



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 intended For 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. This study uses a quantitative approach carried out by collecting data from questionnaires distributed online to 150 respondents . The hypothesis test of this study uses SmartPLS version 4.0 as a data testing process analysis tool. The research results show that usability and information quality of the platform have a positive influence on brand attachment, which ultimately increases 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 development of Indonesia's digital trend, for those who want to travel, it is now easier for buyers of transportation tickets and accommodation reservations. Traveloka, one

of the famous E-commerce recorded by Databoks.com as the most visited travel websites in Indonesia, reached 7.2 million visits in March 2022. Traveloka is a well-known online travel agent in Indonesia and a well-known technology company in Southeast Asia, offering a variety of accommodation products, lifestyle activities, financial services, and transportation. According to (Gusnidiawati 2023), Traveloka provides a complete portfolio, including airline tickets, buses, trains, airport transfers, car rentals, and various accommodation options such as homestays, hotels, and apartments.

Usability is a key concept in human-computer interaction (HCI) that aims to ensure that the system can be used effectively and provides satisfaction to users. Therefore, websites need to be designed to be easy to use and can be accessed comfortably by users (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 is a system that is formed and the integration of all elements and sub-elements that can produce quality information. 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 the face of increasingly fierce competition with similar platforms, it is important for Traveloka to continue to 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 that can influence brand loyalty is brand attachment, which describes a strong emotional connection between consumers and brands. Almost every industrial sector is now faced with major challenges in terms of customer resolution and retention. 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 very important for companies that want to achieve success to understand the crucial role that relationship marketing plays in improving overall business performance, as well as in building brand attachment among customers. (Prabowo, 2020). This brand attachment can be formed

through the information quality provided by the platform, as well as the ease of use, usability of the platform in providing a positive experience for users.

Previous studies have shown different results regarding usability and information quality on brand loyalty. Research results (Veonnita & Rojuaniah 2022) 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 has a positive and significant influence on brand loyalty. On the other hand, (Cahyadi & Shihab 2022) showed that the information quality variable does not have a significant effect on loyalty.

Objective from study This is For 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, information quality. This information is useful for increase brand loyalty on the platform e-commerce traveloka. The author chose the Traveloka object because this platform is one of the largest and most popular applications in Indonesia in the travel and tourism industry. With various services offered, such as booking airline tickets, hotels, and tourist activities. In addition, Traveloka is known for its ease of use of the platform and Information quality which is clear and accurate. This makes Traveloka the right object to study how usability and information quality factors can influence brand attachment as a mediating variable towards brand loyalty.

Research Problems Based on previous research, many findings show that usability and information quality always have a direct effect on brand loyalty and some researchers state that usability and information quality do not always have a direct effect on brand loyalty. This may be due to the lack of emotional factors between users and the application. Therefore, the role of brand attachment as a mediator becomes very important. With the mediation of brand attachment, the relationship between usability and information quality can be stronger in influencing brand loyalty on the Traveloka application. Brand attachment can bridge the existing emotional gap, thereby increasing the influence of application quality and information on user loyalty to the brand . There are not many studies that use the role of Brand Attachment as a mediator in the relationship between brand loyalty. Therefore, this study aims For 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.

LITERATURE REVIEW

Brand Attachment (Brand attachment)

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). Brand attachment according to (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, an important driver 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). There are two factors that describe the concept of brand attachment, namely 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 in the consumer's thinking (Davis & Dacin, 2022).

Usability

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" which means it can be used properly. Usability can generally be interpreted as the process of optimizing interaction between users and the system through an interactive approach. Usability is an important aspect in 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.

Information Quality (Information Quality)

Agustina (2019), stated that information quality refers to information provided by online sellers in a transparent and fair manner to consumers. This information must be

useful and relevant to estimate the quality and usefulness of a product or service. The better the information quality contained on a page or online shopping website, the greater the possibility that customers will feel confident and shop online from that site. Information quality is a measurement that focuses on the output produced by the system, as well as the value of the output 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 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 it easier to make purchases (Faradanisa & Supriyanto, 2022).

Brand Loyalty

Brand loyalty is a strong relationship in subscribing 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 in the midst of changing conditions and aggressive marketing strategies that have the potential to change consumer decisions. In a similar view, (Murtiningsih, Moeljadi et al. 2016) defines brand loyalty as a consumer habit of continuing to return 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 that customers tend not to switch to other brands (Yuliantari et al., 2020).

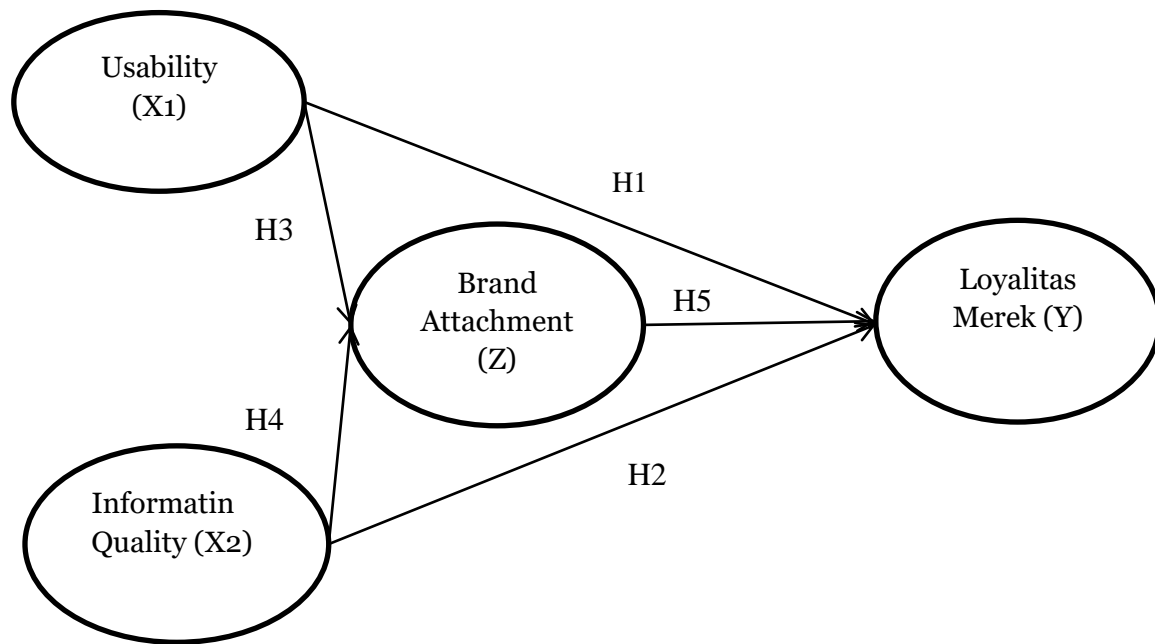


Figure 1. Research Model

Hypothesis Development:

- H1: Usability has a positive and significant effect on Brand Loyalty on the Traveloka application.
- H2: Information Quality has a positive and significant effect on Brand Loyalty on the Traveloka application.
- 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.
- H5: Brand Attachment has a positive and significant effect on Brand Loyalty on the Traveloka application.

METHODS

This study uses a quantitative approach that is carried out by collecting data from questionnaires distributed online to 152 respondents, there are 2 outliers so that the data processed is 150. The assessment scale on the questionnaire ranges from 1 to 10 with a value of 1 indicating "strongly disagree" and a value of 10 indicating "strongly agree". In addition, the equation used in this test includes independent variables, namely Usability (X1), Information Quality (X2), towards Brand Loyalty (Firdausy and Idawati) mediated by Brand Attachment. The population in this research is the users of the Traveloka application in Jepara. This research uses the Nonprobability sampling method with the criteria that have used 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 a good sample size ranges from 100-200 respondents and can be adjusted to the number of indicators used in the questionnaire with the assumption of 5 to 10 times the number of indicators. In this study, there were 19 indicators multiplied by 8 ($19 \times 8 = 152$) 152 respondents, there were 2 outlayers so that the data processed was 150, therefore based on the calculation above, the researcher used the assumption of 8 times the number of indicators or 152 outlayer 2 so that there were 150 respondents. The sample has exceeded 100 and can meet the minimum requirement for the number of respondents. The hypothesis test of this study uses Structural Equation Modeling (SEM), with an emphasis on the SmartPLS version 4.0 method used as an analysis tool for the PLS-SEM (Partial Least Square Structural Equation Modeling) data testing process.

RESULTS AND DISCUSSION

Outer Model (Measurement Model)

On This model is available two measurement model that is:

1. Convergent Validity Test

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

Table 1. Convergent Validity Test

Variables	Indicator	Outer loading	AVE	Results
Brand Attachment	BA 1	0.764	0.624	Valid
	BA 2	0.756		
	BA 3	0.839		
	BA 4	0.833		
	BA 5	0.754		
Information Quality (X2)	U 1	0.713	0.635	Valid
	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 (Y1)	LM 1	0.770		

LM 2	0.795	0.585	Valid
LM 3	0.751		
LM 4	0.803		
LM 5	0.700		

West Sumatra : Output data from SmartPLS version 4.0 (Processed)

Based on the table above, it shows that there are no variable indicators that have a value above 0.7 in the convergent validity test. They also have an AVE above 0.5 , Which show that they can be considered valid.

2. Test Reliability

Composite reliability is used to test the reliability value of variable indicators. A 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	

West Sumatra : 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 value in above 0.7 , then they can considered reliable.

Inner Model (Structural Model)

Inner model or structural model which aims to find out the relationship between hidden research variables and variables that cannot be measured directly.

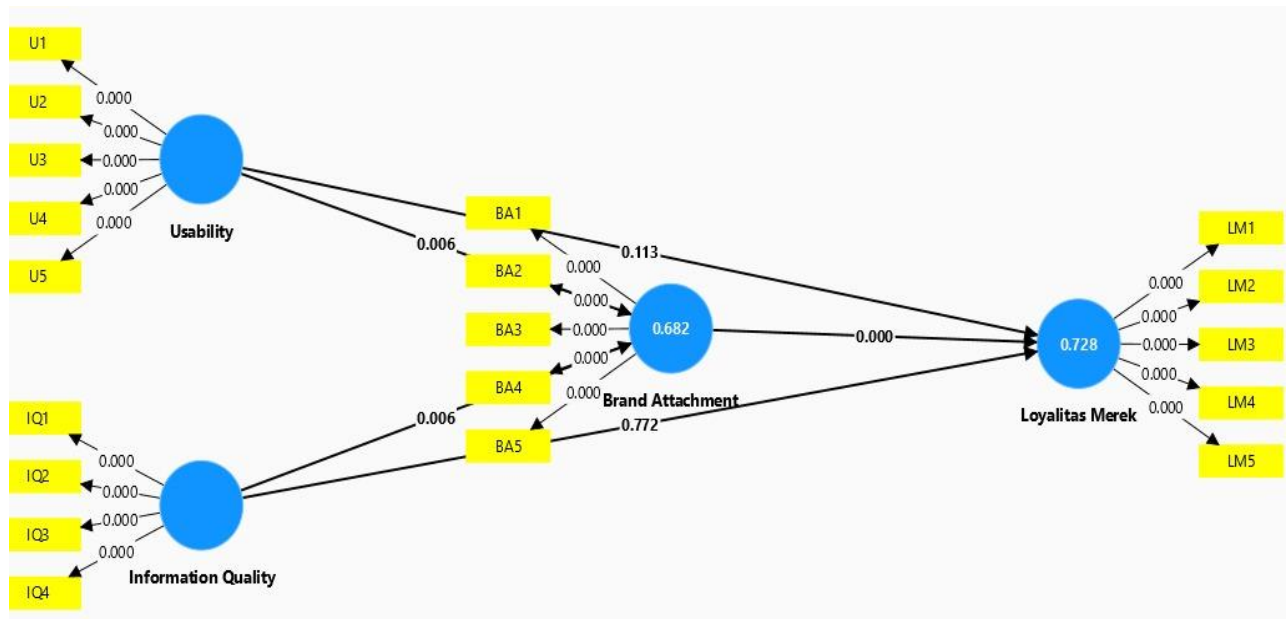


Figure 2. Structural Model

R-Square

R-square is tool Which used For show how much big effect independent variables on the dependent variable. The R-square test of 0.67 shows a strong influence, test R-square 0.33 show influence moderate, And test R-square 0.19 show influence the weak.

Table 3. R-square

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

West Sumatra : Output data from SmartPLS version 4.0 (Processed)

In table 3, it 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 stating 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 stating 68.2 % , the remaining 31.8 % was influenced by other variables not included in the study.

Mediation Test

In mediation, there are three scenarios, namely non-mediation occurs when the relationship between the independent variable and the dependent variable is positive, but a negative relationship between the mediating variables , full mediation occurs when there is a positive relationship between the mediating variable and the dependent variable but a

negative relationship between the independent and dependent variables , while partial mediation occurs when when there is a positive relationship between the mediating variable and the independent and dependent variables, partial mediation occurs . The results of the bootstrapping test with SmartPLS 4.0 interpret the indirect effect based on the P value: $P > 0.05$ indicates a negative effect, while $P < 0.05$ 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

West Sumatra : Output data from SmartPLS version 4.0 (Processed)

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

From table 4 shows the indirect effect of the relationship between variables mediated by other variables. Information Quality → Brand Attachment → brand loyalty 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 partially mediates the effect of Information Quality on Brand Loyalty.

The Influence of Usability on Brand Loyalty through Brand Attachment Mediation

Usability → Brand Attachment → brand loyalty 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 partially mediates the influence of Usability on Brand Loyalty.

It can be concluded that Information Quality and Usability has a significant influence both indirectly and on Brand Loyalty, through mediating variables such as Brand Attachment in mediating the influence of Information Quality and Usability towards Brand Loyalty.

Hypothesis Testing

T- statistics and P- values statistics are seen in hypothesis testing. If the P-value is less than 0.05 , the hypothesis is accepted. This can be found in the Path Coefficients of the SmartPLS version 4.0 program , which is obtained using the Bootstrapping 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

West Sumatra : 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 with brand loyalty has 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. According to (Chairunnisa & Ruswanti, 2023) the formation of positive involvement between customers and brands will increase Brand Attachment which is able to maintain relationship stability and increase customer commitment to the brand, thereby creating brand loyalty. Based on previous research by (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 has a positive and significant influence on brand loyalty. This shows that a strong emotional connection between consumers and the Traveloka brand can increase consumer commitment and loyalty to the brand.

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 indicates that the Information quality variable with Brand Attachment has a positive and significant effect . Information quality Good quality will strengthen brand attachment , because users feel valued when the application provides useful information and helps them make the right 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 (Ichسانی, 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 application can directly and 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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