



THE ROLE OF PERCEIVED FLOW AS A MEDIATION IN THE RELATIONSHIP BETWEEN WEBSITE QUALITY AND ONLINE BUYING INTEREST IN TRAVEL TRANSPORTATION SERVICES IN MALANG CITY

Stella Alvianna¹, Syarif Hidayatullah^{2*}

¹ Tourism Diploma Program, University of Merdeka Malang, Indonesia, stella.alvianna@unmer.ac.id

²* Faculty of Economics and business, University of Merdeka Malang, Indonesia,
syarif.hidayatullah@unmer.ac.id

ABSTRACT

Malang City, as one of the major cities in East Java, has high market potential for the use of online transportation services (online travel). The development of digital technology has driven the increase in the use of online travel booking platforms, where website quality is an important factor in shaping user perceptions and purchasing intentions. Previous research has shown that website quality has a significant effect on perceived flow and user purchasing intentions. Based on these findings, this study aims to analyze the influence of website quality dimensions—including usability, functionality, and security and privacy—on perceived flow and online purchasing intentions among users of travel transportation services in Malang City, and to examine the mediating role of perceived flow in this relationship. This study used a quantitative approach with a cross-sectional method. A total of 33 respondents who used online travel transportation services in Malang City were sampled. Data were collected through a Likert scale questionnaire (1–5) to measure website quality, perceived flow, and online purchasing intentions. Analysis was conducted using SPSS, including validity and reliability tests, descriptive analysis, correlation, multiple linear regression, and mediation tests using the Baron & Kenny and Sobel tests. The results showed that website functionality was the most dominant factor that significantly influenced perceived flow and online purchasing intentions. Conversely, website usability, security, and privacy had positive but insignificant effects. Furthermore, perceived flow did not act as a significant mediator. Overall, improving website functionality is a top priority in strengthening the digitalization strategy for online travel services in Malang City

Keywords : Website Quality, Website Functionality, Security and Privacy, Perceived Flow, Online Purchase Interest.

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I. INTRODUCTION

In today's digital era, online transactions (e-commerce) are increasingly becoming a vital part of Indonesian life. According to the Central Statistics Agency (BPS), through its 2024 E-Commerce Survey, this survey aims to provide data on the number of businesses, types of goods and services sold online, transaction values, payment methods, and delivery methods. (BPS Kabupaten Malang, 2024). This indicates that online services have become a crucial aspect in commercial activities, including in the travel transportation services sector.

Malang, as one of the major cities in East Java, is also considered a potential market for online travel services. Previous research conducted in Malang demonstrated that website quality and perceived flow influenced the purchase intention of users who book transportation services online.(Rakhmadani et al., 2019) (Hidayatullah et al., 2020) revealed that website quality has a positive and significant influence on perceived flow and directly impacts purchase



intention. Furthermore, perceived flow itself also has a significant positive influence on purchase intention. (Alvianna, Hidayatullah, et al., 2022)(Septiandari et al., 2021).

Conceptually, perceived flow refers to the user experience of intense engagement and a seamless flow when navigating a system or website. When users feel "immersed" in a site, this experience can influence their attitude toward it and ultimately increase their purchase intention. Meanwhile, website quality encompasses several key dimensions, such as ease of use, information quality, aesthetics, technical reliability, and security/privacy.(Alvianna, 2017) (Estikowati, Alvianna et al., 2023) in his study of online ordering services found that website quality significantly influences customer satisfaction and purchase intentions, particularly through the dimensions of ease of use and site aesthetics

In the context of travel services, research (Hasan & Abuelrub, 2011) (Morales-Vargas et al., 2020) shows that the quality of an online travel agent's website influences playfulness and perceived flow, which in turn impacts purchase intention. This finding aligns with research in the hospitality sector by (Hidayatullah et al., 2022)(Wang et al., 2015), which proves that the quality of a hotel website influences perceived flow, which then increases customer satisfaction and purchase intention. In Malang City itself, the characteristics of people's behavior in online shopping have been studied by Putri (2020). Through a survey of 348 respondents in five sub-districts, it was found that Malang residents have become accustomed to shopping online, which indicates a huge opportunity for the development of online travel transportation services in this region.

Table 1. Summary of Previous Research Results in Malang City

Variabel	Temuan Utama	Sampel / Konteks	Sumber
Website Quality → Perceived Flow	Positive and significant influence	190 respondents are online travel users in Malang City	Hidayatullah et al. (2020)
Website Quality → Purchase Interest	Positive and significant influence		
Perceived Flow → Purchase Interest	Positive and significant influence		

Based on the theory and empirical evidence, this study aims to explore more deeply how website quality and perceived flow simultaneously influence online purchasing interest in travel transportation services in Malang City.

THEORETICAL BASIS

Website Uses

Website usability is the level of ease with which users can access, understand, and interact with the content and features available on a site to achieve specific goals effectively and efficiently. High usability increases user satisfaction and online purchasing intentions. (Morales-Vargas et al., 2020)(Candiwan & Wibisono, 2021)

Website Functionality

Website functionality is the ability of a site to run its technical features optimally, such as navigation, interactive forms, search systems, transaction security, and access speed, thus supporting an efficient and reliable user experience. (Minarni & Sigit, 2023)(Serbiadventa et al., 2023)

Website Security & Privacy

Website security and privacy is the level of protection of users' personal data and transactions from unauthorized access, misuse, or information leakage. This aspect includes

data encryption, authentication, and a transparent privacy policy to maintain user trust. (Csontos & Heckl, 2021)(Baako et al., 2019)

Perceived flow

Perceived flow is a psychological state when a user feels completely immersed, focused, and enjoying the experience of interacting with a system or website without distraction, thus creating a sense of control and intrinsic satisfaction during the activity. (Hsu et al., 2012) (Stephanie et al., 2019)

Purchase intention

Purchase intention is a person's psychological tendency to make a purchase after evaluating information, experiences, or positive perceptions about a product or service. Purchase intention reflects a consumer's intention to make a transaction in the future. (Ningtiyas & Alvianna, 2021)

METHOD

This research is a quantitative cross-sectional study involving 33 users of travel transportation services in Malang City. Data were obtained through a Likert-scale questionnaire (1–5) to measure website quality, perceived flow, and online purchasing interest. Analysis was conducted using SPSS through validity and reliability tests, descriptive statistics, correlation, multiple linear regression, and mediation tests. (Alvianna, Astuti, et al., 2022) to determine the mediating role of perceived flow.

Conceptual Research Framework:

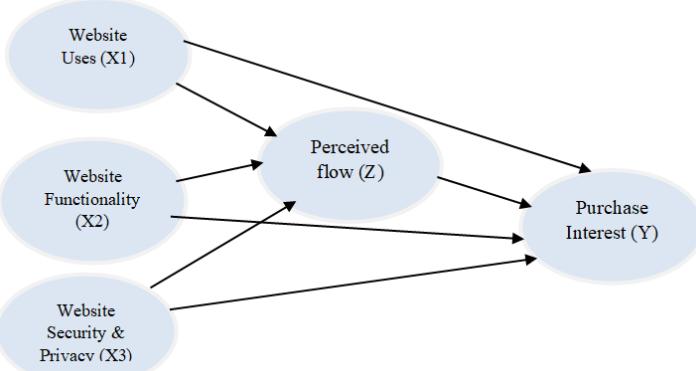


Figure 1: Conceptual Framework of the Research

Source: Alvianna, Astuti, et al., 2022

II. RESULT

Respondent Description

To understand the respondents' descriptions in this study, we analyzed their characteristics based on gender, occupation, marital status, and income level. Thirty-three respondents, users of online travel transportation services in Malang City, participated in this study. This data is important for providing a demographic overview that can influence respondents' perceptions and behaviors regarding the use of online travel websites. The summary of respondent characteristics is presented in the following table.

Table 2: Respondent Description

No	Gender	Amount	Percentage
1	Male	19	57,58
2	Female	14	42,42

Total		33	100
No	Work	Amount	Percentage
1	PNS	4	12,12
2	TNI/Polri	6	18,18
3	Private	14	42,42
4	Self-employed/other	9	27,27
Total		33	100
No	Status	Amount	Percentage
1	Marry	12	36,36
2	Not married yet	15	45,45
3	Ever Married	6	18,18
Total		33	100
No	Income	Amount	Percentage
1	0 - 1 milion	2	6,06
2	1 milion - 2 milion	6	18,18
3	2 milion - 3 milion	14	42,42
4	3 million and above	11	33,33
Total		33	100

Source: Primary Data, processed (2025)

Based on the table above, it can be explained that of the total of 33 respondents who use online travel transportation services in Malang City, the majority are male, 19 people (57.58%), while women numbered 14 people (42.42%). This shows that male users are slightly more dominant in utilizing online travel services. Viewed by type of employment, the majority of respondents work in the private sector, 14 people (42.42%), followed by self-employed or other jobs, 9 people (27.27%), then TNI/Polri, 6 people (18.18%), and civil servants, 4 people (12.12%). This composition illustrates that online travel services are widely used by people with non-governmental employment backgrounds.

In terms of marital status, unmarried respondents accounted for the largest proportion, at 15 people (45.45%), followed by married respondents at 12 (36.36%), and previously married respondents at 6 (18.18%). This indicates that online travel users generally come from the productive age group and are unmarried. Meanwhile, based on income level, the majority of respondents have an income between 2 million and 3 million rupiah per month (42.42%), followed by more than 3 million rupiah (33.33%), 1–2 million rupiah (18.18%), and only 2 people (6.06%) with an income below 1 million rupiah. This means that most users have a middle-income level that allows them to conduct digital transactions, including booking online travel services.

Data analysis

1. Model Equation 1 → $Z = PZ X1 + PZ X2 + PZ X3 + e$

Table: Results of Multiple Linear Regression Test Model I

Model	Var.	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig
		B	Std. Error			
(Constant)		-2.383	1.572		-1.516	.140
Website Uses	X1	0.157	0.241	0.129	0.653	0.519

Website Functionality	X2	0.309	0.106	0.570	2.924	0.007
Website Security & Privacy	X3	0.269	0.181	0.215	1.482	0.149
Dependent Variable	Perceived flow (Z)					
R	0.854					
R ²	0.729					
R ₂ Adjusted	0.701					
F count	25.995					
Line Equation	Z: Pz X1 + Pz X2 + Pz X3 + e					
Result	Z = .0,129X1 + 0.570X2 + 0.215X3 + e					

Source: Data processed by researchers (2021)

The results of the regression analysis show that the model has $R = 0.854$ and $R^2 = 0.729$, which means that 72.9% of the variation in perceived flow can be explained by three independent variables, namely website usability (X1), website functionality (X2), and website security & privacy (X3). The calculated F value of 25.995 with a significance of 0.000 indicates that this regression model is suitable for use because these variables simultaneously have a significant effect on perceived flow. Partially, only website functionality ($\beta = 0.570$; $p = 0.007$) is proven to have a significant and positive effect on perceived flow, indicating that the better the technical function and ease of operation of the site, the higher the user flow experience. Meanwhile, website usability ($\beta = 0.129$; $p = 0.519$) and security & privacy ($\beta = 0.215$; $p = 0.149$) do not have a significant effect. Thus, the increase in perceived flow is mainly influenced by the website functionality factor.

2. Model Equation 2 → Y: Py X1 + Py X2 + Py X3 + Py Z + e

Table 3: Results of Multiple Linear Regression Test Model 2

Model	Var.	Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
(Constant)		-1.154	1.608		-.718	.479
Website Uses	X1	-0.101	0.239	-0.084	-.424	.675
Website Functionality	X2	0.349	0.118	0.654	2.949	.006
Website Security & Privacy	X3	0.338	0.185	0.276	1.826	.078
Perceived flow	Z	0.067	0.183	0.068	.365	.718
Dependent Variable	Purchase Interest (Y)					
R	0.859					
R ²	0.738					
R ₂ Adjusted	0.700					
F hitung	19.702					
Line Equation	Y: Py X1 + Py X2 + Py X3 + Py Z + e					
Result	Y: .0,129X1 + 0.570X2 + 0.215X3 + e					

Source: Data processed by researchers (2021)

The results of the regression analysis show that the model has $R = 0.859$ and $R^2 = 0.738$, meaning that 73.8% of the variation in online purchasing interest can be explained by the variables of website usability (X1), website functionality (X2), website security & privacy (X3),

and perceived flow (Z). The calculated F value = 19.702 with a significance of 0.000 indicates that the model is feasible and simultaneously significant.

Partially, the website functionality variable ($\beta = 0.654$; $p = 0.006$) has a positive and significant influence on online purchasing interest, indicating that the better the site's function and performance, the higher the user's purchasing interest. Website security and privacy ($\beta = 0.276$; $p = 0.078$) showed a positive but not yet significant influence. Meanwhile, website usability ($\beta = -0.084$; $p = 0.675$) and perceived flow ($\beta = 0.068$; $p = 0.718$) did not have a significant influence. Thus, online purchasing interest is most dominantly influenced by website functionality, while other variables play a weak role.

Hypothesis Testing

To test the relationship between variables in this study, a multiple linear regression analysis was conducted to determine the effect of website usability, functionality, security and privacy, and perceived flow on online purchasing intentions among users of travel transportation services in Malang City. The results of the hypothesis testing are presented in the following table.

Table 4: Results of Direct and Indirect Influence Analysis

Path	Direct Effect	Sig	Indirect Effect	Information
X1 – Z	0.129	0.519		Website usability has a positive but not significant effect on perceived flow.
X2 – Z	0.570	0.007		Website functionality has a positive and significant effect on perceived flow.
X3 – Z	0.215	0.149		Website security and privacy have a positive but not yet significant effect on perceived flow.
X1 – Y	-0.084	0.675		Website usability does not have a significant effect on online purchasing interest.
X2 – Y	0.654	0.006		Website functionality has a positive and significant influence on online purchasing interest.
X3 – Y	0.276	0.078		Website security and privacy have a positive but not significant effect on online purchasing interest.
Z – Y	0.068	0.718		Perceived flow has a positive but insignificant influence on online purchasing interest.
X1 – Z – Y			$0.129 \times 0,068 = 0,009$	The indirect effect of website usability through perceived flow is very small and significant.
X2 – Z – Y			$0.570 \times 0,068 = 0,039$	Perceived flow slightly mediates the influence of website functionality on online purchasing interest, but is not significant.
X3 – Z – Y			$0.215 \times 0,068 = 0,015$	The indirect effect of website security and privacy through perceived flow is also small and insignificant.

Source: Primary Data, SPSS analysis, processed, 2025

The analysis results show that website functionality (X2) has the most dominant and significant influence on perceived flow ($p = 0.007$) and online purchasing interest ($p = 0.006$). Conversely, website usability (X1) and website security and privacy (X3) have a positive but

insignificant influence. The perceived flow variable (Z) also does not show a significant influence on purchasing interest ($p = 0.718$). The indirect influence through perceived flow (mediation) is very small in all paths, so it is concluded that perceived flow is not able to mediate the relationship between website quality and online purchasing interest among users of travel transportation services in Malang City.

DISCUSSION

1. Website usability influences Perceived flow

The analysis results show that website usability (X1) has a positive influence coefficient of 0.129 on perceived flow (Z), but with a significance value of 0.519, meaning the influence is not statistically significant. This indicates that although online travel sites in Malang City are considered quite easy to use, this ease has not been able to create an optimal flow experience for users. According to Nielsen (2012), Good website usability should improve user comfort and efficiency in interacting with the system. However, the results of this study indicate that usability factors alone are not sufficient to create perceived flow, as the flow experience is more influenced by the functionality and interactivity of the site. This finding aligns with research Loiacono, Watson, dan Goodhue (2007) which asserts that while usability is important, flow experience occurs when users feel emotionally and cognitively involved while interacting with a website.

2. Website functionality affects Perceived flow

The analysis results show that website functionality (X2) has a positive and significant influence on perceived flow (Z) with a coefficient value of 0.570 and a significance value of 0.007. This indicates that the better the technical function and performance of the website—such as access speed, system reliability, and ease of navigation—the higher the level of perceived flow experienced by users when interacting with online travel sites in Malang City. This finding supports the opinion Barnes dan Vidgen (2003), that functionality is an important dimension of website quality because it determines the effectiveness and efficiency of the user experience. The results of this study are also in line with Novak, Hoffman, dan Yung (2000) which explains that flow experience occurs when users feel complete control and interact with the system smoothly without technical obstacles. Thus, optimizing functionality is a key factor in building a positive experience and increasing user engagement.

3. Website Security & Privacy affects Perceived flow

The analysis results show that website security and privacy (X3) have a positive effect on perceived flow (Z) with a coefficient value of 0.215 and a significance of 0.149, which means the effect is not statistically significant. This indicates that although users consider security and privacy aspects important when using online travel sites in Malang City, these factors are not strong enough to create a direct flow experience. According to Flavián dan Guinalíu (2006), While perceptions of security and good privacy policies do increase user trust, they don't necessarily translate into emotional engagement or a feeling of being "engaged" in online activities. Kim, Ferrin, dan Rao (2008) explains that trust built through security serves as the foundation for interaction, not the primary driver of flow. Thus, security and privacy serve more as supporting elements for the stability of the experience, rather than the primary drivers of perceived flow.

4. Website usability influences purchasing interest

The analysis results show that website usability (X1) has a regression coefficient of -0.084 with a significance value of 0.675 , which means it has no significant effect on online purchasing interest (Y). This indicates that website usability has not been able to encourage increased user intention to purchase online travel services in Malang City. According Nielsen (2012), Usability aspects play an important role in building user interaction comfort and efficiency, but do not always have a direct impact on purchasing decisions. This finding is in line with research results Loiacono, Watson, dan Goodhue (2007) which explains that usability factors are only a basic requirement for user satisfaction, while purchase intention is more influenced by emotional aspects and trust in the system. Thus, even though a site is easy to use, other factors such as functionality, content appeal, and trust play a stronger role in influencing user purchase intention.

5. Website functionality influences purchasing interest

The analysis results show that website functionality (X2) has a positive and significant effect on online purchasing interest (Y), with a regression coefficient of 0.654 and a significance value of 0.006 . This means that the better the technical functionality of the website—such as access speed, ease of navigation, and system reliability—the higher the user's desire to purchase online travel services in Malang City. This finding is in line with Barnes dan Vidgen (2003), which states that functionality is a key dimension of website quality that influences user perceptions of the practicality and reliability of online services. Furthermore, according to Wolfenbarger dan Gilly (2003), Good functionality creates a sense of trust and comfort during the transaction process, thereby increasing purchase intent. Therefore, optimizing functional elements is a strategic factor for online travel service providers in attracting customer interest.

6. Website Security & Privacy Influences Purchase Interest

The analysis results show that website security and privacy (X3) have a regression coefficient of 0.276 with a significance value of 0.078 , which means it has a positive but insignificant effect on online purchasing interest (Y). This indicates that although online travel service users in Malang City pay attention to security and privacy aspects, these factors are not strong enough to directly drive purchasing decisions or intentions. according to Flavián dan Guinalíu (2006), Consumer trust in security and privacy does build loyalty, but its effect on purchase intention is often indirect through trust and satisfaction. Similarly, Kim, Ferrin, and Rao (2008) emphasized that perceived security only creates a sense of security in transactions, not an emotional impulse to purchase. Thus, security and privacy serve as important prerequisites for building trust, but are not the primary determinants of purchase intention.

7. Perceived flow berpengaruh terhadap Minat Beli

The analysis results show that perceived flow (Z) has a regression coefficient of 0.068 with a significance value of 0.718 , meaning it has no significant effect on online purchasing intention (Y). This indicates that although users experience positive experiences and

convenience when using online travel websites in Malang City, these conditions are not strong enough to encourage purchase intention. According to Csikszentmihalyi (1990), Flow experiences occur when a person is fully immersed in an enjoyable activity, but in the context of digital marketing, the effects are often indirect. Novak, Hoffman, dan Yung (2000) also explained that perceived flow contributes to user satisfaction, but purchase intention is more influenced by rational factors such as trust and perceived usefulness. Thus, perceived flow in this study plays a weak role and is not a primary driver of online purchase intention.

8. Website usability influences Purchase Interest through Perceived flow

The results of the path analysis show that website usability (X1) influences online purchasing interest (Y) through perceived flow (Z) with an indirect effect value of 0.009 (0.129×0.068). This value is very small and significant, which means that perceived flow is able to mediate the relationship between website usability and purchasing interest. This means that the ease of use of the site is sufficient to create a flow experience that encourages users to make purchases. According to Nielsen (2012), Website usability serves to increase efficiency and convenience, but the user's deep emotional experience is more influenced by other factors such as interactive design and visual satisfaction. This is contrary to the opinion Novak, Hoffman, dan Yung (2000) Flow doesn't automatically occur just because a site is easy to use. Therefore, usability improvements need to be balanced with interactivity to impact user purchasing interest.

9. Website functionality influences purchase interest through perceived flow

The results of the path analysis show that website functionality (X2) influences online purchasing interest (Y) through perceived flow (Z) with an indirect effect value of 0.039 (0.570×0.068). This value indicates a positive but insignificant direction of influence, so perceived flow does not effectively mediate the relationship between website functionality and purchasing interest. This means that even though the site has good technical functions such as access speed, easy navigation, and a responsive system, the user flow experience is not strong enough to increase purchasing intention. This finding is consistent with the opinion Barnes dan Vidgen (2003), which emphasizes that functionality directly influences user satisfaction and trust, not through flow. In addition, Csikszentmihalyi (1990) states that new flow is formed when online activities generate high emotional engagement, not just technical efficiency. Thus, increased purchase intention is more determined by direct functional performance.

10. Website Security & Privacy Influences Purchase Intention through Perceived Flow

The results of the path analysis show that website security and privacy (X3) influence online purchasing interest (Y) through perceived flow (Z) with an indirect effect value of 0.015 (0.215×0.068). This value indicates a positive but insignificant effect, so perceived flow does not mediate the relationship between website security & privacy and purchasing interest. This means that even though users feel the site is secure and their personal data is protected, this is not enough to create an emotional experience (flow experience) that encourages purchasing desire. According to Flavián dan Guinalíu (2006), Security and privacy play more of a role in building user trust than in creating deep engagement in online interactions. Kim, Ferrin, dan Rao (2008) also emphasized that perceived security influences

purchase intention primarily through trust, not through flow. Thus, security and privacy aspects serve as the foundation of trust, not as a mediating pathway to purchase intention.

III. CONCLUSIONS

Based on the analysis and discussion, it can be concluded that website functionality is the most dominant factor that significantly influences perceived flow and online purchasing interest among users of travel transportation services in Malang City. This indicates that technical performance, ease of navigation, and system reliability are the main aspects that improve user experience and purchase intention. Meanwhile, website usability and website security & privacy have a positive but insignificant influence on perceived flow and online purchasing interest, which means that these two factors are not yet able to provide a strong direct effect on purchasing behavior. The perceived flow variable itself does not act as a significant mediator between the dimensions of website quality and purchasing interest, because the user flow experience is not yet strong enough to influence purchasing decisions. Overall, the results of this study confirm that improving website functionality is a top priority in the digital strategy of online travel services, while aspects of usability, security, and privacy need to be strengthened to support user trust and comfort in a sustainable manner.

SUGGESTION

Based on the research results and conclusions obtained, here are some suggestions that can be used as a reference for online travel transportation service managers in Malang City and academics:

1. Optimizing Website Functionality

Businesses need to improve website functionality, such as access speed, intuitive navigation, and a responsive and error-free ordering system. These have proven to be the most influential factors in user experience and purchasing intention.

2. Improving Usability Quality

While not significant, ease of use remains crucial to maintaining user satisfaction. Interface design needs to be simpler, more informative, and easier to understand for users of all ages.

3. Strengthening Data Security and Privacy

Security and privacy aspects must be maintained through security certificates (SSL), clear privacy policies, and transaction encryption systems so that users feel safe when making online purchases..

4. Interactive Experience Development (Perceived Flow)

To strengthen the flow experience, websites can add interactive features such as virtual tours, live chat, or personalized travel recommendations to make users feel more emotionally involved..

5. Academic Implications and Further Research

Further research is recommended to increase the number of samples, expand the object to other regions, and add variables such as trust or customer satisfaction to deepen understanding of consumer behavior in online travel services.

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