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Problem-Solving Ability and Responsiveness as Drivers of Satisfaction and Repeat Usage in Digital Travel Services

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh perceived problem-solving ability dan responsiveness terhadap kepuasan pelanggan serta niat menggunakan kembali layanan perjalanan digital, dengan kepuasan pelanggan sebagai variabel mediasi. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan desain kausal-asosiatif, melibatkan 250 responden mahasiswa Universitas Alma Ata yang telah menggunakan aplikasi Traveloka lebih dari satu kali. Data dikumpulkan melalui kuesioner daring dan dianalisis menggunakan Structural Equation Modeling–Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan bahwa perceived problem-solving ability berpengaruh positif signifikan terhadap kepuasan pelanggan, sedangkan responsiveness justru berpengaruh negatif signifikan. Selain itu, kepuasan pelanggan berpengaruh negatif signifikan terhadap niat menggunakan kembali. Analisis mediasi mengindikasikan bahwa kepuasan pelanggan memediasi pengaruh perceived problem-solving ability dan responsiveness terhadap niat menggunakan kembali dengan arah efek berbeda. Secara teoretis, penelitian ini memperkaya Theory of Planned Behavior dalam konteks layanan digital, sedangkan secara praktis memberikan masukan bagi penyedia platform perjalanan digital untuk menyeimbangkan kecepatan respons dengan konsistensi solusi. Kebaruan penelitian ini terletak pada pengungkapan paradoks bahwa kepuasan tinggi tidak selalu meningkatkan niat penggunaan ulang dalam industri perjalanan digital Indonesia.

Kata kunci: Problem-solving ability; Responsiveness; Kepuasan pelanggan; Niat menggunakan kembali; Layanan perjalanan digital

Abstract

This study investigates the effect of perceived problem-solving ability and responsiveness on customer satisfaction and repurchase intention in digital travel services, with customer satisfaction as a mediating variable. A quantitative causal-associative design was applied, involving 250 Alma Ata University students who had used the Traveloka application more than once. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results show that perceived problem-solving ability significantly and positively affects customer satisfaction, while responsiveness has a significant negative effect. Customer satisfaction is also found to negatively affect repurchase intention. Mediation analysis confirms that satisfaction mediates the effects of perceived problem-solving ability and responsiveness on repurchase intention with opposite directions. Theoretically, this study extends the Theory of Planned Behavior in the digital service context, while practically it suggests that online booking platforms should emphasize both responsiveness and service stability. The novelty lies in revealing a paradox where high satisfaction may reduce repurchase intention in Indonesia's digital travel service industry.

Keywords: *Problem-solving ability; Responsiveness; Customer satisfaction; Repurchase intention; Digital travel services*

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Introduction

Indonesia currently ranks fourth globally in terms of population size, with 279.39 million inhabitants recorded in 2024, reflecting a growth rate of 0.82% from 277.53 million in 2023 (Kompas.com et al., 2024). This demographic expansion, coupled with rapid modernization, has driven significant growth in internet adoption. By early 2023, internet penetration reached 77.0%, with 212 million users equivalent to 74.6% of the total population indicating widespread digital adoption while leaving approximately 25.4% of the population unconnected (We Are Social & Meltwater, 2025). The increasing accessibility of the internet has transformed consumer behavior, accelerating the shift toward digital platforms for information retrieval and daily transactions.

In this digital era, e-commerce has emerged as one of Indonesia's most dynamic and influential sectors, characterized by substantial behavioral shifts toward online purchasing (Yusuf, 2022). GlobalData (2025) projected that the Indonesian e-commerce market will reach USD 46.6 billion (approximately IDR 738 trillion) by 2025, with a compound annual growth rate (CAGR) of 22.3% since 2020. These projections align with Google, Temasek, and Bain & Company's (2023) forecast of USD 85–120 billion by 2025, driven by MSME digitalization, increasing internet penetration, and the adoption of digital payment methods. The travel and tourism sector, particularly online travel agents (OTAs), has also benefitted from these trends. As a leading OTA in Indonesia, Traveloka founded in 2012 specializes in domestic airline ticketing and hotel reservations (Tech in Asia, 2022; Traveloka, 2024). Traffic analysis by Semrush (2025) reveals that Traveloka.com dominates the Indonesian digital travel market with approximately 9.22 million monthly visits, followed by Tiket.com with 4.95 million, while international competitors such as Agoda.com and Booking.com maintain significant market presence with 2.89 million and 2.71 million visits, respectively (Kompasiana, 2023; Semrush, 2025).

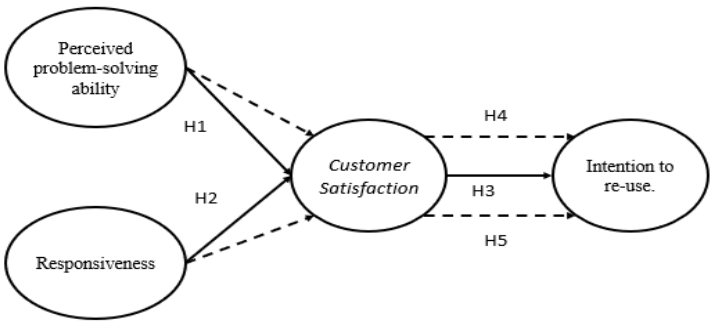
To maintain competitive advantage, OTAs increasingly implement Customer Relationship Management (CRM) strategies to enhance customer satisfaction and loyalty (Al-Suraihi et al., 2020; Setyaleksana et al., 2017; Dibyo et al., 2021). In service-based industries, effective CRM not only ensures customer retention but also strengthens brand reputation (Pakurár et al., 2019; Dam & Dam, 2021; Khan et al., 2022). One increasingly adopted CRM innovation is the integration of chatbots and live chat functions, which facilitate real-time customer interaction, improve responsiveness, and enhance problem resolution efficiency (Hongyun et al., 2019; Ahmad et al., 2020; Kenih, 2021). Major OTAs such as Traveloka, Tiket.com, Agoda, Booking.com, and Trip.com have implemented AI-powered virtual assistants to handle customer inquiries 24/7, supplemented with live chat features for complex issues (Traveloka, 2024; Tiket.com, 2024; Agoda, 2023; Booking.com, 2024; Trip.com, 2025).

These tools enhance perceived problemsolving ability the customer's belief in the platform's capacity to resolve issues effectively (Xu et al., 2020; Öztürk et al., 2020) and responsiveness, defined as the capacity to respond quickly and appropriately to customer needs (Chen et al., 2021; Wurha et al., 2022). Both factors have been linked to customer satisfaction, though prior research has yielded inconsistent findings (Asbar & Saptari, 2018; Zare & Emadi, 2020; Setiono & Hidayat, 2022; Ye et al., 2017). Customer satisfaction itself is widely recognized as a key determinant of behavioral outcomes, particularly intention to re-use a customer's willingness to continue using a product or service (Oliver, 1999; Shin, 2021; Kanda & Maulana, 2024). High satisfaction not only fosters loyalty but also strengthens trust and reduces perceived risk (Anderson & Sullivan, 1993; Kim et al., 2009). Moreover, in many

contexts, customer satisfaction mediates the relationship between service quality dimensions such as perceived problem-solving ability and responsiveness and intention to re-use (Oliver, 2014; Soderlund et al., 2021; Ali et al., 2021; Uslu & Eren, 2020).

Despite the proliferation of chatbot and live chat technologies in Indonesia's OTA sector, there remains a paucity of empirical research exploring their influence on customer satisfaction and intention to re-use in the local e-commerce context, which is marked by unique consumer behaviors and rapid market expansion (Prasetyo et al., 2022). Existing studies examining perceived problem-solving ability and responsiveness often focus on other service industries or geographic contexts, limiting the generalizability of their findings to Indonesian OTAs. Furthermore, while the mediating role of customer satisfaction has been theoretically established, few studies have tested this effect empirically within platforms like Traveloka, which dominate the domestic OTA market (Semrush, 2025). This creates a notable research gap in understanding how these digital service features shape post-purchase behaviors in a highly competitive, technology-driven environment.

Figure 1. The Conceptual Model



Hypothesis

Perceived Problem-Solving Ability toward Customer Satisfaction

Perceived problem-solving ability refers to the customer's belief in an organization's or service's capability to efficiently address and resolve problems (Smith et al., 1999). When customer issues are handled quickly, effectively, and with clear communication, they tend to feel more satisfied (Zeithaml et al., 2018). This ability also strengthens the company's reputation and fosters loyalty (Johnston & Michel, 2008).

H1: Perceived Problem-Solving Ability has a significant effect on Customer Satisfaction.

Responsiveness toward Customer Satisfaction

Responsiveness refers to a company's ability to quickly and effectively respond to customer needs and problems, which has been proven to have a positive effect on customer satisfaction (Alzoubi, 2018). Quick responses make customers feel valued and recognized, thereby enhancing the overall service experience (Zeithaml et al., 2018). The speed and accuracy of responses not only solve problems but also strengthen customer trust and loyalty (Åkerblad et al., 2021).

H2: Responsiveness has a significant effect on Customer Satisfaction.

Customer Satisfaction toward Intention to Re-Use

Customer satisfaction is closely related to the intention to re-use products or services, indicating that satisfied customers are more likely to show loyalty by returning for future transactions (Anderson & Sullivan, 1993). Satisfaction creates a positive emotional connection between customers and companies, strengthening trust and perceptions of service or product quality (Oliver, 1999). Satisfied customers are more likely to repurchase or reuse the service and engage in positive advocacy through recommendations and reviews (Zeithaml et al., 1996).

H3: Customer Satisfaction has a significant effect on Intention to Re-Use.

Perceived Problem-Solving Ability toward Intention to Re-Use mediated by Customer Satisfaction

Context of digital travel services such as Traveloka, the platform's ability to quickly and effectively resolve customer problems (perceived problem-solving ability) is a key factor in creating a satisfying user experience (Xu et al., 2020). When customers feel that issues such as ticket cancellations, schedule changes, or payment problems can be easily resolved through features like live chat or chatbots, they tend to report higher levels of satisfaction. This satisfaction, in turn, influences their intention to re-use the same digital travel service in the future. Research has found that customer satisfaction significantly mediates the relationship between problem-solving ability and the intention to re-use (Silva et al., 2023). Similarly, other studies emphasize that in e-commerce, customer satisfaction is a fundamental basis for building loyalty, especially in highly competitive markets such as the online tourism sector in Indonesia (Anderson & Srinivasan, 2003).

H4: Perceived Problem-Solving Ability has an effect on Intention to Re-Use, mediated by Customer Satisfaction.

Method

This study adopted a quantitative research approach with a causal–associative design to examine the effects of perceived problem-solving ability and responsiveness on customer satisfaction and intention to re-use (Creswell, 2019; Hair et al., 2020). The research was conducted through an online survey using a structured questionnaire distributed via Google Forms to respondents who met specific criteria. The target population consisted of active Universitas Alma Ata students who had used the Traveloka application more than once. Based on the sample size recommendation by Hair et al. (2021), a minimum of 200 respondents was required using the "five observations per indicator" rule, and this number was increased to 250 to account for incomplete or invalid responses. A non-probability purposive sampling technique was applied to ensure that all participants met the inclusion requirements (Sugiyono, 2017).

Study involved four main constructs: perceived problem-solving ability, responsiveness, customer satisfaction, and intention to re-use. Perceived problem-solving ability was measured using five indicators—problem identification, generation of

alternative solutions, decision making, solution implementation, and solution evaluation—adapted from Alkhatib (2019). Responsiveness was measured using indicators of response speed, willingness to help, problem handling, availability of information, and service flexibility, adapted from Thatte et al. (2013). Customer satisfaction was measured through product or service quality, perceived value, service experience, customer expectations, and loyalty level, adapted from Anggraeni and Luthfi (2016). Intention to re-use was measured using user satisfaction, perceived value, trust, ease of use, and service quality, adapted from Febrian et al. (2021). All items were assessed using a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree (Maslim & Pasaribu, 2021).

Data collection was carried out between January 17, 2023, and April 30, 2024, through online distribution channels, ensuring efficient access to respondents. To maintain data quality, the questionnaire included both positively and negatively worded statements to minimize response bias. The validity of the measurement model was evaluated through convergent and discriminant validity tests following Hair et al. (2019), while reliability was assessed using Cronbach's alpha and Composite Reliability (CR), with values above 0.70 considered acceptable. Data analysis was performed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS software, following the procedures outlined by Hair et al. (2020, 2021). This included evaluating both the measurement and structural models, as well as testing direct and indirect relationships to assess the mediating role of customer satisfaction.

Data analysis

Study uses SEM-PLS analysis with the calculation process assisted by the software application program 3.0. Partial Least Square (PLS) analysis. Measurements can be considered to have convergent validity if the factor loading value is > 0.7 (Savitri et al., 2022), in the table below there are values below 0.7 then removed, the value is then retested, the test results can be said to be valid because > 0.7 in each question indicator.

Table 1. Validity

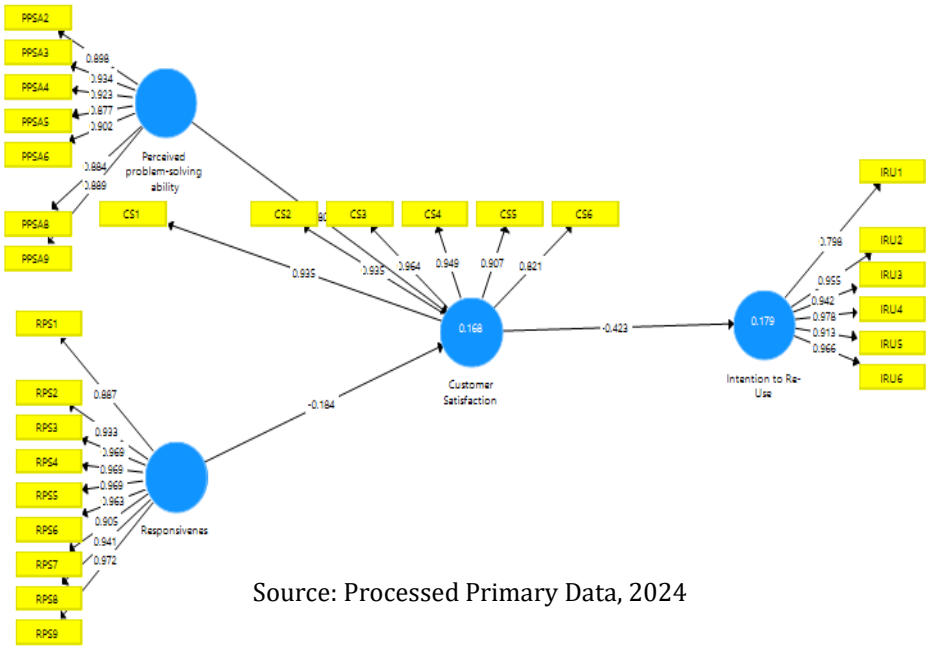
Indicator	Customer Satisfaction	Intention to Re-Use	Perceived problem-solving ability	Responsivenes
CS1	0,935			
CS2	0,935			
CS3	0,964			
CS4	0,949			
CS5	0,907			
CS6	0,821			
IRU1		0,798		
IRU2		0,955		
IRU3		0,942		
IRU4		0,978		
IRU5		0,913		

IRU6	0,966		
PPSA2		0,898	
PPSA3		0,934	
PPSA4		0,923	
PPSA5		0,877	
PPSA6		0,902	
PPSA8		0,884	
PPSA9		0,889	
RPS1			0,887
RPS2			0,933
RPS3			0,969
RPS4			0,969
RPS5			0,969
RPS6			0,963
RPS7			0,905
RPS8			0,941
RPS9			0,972

Source: Processed Primary Data, 2024

Based on the results of the validity test of the variables and indicators in table 11, the researcher presents the image below of the results of data processing that meets the validity requirements > 0.7 which is said to be valid using the assistance of SmartPLS 3 software. Validity test result Perceived problem-solving ability (X1) Responsiveness (X2), Customer Satisfaction (Z), and Intention to Re-Use (Y)

Figure 2. Model Perceived problem-solving ability (X1) Responsiveness (X2), Customer Satisfaction (Z), and Intention to Re-Use (Y)



Source: Processed Primary Data, 2024

Table 2. Construct Reliability

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Satisfaction	0,963	0,967	0,97	0,846
Intention to Re-Use	0,967	0,975	0,974	0,86
Perceived problem-solving ability	0,961	0,963	0,968	0,812
Responsivenes	0,985	0,997	0,987	0,895

Source: Processed Primary Data, 2024

AVE values are all above 0.5, indicating strong convergent validity for each construct. Furthermore, the values along the diagonal (AVE) are greater than the correlation values with other variables, indicating strong discriminant validity.

Table 3. Discriminant Validity

Variabel	Customer Satisfaction	Intention to Re-Use	Perceived problem-solving ability	Responsivenes
Customer Satisfaction	0,92			
Intention to Re-Use	-0,423	0,927		
Perceived problem-solving ability	0,366	-0,296	0,901	
Responsivenes	-0,155	-0,115	0,078	0,946

Source: Processed Primary Data, 2024

AVE values are all above 0.5, indicating strong convergent validity for each construct. Furthermore, the values along the diagonal (AVE) are greater than the correlation values with other variables, indicating strong discriminant validity.

R Square

Based on the table containing the R Square and Adjusted R Square values, the following interpretations can be made regarding the model used, as seen in Table 4.7.

Table 4. R Square

Variable	R Square	Adjusted R Square
Customer Satisfaction	0.168	0.161
Intention to Re-Use	0.179	0.175

Source: Processed Primary Data, 2024

Customer Satisfaction: An R-square of 0.168 indicates that 16.8% of the variance in the Customer Satisfaction variable can be explained by the independent variables in the model. Intention to Reuse: An R-square of 0.179 indicates that 17.9% of the variance in the Intention to Reuse variable is explained by the variables in the model. Adjusted R-square is useful for providing a more accurate picture of how well the model explains the dependent variable, especially when there is more than one independent variable. Customer Satisfaction: Adjusted R Square sebesar 0,161 menunjukkan bahwa ketika jumlah variabel After adjusting the independent variables, this model explains approximately 16.1% of the variance in Customer Satisfaction. Intention to Reuse: The adjusted R-square of 0.175 indicates that this model explains approximately 17.5% of the variance in Intention to Reuse.

Results of the hypothesis testing show the influence between variables, the strength of the relationship (indicated by the T-statistic), and the significance of the relationship (indicated by the P-value).

Table 5. Path Coefficients

Variabel	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (| O/STDEV |)	P Values
Customer Satisfaction → Intention to Re-Use	-0,423	-0,424	0,062	6,867	0,000
Perceived problem-solving ability →Customer Satisfaction	0,380	0,382	0,050	7,569	0,000
Responsivenes →Customer Satisfaction	-0,184	-0,196	0,077	2,382	0,018

Source: Processed Primary Data, 2024

Customer Satisfaction and Intention to Reuse

The coefficient of influence is -0.423, indicating a negative relationship between Customer Satisfaction and Intention to Reuse. This indicates that higher customer satisfaction tends to decrease intention to reuse, or vice versa.

Significance: The T-statistic of 6.867 and the P-value of 0.000, both below 0.05, indicate that this relationship is statistically significant.

Perceived Problem-Solving Ability and Customer Satisfaction

The coefficient of influence is 0.380, indicating a positive relationship between Perceived Problem-Solving Ability and Customer Satisfaction. It is concluded that the higher the customer's perceived problem-solving ability, the higher their satisfaction.

Significance: The T-statistic of 7.569 and the P-value of 0.000 indicate that this relationship is highly statistically significant.

Responsiveness and Customer Satisfaction

Effect Coefficient: A coefficient value of -0.184 indicates a negative relationship between Responsiveness and Customer Satisfaction. This means that higher responsiveness tends to slightly decrease customer satisfaction. Significance: A T-statistic of 2.382 and a P-value of 0.018 indicate that this relationship is statistically significant.

Indirect Effect

In this study, the Indirect Effect was used to examine the relationship between the mediating variable and Customer Satisfaction. The results of the hypothesis testing can be seen in the following table:

Table 6. Indirect Effect

Variable	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (| O/STDEV |)	P Values
Perceived problem-solving ability → Customer Satisfaction → Intention to Re-Use	-0,161	-0,163	0,036	4,481	0,000
Responsivenes →Customer Satisfaction → Intention to Re-Use	0,078	0,082	0,034	2,265	0,024

Source: Processed Primary Data, 2024

Discussion of Mediation Effects

The mediation analysis shows that Customer Satisfaction plays an important role in linking Perceived Problem-Solving Ability and Responsiveness to Intention to Re-Use.
For the path Perceived Problem-Solving Ability → Customer Satisfaction → Intention to Re-Use, the relationship is statistically significant (T-Statistic = 4.481; P-Value = 0.000) but has a negative indirect effect (β = -0.161). This suggests that while problem-solving ability strengthens perceived behavioral control in the Theory of Planned Behavior (Ajzen, 1991), it may reduce intention to re-use if customers perceive frequent problem resolution as a sign of service instability (Lee & Park, 2022; Pereira et al., 2022). In such cases, technical solutions alone are not enough problem resolution must also generate genuine satisfaction to maintain customer loyalty.

Path Responsiveness → Customer Satisfaction → Intention to Re-Use, the mediation is also significant (T-Statistic = 2.265; P-Value = 0.024) with a small positive effect (β = 0.078). This indicates that higher responsiveness such as fast replies and friendly service can enhance subjective norms and perceived behavioral control in TPB, leading to greater satisfaction and a slightly higher intention to re-use (Wang & Chen, 2022; Nguyen & Tran, 2023). However, the effect size is modest, suggesting that responsiveness alone is not enough to drive strong repeat usage unless it is accompanied by consistent service quality.
Overall, the results highlight that in a TPB framework, problem-solving ability and responsiveness influence repeat usage intention through satisfaction, but the direction and strength of the effect depend on how customers interpret their service experience. Effective service must not only resolve issues and respond quickly but also convey stability and reliability to sustain long-term customer loyalty.

Discussion

Discussion Based on the Theory of Planned Behavior (TPB)

Theory of Planned Behavior (Ajzen, 1991), intention to perform a behavior is influenced by three components: attitude toward the behavior, subjective norms, and perceived behavioral control. In this study, customer satisfaction reflects attitude, responsiveness relates to subjective norms, and perceived problem-solving ability aligns with perceived behavioral control. Customer satisfaction significantly influences intention to re-use (T-Statistic = 6.867; P-Value = 0.000), but the relationship is negative (β = -0.423). While TPB generally assumes that a positive attitude leads to stronger intention (Lee et al., 2022), this result suggests a satiation effect, where high satisfaction may make customers feel their needs are fully met, reducing their motivation to return. Similar findings were reported by Zhang et al. (2023), showing that excessive satisfaction can sometimes diminish repeat usage. Perceived problem-solving ability positively affects customer satisfaction (β = 0.380; T-Statistic = 7.569; P-Value = 0.000). This aligns with TPB's perceived behavioral control, as customers feel more in control when services effectively resolve problems (Moussa & Touzani, 2021; Lee & Kim, 2022). Higher perceived ability leads to higher satisfaction. Unexpectedly, perceived problem-solving ability shows a significant negative relationship with intention to re-use (β = -0.161; T-Statistic = 4.481; P-Value = 0.000). This may occur when frequent problem-solving gives the impression that the service is unstable, reducing perceived reliability (Pereira et al., 2022; Lee & Park, 2022). Responsiveness has a small but significant negative effect on customer satisfaction (β = -0.184; T-Statistic =

2.382; P-Value = 0.018). In TPB terms, this relates to subjective norms high responsiveness may signal frequent problems, lowering perceptions of stability (Nguyen & Phan, 2023; Ali & Anwar, 2023). Responsiveness slightly increases intention to re-use (β = 0.078; T-Statistic = 2.265; P-Value = 0.024). This supports TPB's notion that responsiveness can enhance perceived behavioral control and comfort in using the service (Wang & Chen, 2022; Nguyen & Tran, 2023), although the effect is limited.

Customer satisfaction mediates the effects of perceived problem-solving ability and responsiveness on intention to re-use. The mediation is negative for perceived problem-solving ability, suggesting that while satisfaction rises, frequent problem resolution can still reduce trust in service stability. In contrast, the mediation is positive for responsiveness, indicating that responsive service slightly strengthens positive attitudes and perceived control, supporting repeat usage. Overall, the findings refine TPB in a service context by showing that positive perceptions (satisfaction, responsiveness, problem-solving ability) do not always translate into higher intention to re-use. Customer interpretations of service stability play a crucial role in shaping behavioral intention.

Conclusion

`Findings reveal that Perceived Problem-Solving Ability has a positive and significant effect on Customer Satisfaction (β = 0.380; T-Statistic = 7.569; P-Value = 0.000). This indicates that when customers perceive the service as capable of resolving problems effectively, their satisfaction increases. In line with the Theory of Planned Behavior (Ajzen, 1991), this reflects higher *perceived behavioral control*, where customers feel more in control of their service experience, which in turn enhances satisfaction. Similar results were reported by Moussa and Touzani (2021), showing that effective problem-solving strengthens perceived control and customer contentment.

Conversely, Responsiveness shows a significant negative effect on Customer Satisfaction (β = -0.184; T-Statistic = 2.382; P-Value = 0.018). While responsiveness is generally considered a positive service attribute, in this context it may signal frequent service issues, thereby lowering perceived stability and quality. From a TPB perspective, this relates to *subjective norms* customers' expectations for stable service are unmet despite receiving fast responses (Nguyen & Phan, 2023; Ali & Anwar, 2023).

Unexpectedly, Customer Satisfaction negatively affects Intention to Re-Use (β = -0.423; T-Statistic = 6.867; P-Value = 0.000). This contradicts the typical TPB assumption that a positive attitude fosters stronger behavioral intention (Lee et al., 2022). The result may be explained by the *satiation effect*, where very high satisfaction makes customers feel their needs are fully met, reducing the motivation to return (Zhang et al., 2023).

Overall, this study highlights that in a TPB framework, perceived problem-solving ability strengthens peceived behavioral control and increases satisfaction, whereas responsiveness if perceived as a sign of recurring issues can reduce satisfaction. Furthermore, high customer satisfaction does not always guarantee repeat usage; in certain service contexts, it may even lower the intention to re-use if customers feel completely fulfilled. These insights refine TPB's application in customer service research, emphasizing the importance of perceived service stability in sustaining repeat usage behavior.

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