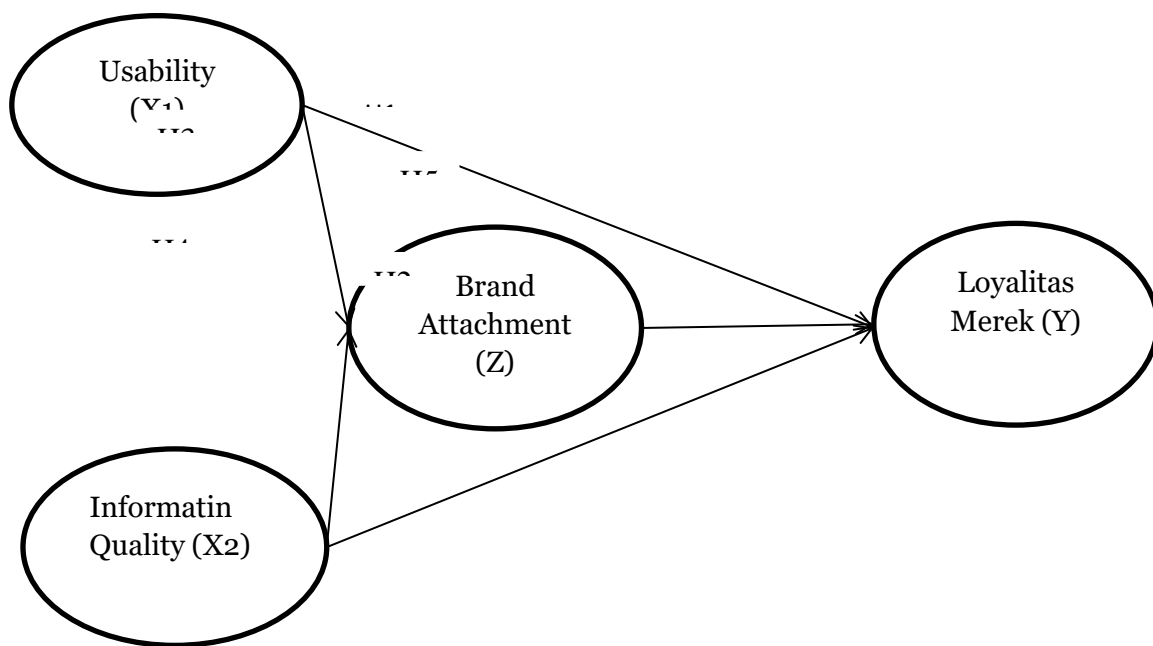


Figure 1. Research Model

Results And Discussion

Outer Model (Measurement Model)

This model is available in two measurement models that are:

Convergent Validity Test

This measurement is considered sufficient when the external load is above 0.7, and the AVE minimum is 0.5 (Ulum & Ghazali et al., 2008). Table 1 shows the results of the validity test convergent on the research model.

Table 1. Convergent Validity Test

Variables	Indicator	Outer loading	AVE	Results
Brand	BA 1	0.764	0.624	Valid
Attachment	BA 2	0.756		
	BA 3	0.839		
	BA 4	0.833		
	BA 5	0.754		
Information	U 1	0.713	0.635	Valid
Quality (X2)	U 2	0.840		
	U 3	0.804		
	U 4	0.825		
Brand Loyalty	IQ 1	0.841	0.697	Valid
	IQ 2	0.831		
	IQ 3	0.828		
	IQ 4	0.849		
	IQ 5	0.826		
Usability (X1)	LM 1	0.770	0.585	Valid
	LM 2	0.795		
	LM 3	0.751		
	LM 4	0.803		
	LM 5	0.700		

Sources: Output data from SmartPLS version 4.0 (Processed)

The table above shows that there are no variable indicators with values above 0.7 in the convergent validity test. They also have an AVE above 0.5, Which shows they can be considered valid.

Test Reliability

Composite reliability is used to test the reliability value of variable indicators. Variable that can be said to meet reliability is if its composite reliability is above 0.7.

Table 2. Composite Value reliability & Cronbach's alpha

Variables	Composite reliability	Cronbach's alpha	Information
Brand Attachment	0.851	0.849	Reliable
Information Quality	0.813	0.807	
Brand Loyalty	0.892	0.891	
Usability	0.830	0.823	

Sources: Output data from SmartPLS version 4.0 (Processed)

The composite reliability results above show that the indicators of all variables must show that If they get a value above 0.7, then they can be considered reliable.

Inner Model (Structural Model)

The inner or structural model aims to discover the relationship between hidden research variables and variables that cannot be measured directly.

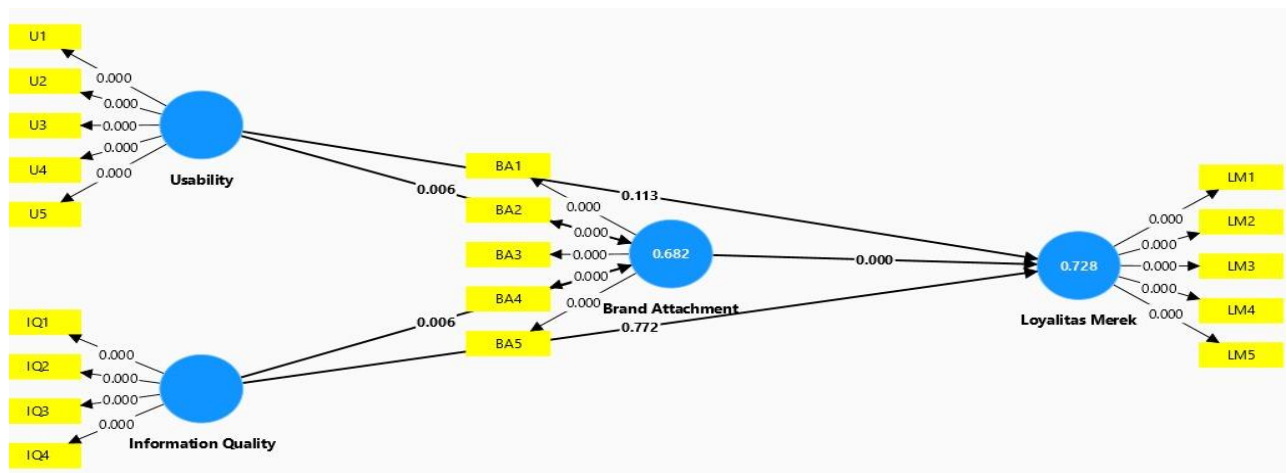


Figure 2. Structural Model

R-Square

R-square is a tool to show how much the independent variables depend on the variable. The R-square test of 0.67 shows a strong influence. The R-square of 0.33 shows influence, And the test R-square of 0.19 shows influence.

Table 3. R-square

Variables	R-square	R-square adjusted
Brand Attachment	0.682	0.678
Brand Loyalty	0.728	0.722

Sources: Output data from SmartPLS version 4.0 (Processed)

Table 3 shows the R-Square value on the endogenous variable Brand Loyalty is 0.728, with an adjusted R-Square of 0.722, which indicates a strong correlation level. With an influence value of 72.8 %, the remaining 27.2% is influenced by other variables not included in the study. And the R-Square value on the Brand Attachment variable is 0.682, with an adjusted R-Square of 0.678, which indicates a strong correlation level. With an influence value of 68.2 %, the remaining 31.8 % was influenced by other variables not included in the study.

Mediation Test

In the context of mediation, three distinct scenarios can be identified. Firstly, non-mediation arises when there exists a positive relationship between the independent variable and the dependent variable, accompanied by a negative association between the mediating variables. Secondly, complete mediation occurs when there is a positive correlation between the mediating variable and the dependent variable, while simultaneously, a negative relationship is observed between the independent and dependent variables. Lastly, partial mediation is characterized by a positive relationship among the independent variable, mediating variable, and dependent variable. Furthermore, the results derived from the bootstrapping test using SmartPLS 4.0 elucidate the indirect effect as delineated by the P value: a P value greater than 0.05 signifies a negative effect, whereas a P value less than 0.05 indicates a positive effect.

Table 4. Specific Indirect Effects

Variables	Original sample	Sample mean	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
IQ -> BA -> LM	0.334	0.380	0.101	3,302	0.001
U -> BA -> LM	0.321	0.297	0.147	2,185	0.029

Sources: Output data from SmartPLS version 4.0 (Processed)

The Influence of Information Quality on Brand Loyalty through Brand Attachment Mediation

Table 4 illustrates the indirect effect of the relationship between variables as mediated by other variables. The established pathway indicates that Information Quality contributes to Brand Attachment, which subsequently promotes Brand Loyalty. The indirect relationship between Information Quality and Brand Loyalty, mediated by Brand Attachment, yields a coefficient of 0.334 and a p-value of 0.001, indicating statistical significance. This suggests that Brand Attachment partially mediates the influence of Information Quality on Brand Loyalty.

The Influence of Usability on Brand Loyalty through Brand Attachment Mediation

The relationship between Usability, Brand Attachment, and Brand Loyalty indicates that the indirect connection between Usability and Brand Loyalty, mediated by Brand Attachment,

possesses a coefficient of 0.321 with a p-value of 0.029. This suggests that Brand Attachment partially mediates the effect of Usability on Brand Loyalty. Therefore, it can be concluded that both Information Quality and Usability significantly influence Brand Loyalty indirectly and directly through mediating variables such as Brand Attachment in the context of the influence of Information Quality and Usability on Brand Loyalty.

Hypothesis Test

T-statistics and P-values are utilized in hypothesis testing. If the P-value is less than 0.05, the null hypothesis is typically rejected. This information can be found in the Path Coefficients of the SmartPLS version 4.0 software, which is derived using the Bootstrapping method technique.

Table 5. Path Coefficients

Variables		Original sample	Sample Mean	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Attachment -> Brand Loyalty		0.722	0.670	0.142	5,093	0,000
Information Quality -> Brand Attachments		0.463	0.477	0.168	2,761	0.006
Information Quality -> Brand Loyalty		-0.050	0.006	0.173	0.290	0.772
Usability -> Brand Attachment		0.445	0.424	0.162	2,744	0.006
Usability -> Brand Loyalty		0.211	0.203	0.133	1,583	0.113

Sources: Output data from SmartPLS version 4.0 (Processed)

Hypothesis 1: The Effect of Brand Attachment on Brand Loyalty

Indicates that the P-value is 0.000 and the T-statistic is 5.093. This indicates that the brand attachment variable and brand loyalty have a positive and significant effect. Brand attachment or brand attachment The stronger the Brand Attachment in Traveloka users, the higher the likelihood they will continue to use the e-commerce repeatedly and provide positive recommendations to others. (Chairunnisa & Ruswanti, 2023) The formation of positive involvement between customers and brands will increase Brand Attachment, which can maintain relationship stability and increase

customer commitment to the brand, thereby creating brand loyalty. Based on previous research (Aprilola, 2024) stated that brand attachment has a positive and significant effect on brand loyalty, which shows that a strong attachment to a brand can increase brand loyalty. In line with the research conducted (Yurindera, 2022), brand attachment positively and significantly influences brand loyalty. This shows that a strong emotional connection between consumers and the Traveloka brand can increase consumer commitment and loyalty.

Hypothesis 2: The Effect of Information Quality on Brand Attachment

Indicates a P-value of 0.006 and a T-statistic of 2.761. This shows that the information quality variable has a positive and significant effect on brand attachment. Good quality information will strengthen brand attachment because users feel valued when the application provides useful information and helps them make informed decisions. Information that is easy to access and understand increases trust in the Traveloka platform. According to Rahmizal, (2021) Information quality is information provided by the seller to consumers clearly and accurately. Good and quality information will create pleasure and positive behavioral intentions for users. Information quality provided by the seller will influence consumer purchasing decisions. With clear information, consumers will find it easier to make purchases (Faradanisa & Supriyanto, 2022). This is in accordance with research conducted by (Daliri, 2014) which states that Information quality can determine consumer perception of a particular brand. Information quality become a consideration for consumers to assess brands based on what is displayed and the presentation of information. In addition, the way a brand presents the information presented shows the level of brand professionalism in running a business. This is what forms consumer attachment to the brand. If the information conveyed is of high quality, consumers will tend to have a positive view of the brand. Conversely, if the information provided is unclear or less convincing, this can damage consumer perception and reduce their attachment to the brand.

Hypothesis 3: The Influence of Information Quality to Brand Loyalty

Indicates a P-value of 0.006 and a T-statistic of 0.290. This indicates that the Information Quality variable has a relationship with Brand Loyalty. no positive and insignificant effect. the influence of information quality towards Traveloka brand loyalty may not be too big because customer loyalty is more influenced by the direct experience they feel. Although Traveloka provides clear and accurate information, factors such as ease of use of the platform, competitive prices, and quality of service play a bigger role in building loyalty. Positive experiences, such as a fast booking process and satisfactory customer service, often have a greater influence on customers' decisions to continue using Traveloka. (Al Baiti, Suprpto et al. 2017) This variable related to the quality of content on the website and the suitability of information presentation to users. The information

quality variable is measured in terms of accurate information, reliable information, information that is in accordance with the topic, and the format of information presentation. The results of the analysis are the same as the opinion of (Cahyadi and Shihab, 2022) showing that the Information quality variable does not have a significant effect on loyalty. Information quality owned by a platform does not become a trigger for the formation of brand loyalty.

Hypothesis 4: The effect of usability on Brand Attachment

Indicates a P-value of 0.772 and a T-statistic of 2.744. This indicates that the Usability variable with brand attachment has a positive and significant effect. Usability refers to the assessment of the level of ease of a system so that it can be used by users to achieve certain goals with effectiveness, efficiency, and user satisfaction when using the website (Ichsani, 2017). The design of a website also needs to be adjusted to the needs of users and ensure their satisfaction in completing activities without obstacles (Alifiarga 2019). In line with the research conducted Sumardyo (2023), that usability has a positive effect on brand attachment. This is supported by research conducted by (Bouhia, Rajaobelina et al. 2022) which states that usability has a positive effect on brand attachment. increasingly good platform usability e-commerce traveloka, the more likely users are to feel attached to the brand.

Hypothesis 5: The Effect of Usability on Brand Loyalty

Indicates a P-value of 0.113 and a T-statistic of 1.583. This indicates that the Usability variable has a relationship with Brand Loyalty. No positive and insignificant effect. usability good will increase brand loyalty because users tend to choose platforms that provide a better user experience. If the application makes it easy for them to find and order the products they need without difficulty, they will feel more satisfied and more likely to return to using Traveloka. Perceived usefulness is a belief about the decision-making process (Ratnaningsih, 2018). This result is relevant to (Hoiriyah, 2022) who stated that usability has a positive and insignificant effect on loyalty. In contrast to the results of the study (Veonnita and Rojuaniah, 2022) which stated that usability has a positive and significant effect on loyalty. users who feel the benefits of using the platform. In making an order, it will motivate users to return to using the platform the.

Conclusion

Traveloka as an e-commerce platform that provides flight and hotel booking services has become the main choice of the Indonesian people, driven by easy access via mobile platforms, affordable prices, and the positive image it has. This study reveals that factors such as Information Quality and usability on the Traveloka indirectly influence brand loyalty. In addition, brand attachment

plays an important role as a mediator in the relationship between information quality and usefulness towards brand loyalty. From the results of the analysis carried out, Information Quality on brand loyalty through Brand Attachment mediation. The indirect relationship between Information Quality and brand loyalty mediated by Brand Attachment has a coefficient of 0.334 and a p-value of 0.001, which is significant. This means that Brand Attachment mediates some of the influence of Information Quality on Brand Loyalty. Usability on brand loyalty through Brand Attachment mediation The indirect relationship between Usability and brand loyalty mediated by Brand Attachment has a coefficient of 0.321 with a p-value of 0.029. This means that Brand Attachment mediates some of the influence of Usability on Brand Loyalty. The T-statistics and P-values statistics are seen in the hypothesis test. Further researchers are expected to be able to enlarge by adding other variables that can affect brand loyalty.

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