

PENGARUH DIGITAL EXPERIENCE DAN PERCEIVED DIGITAL TRANSPARENCY TERHADAP BOOKING INTENTION DENGAN CUSTOMER TRUST PADA SDL TRAVEL

Abstrak

Penelitian ini dilatarbelakangi oleh meningkatnya penggunaan platform digital dalam industri travel haji dan umroh yang menuntut perusahaan mampu membangun pengalaman digital yang baik, transparansi informasi, serta kepercayaan konsumen guna meningkatkan booking intention. SDL Travel sebagai perusahaan travel umroh berbasis digital menghadapi tantangan dalam mempertahankan kepercayaan konsumen di tengah tingginya risiko dan ketidakpastian layanan perjalanan religi. Penelitian ini bertujuan untuk menganalisis pengaruh digital experience dan perceived digital transparency terhadap booking intention dengan customer trust sebagai variabel mediasi pada SDL Travel.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis explanatory research. Teknik pengambilan sampel menggunakan purposive sampling dengan kriteria responden yang pernah mengakses platform digital SDL Travel, berusia minimal 17 tahun, dan memiliki ketertarikan terhadap layanan haji atau umroh. Data dikumpulkan melalui penyebaran kuesioner secara online menggunakan skala Likert 1–4. Metode analisis data menggunakan Structural Equation Modeling berbasis Partial Least Square (PLS-SEM) dengan bantuan software SmartPLS 4.

Hasil penelitian menunjukkan bahwa digital experience dan perceived digital transparency berpengaruh positif dan signifikan terhadap customer trust dan booking intention. Customer trust juga terbukti berpengaruh positif dan signifikan terhadap booking intention. Selain itu customer trust mampu memediasi pengaruh digital experience dan perceived digital transparency terhadap booking intention pada SDL Travel. Temuan ini menunjukkan bahwa kualitas pengalaman digital dan keterbukaan informasi menjadi faktor penting dalam membangun kepercayaan konsumen serta meningkatkan niat pemesanan layanan umroh secara digital.

Kata Kunci : *Digital Experience, Perceived Digital Transparency, Customer Trust, Booking Intention, SDL Travel.*

THE INFLUENCE OF DIGITAL EXPERIENCE AND PERCEIVED DIGITAL TRANSPARENCY ON BOOKING INTENTION WITH CUSTOMER TRUST AT SDL TRAVEL

Abstract

This research is motivated by the increasing use of digital platforms in the Hajj and Umrah travel industry which requires companies to be able to build a good digital experience, information transparency, and consumer trust to increase booking intention. SDL Travel as a digital-based Umrah travel company faces challenges in maintaining consumer trust amid high risks and uncertainty in religious travel services. This study aims to analyze the influence of digital experience and perceived digital transparency on booking intention with customer trust as a mediating variable in SDL Travel.

This study uses a quantitative approach with the type of explanatory research. The sampling technique used purposive sampling with the criteria of respondents who had accessed the SDL Travel digital platform, were at least 17 years old, and had an interest in Hajj or Umrah services. Data were collected through the distribution of an online questionnaire using a Likert scale of 1–4. The data analysis method uses Structural Equation Modeling based on Partial Least Square (PLS-SEM) with the help of SmartPLS 4 software.

The results of the study show that digital experience and perceived digital transparency have a positive and significant effect on customer trust and booking intention. Customer trust has also been proven to have a positive and significant effect on booking intention. In addition, customer trust is able to mediate the influence of digital experience and perceived digital transparency on booking intention at SDL Travel. These findings show that the quality of digital experience and information disclosure are important factors in building consumer trust and increasing the intention to order Umrah services digitally.

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