

# THE ROLE OF CUSTOMER TRUST IN MEDIATING INFLUENCE OF BRAND IMAGE AND BRAND AWARENESS OF THE PURCHASE INTENTION IN AIRLINE TICKETS ONLINE

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**Abstract:** Developments in technology, has facilitated the public in obtaining information. One of the information technologies is the internet which penetrated into every aspect of life, especially in the world of business. The progress in the information technologies has increased business competition, particularly in the airline industry. The purpose of this study was to obtain empirical evidence related to the role of customer trust in mediating influence of brand image and brand awareness of the purchase intention in airline tickets online. This study using SEM analysis (Structural Equation Model) with the number of samples is 140. The object of this research is that consumers in one of the government-owned airline company in Indonesia (Flag Carrier). The results showed that the corporate image has an influence on customer trust. Brand awareness has effects on customer trust and purchase intention. Customer trust has an influence on purchase intention. The customer trust is able to mediation and gives the influence of the corporate image on purchase intention. Indications and implications of the results of these studies are discussed further in this article.

**Keyword:** Corporate Image, Brand Awareness, Customer Trust, Purchase Intention and Ticket Online.



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Recent technological developments have changed the pattern of public behavior into a modern all-around. Coupled with internet technology increasingly facilitate the public in obtaining information. According to Vouri and Rytkonen (2005), there are benefits derived from the use of the Internet, the benefits of which the first is the internet makes life easier and more enjoyable, because the Internet brings knowledge,

information, products, and services to reach individuals, who second is the quick and inexpensive way of working, and the last is the distribution of benefits independent of time and place.

This is evidenced by the growing electronic business or e-business. The definition of Electronic business is all information exchange using electronic media, both within organizations and with stakeholders to support business processes (Chaffey, 2009). As a form of Internet utilization in the business field, then the company also apply the trade through electronic media called electronic commerce or e-commerce. The concept of e-commerce is narrower than e-business. Strauss, et al., (2001) revealed that electronic business is a continuous

optimization of a company's activities through digital technology, while electronic commerce is only related to transactions. The company's goal to use the internet in its business is to reduce marketing costs, reduce the cost of their products or services in an increasingly competitive market environment.

The development of e-commerce is increasingly massive, especially in Indonesia, resulting in changes in the pattern of society in shopping. Based on research of Online Shopping Outlook 2015 issued by BMI research revealed, the online market growth opportunity in Indonesia is still very big in line with the increasing number of internet users in Indonesia. BMI research also revealed that online shopping users reached 24% of the total internet users in Indonesia. In view of the velocity of money, BMI also mentions the value of online shopping in 2014 reached 20 trillion, with the value of spending on average per person in a year about Rp. 825.000,-. That number can still increase in the following years including this year. BMI predicted that online shopping market in Indonesia will grow up to double in the following year.

The emergence of Online Business model has changed the purchasing culture from conventional to more modern, ie through the internet (Indraku-suma and Ellitan, 2008). Purchasing over the internet also makes consumers more intelligent, because they have a lot of information from products and services and more and more alternatives to buy products including airline tickets. The number of alternative flight services, especially in ordering online requires information that makes consumers to evaluate a service so as to make them interested in making a purchase. This means that the airlines need to attract consumers in purchasing tickets via the internet or e-ticketing.

Interest in making purchases and using services cannot be separated from consumer Trust in companies that offer products and services. Customer Trust will affect buying interest (Chen and Barnes (2007), Quinton and March (2008), Bianchi and Andrews (2011), Weisberg, et al. (2011), Ponte, et al. (2015), Lu and Zhou (2015), Quinton and March (2008), conducted research that emphasized the shift between buying behavior both traditionally and

online. In his research, it was explained that the difference between online and traditional purchases emphasizes consumer Trust in companies that provide services. strategic in building consumer Trust when faced with traditional purchases initially turned online (Quinton and March, 2008) Weisberg, et al. (2011), explains that in online-based purchases differed from those of traditional-based purchases, the research explains that consumer experience in previous purchases did not merely affect consumer buying interest when confronted online so that consumer Trust can bridge its influence on buying interest.

Consumer Trust in the company arises from a long process until both sides trust each other. Consumer Trust is believed to play a role in establishing customer perceptions in their relationships with service firms (Taylor, 2001). In the process of establishing trust, it is influenced by several factors, such as corporate reputation, large/small companies, and mutual enjoyment, both between customers and the company and between customers and company employees (Doney and Canon in Johnson and Grayson 2005). Reputation and the size of the company reflect the image of the company. So finally it can be concluded that the image of the company affects customer trust (Ko, et al. (2008), Shabbir, et al. (2009), Li, et al. (2011), Karaosmanoglu (2011), Bravo, et al, (2012), Chen (2013), and Huang, et al. (2014)).

The image of the company will affect consumer buying interest (Ko, et al. (2008), Shabbir, et al. (2009), Li, et al. (2011), Karaosmanoglu (2011), Bravo, et al, (2012), Chen (2013), and Huang, et al. (2014)). Building an image is also important in the competitive labor market to attract and retain outstanding employees, as well as to attract investors and other parties who will provide assistance to the company. Finally, this good image is used to put the company in a good position in society and to instill a positive influence in relation to the taking of interest.

Several previous studies have found evidence that corporate image affects customer trust (Lin and Lu (2010), Rampl, et al. (2011), Moon (2012), and Amin, et al. (2013)). Another study conducted by

Corbit, et al. (2003), also found that trust as a factor in e-commerce is influenced by e-commerce reputation in general, consumers, and e-commerce websites. Reputation is one dimension of the corporate image. Customer Trust in the company is an important attribute in developing a company. A company will be credible if it provides benefits to customers, good behavior from its employees, and is competent in making or selling its products. The company image in addition to its influence on customer trust (Lin and Lu (2010), Rampl, et al. (2011), Moon (2012), and Amin, et al. (2013), also have a direct influence on purchasing interest (Ko, et (2011), Shabbir, et al. (2009), Li, et al. (2011), Karaosmanoglu (2011), Bravo, et al. (2012), Chen (2013), and Huang, et al. (2014)) Developing a good image in the eyes of consumers and the public is very important to create consumer buying interest. Citra can affect consumer perceptions so that the image can affect the purchasing process of a product and service. Maintaining the image is one of the most important tools for companies to attract and meet the needs of consumers.

Brand-related awareness is also important to attract consumers. Brand awareness enables consumers to recognize a brand so that if consumers feel familiar with a brand then consumers will consider it when making a purchase (Ferrell and Hartline, 2011). With brand awareness, it is hoped that consumers can raise the category of need only with a brand that is switched on through memory for a set of considerations in alternative choices and purchasing decisions (Peter and Olson, 2011).

Chang and Chen (2008), explained that the brand of a site that has a brand awareness dimension can generate customer trust. Neither does Han, et al. (2015), which explains that brand awareness has a significant effect on customer trust regarding a brand. In addition to having an influence on trust, brand awareness also has a direct influence on purchasing interest (Shabbir, et al. (2009), Chi, et al. (2009), Hutter, et al. (2013), Arboleda (2014), Das (2014) and Sharifi (2014)). Shabbir, et al. (2009), explains that brand awareness has a positive relationship with consumer buying interest. In addition, the results of his research explained that brand

awareness has a significant influence on consumer purchasing interest. Hutter, et al. (2013), also explains that brand awareness provides a significant influence on consumer buying interest that involves advertising on Facebook's social network. A lot of experience in using the internet will grow consumer trust. These trusts will then have a great impact on consumers to participate in online purchases.

## LITERATURE REVIEW

Everyone can be different in looking at the image of a company depending on their knowledge and understanding of the company. Peter and Olson (2010), explains that brand awareness is a brand that is activated from the memory of the consumer as a consideration in the choice of alternative to decision. Consciousness is the introduction of a consumer to a brand when consumers are able to recognize or comfortable with a brand they will consider the brand when making a purchase (Ferrel and Hartline, 2011). Kreitner and Kinicki (2001), argue that trust is a belief of a party about the intent and behavior of the other party. Mowen (2002) defines consumer beliefs as all knowledge possessed by consumers and all conclusions made by consumers about an object, its attributes, and its benefits. Conceptually, a trust will arise if a party has a confidence in the integrity and reliability of the other party (Morgan and Hunt, 1994). Some of the above definitions explain that it is very important for companies to be critical in identifying the attributes that consumers use in evaluating a product.

Behavioral intention is a proposition that connects itself with future action (Peter and Olson, 2010). Behavioral intention is created through a selection or decision-making process in selecting two or more products then considering and combining the evaluation results against the product selection behavior.

## RESEARCH METHODS

This study aims to reveal the influence of corporate image variables, trust, and purchasing decisions so that in this study using the pattern of explanation. level of explanation is a research that intends to describe the pattern of relationship or influ-

ence between two variables or more, the pattern of the relationship can be symmetrical, causal and reciprocal (Sugiyono, 2009). Data in this study were collected by using questionnaires where research instruments were tested with validity and reliability test with 140 samples. Hypothesis test has been done by using SEM analysis. This study was conducted on a consumer in a government flag carrier in Indonesia.

**RESEARCH RESULT**

**Characteristics of Respondents**

Characteristics of respondents in this study showed that the majority of respondent male sex amount of 75 people (54%) while respondent of female sex amount of 65 people (46%). Data shows that online airline ticket purchases are mostly made by customers of the male gender, compared to women. The number of customers with male sex shows that men have higher mobility than women in performing their duties or business. In addition,

the majority of respondents have less than 25 years of age as many as 25 people (18%), have ages 25 to 35 years as many as 56 people (40%), have age 36 to 45 years as many as 47 people (34%), and have age more than 45 years as many as 12 people (9%). Customers dominated by 25 to 35 years show that customers are at a stage of maturity and mastery of technology. Ages 25 to 35 years are customers who are able to apply the internet in purchasing products or services so that they can purchase tickets online and can determine how the price level and quality of flight service that suits their needs through the internet.

**Validity test**

The validity test explains how the measuring instrument can provide actual measurements. In testing the reliability of a construct used value loading factor or outer loading. The result of validity test for each variable item in this research can be seen in the tables below.

**Table 1 Outer Loading Indicators of Corporate Image Variables (X<sub>1</sub>)**

Indicator	Outer Loading	Cut-off	Information
Quality of management	0.802114	0,50	Valid
Corporate Contributions	0.801475	0,50	Valid
Quality of Service	0.826835	0,50	Valid
Company Reputation	0.813680	0,50	Valid

Source: Primary data processed, 2016

**Table 2 Outer Loading Indicator of Brand Awareness Variables (X<sub>2</sub>)**

Indicator	Outer Loading	Cut-off	Information
Brand Aware	0.782350	0,50	Valid
Brand Recognition	0.594949	0,50	Valid
Brand Recall	0.776386	0,50	Valid
Top of Mind	0.610414	0,50	Valid

Source: Primary data processed, 2016

**Table 3 Outer Loading Indicator of Customer Trust Variables (Z)**

Indicator	Outer Loading	Cut-off	Information
Company Capability	0.778136	0,50	Valid
Corporate Virtue	0.797871	0,50	Valid
Corporate integrity	0.770950	0,50	Valid

Source: Primary data processed, 2016

**Table 4 Outer Loading Indicator of Purchase Intention Variables (Y)**

Indicator	Outer Loading	Cut-off	Information
Purchase Considerations	0.764395	0,50	Valid
willing to Purchase	0.872057	0,50	Valid
kindness to Purchase	0.786644	0,50	Valid

Source: Primary data processed, 2016

### Test Reliability

The Reliability Test explains how the measuring tool has consistency when used in measuring a construct. In testing the reliability of a construct used the value of composite reliability as in Table 5.

Table 5 shows that the value of the composite reliability of each variable ie Corporate Image, Brand Awareness, Customer Trust, and Purchase Intention is above 0.70 so it can be said that the Indicator used will give consistent results when used as a measurement.

**Table 5 Value of Composite Reliability**

Indicator	Composite Reliability	Cut-off	Information
Corporate Image ( $X_1$ )	0.884928	0,70	Reliable
Brand Awareness ( $X_2$ )	0.787749	0,70	Reliable
Customer Trust (Z)	0.825601	0,70	Reliable
Purchase Intention (Y)	0.849966	0,70	Reliable

Source: Primary data processed, 2016

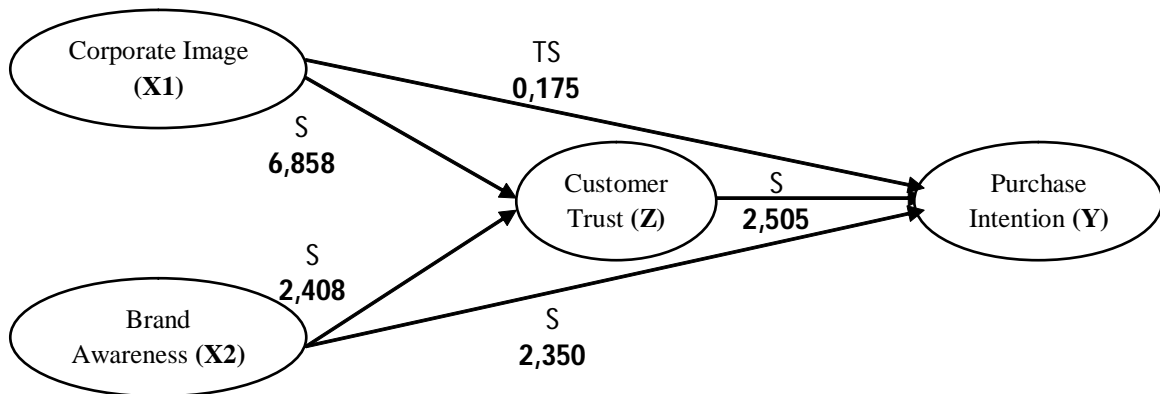
### Hypothesis Result

Based on the empirical model, the next research is done to test the hypothesis proposed by testing the coefficient of path model of the structural equation. Hypothesis testing in PLS Analysis uses t-test by applying the bootstrap resampling method. The test results are also presented in Figure 1.

Based on the results of Hypothesis Testing of Direct Effect and Testing of Customer Trust variable as mediation variable is done by Sobel test. The calculation process is done through the site

quantpsy.org, obtained the results of testing the research hypothesis as follows:

1. The Direct Influence of Corporate Image Variables to Customer Trust has a significant influence because the value of t statistic is greater than t table ( $6.858 > 1.97$ ) so the hypothesis that Corporate Image has a significant effect on Customer Trust is accepted.
2. The Direct Effect between Corporate Image and Purchase Intention variables has no significant effect because the value of t statistic is smaller than t table ( $0,175 < 1,97$ ) so the hy-



Information:  
 S: Significant influence  
 TS: Influence is not significant

Figure 1 Line Chart

- pothesis that Corporate Image has a significant effect on Purchase Intention is not accepted.
- The Direct Influence between Brand Awareness variable to Customer Trust has significant influence because the value of t statistic is bigger than t table (2,408 > 1,97) so that the hypothesis that Brand Awareness has significant effect to Customer Trust is accepted.
- Direct influence between Brand Awareness variable to Purchase Intention has significant influence because the value of t statistic is bigger than t table (2,350 > 1,97) so that hypothesis that Brand Awareness have significant effect to Purchase Intention is accepted.
- The Direct Influence between Customer Trust Variables on Purchase Intention has significant influence because the statistical t value is greater than t table (2,505 > 1,97) so the hypothesis that Customer Trust has a significant effect on Purchase Intention is accepted.
- The indirect effect of Corporate Image variables on Purchase Intention indicates that Customer Trust has a mediating role because the p-value value is less than 0.05 (0.0186 < 0.05) so that the hypothesis of Corporate Image has a significant effect on Purchase Intention with mediation Customer Trust is accepted.
- Indirect influence between Brand Awareness variable to Purchase Intention indicates that

Customer Trust does not possess mediation role because p-value value is greater than 0,05 (0,0825 > 0,05) so that hypothesis expressing Brand Awareness have significant effect to Purchase Intention with Customer Trust mediation is not accepted.

DISCUSSION

The result of hypothesis testing stated that Corporate Image has a significant influence on Customer Trust. This has the meaning that Corporate Image with Indicator opinions about the quality of management, corporate contribution, quality of service and reputation of the company is able to create Customer Trust. A good Corporate Image will grow Customer Trust in terms of the company’s ability to provide security, safety, punctuality, and promises. Customer Trust in the company’s attention and empathy and transparency in providing the best service.

Reviewing the dominant factors that reflect Corporate Image, based on the value of outer loading service quality plays an important role in building Corporate Image that affects the Customer Trust. The quality of aviation services is a firm value that can be felt directly by customers when enjoying a particular flight service. Previous research studies have contributed to the results of this study, in-

cluding Flavian, et al. (2005), through the study of banking services explained that Corporate Image is able to build Customer Trust in enjoying a service. Research with the same object of online ticket sales by Li and Lu (2010), confirms that Corporate Image has a significant influence on Customer Trust which means that Corporate Image can improve Customer Trust.

Corporate Image has no impact on Purchase Intention because the evaluation of related customers in the selection of a product or service is complex. Many factors affect the Purchase Intention customers such as price, needs, or influence of others. Judging from the value of the coefficient variable is also very small that is 0.20 so that good Corporate Image does not give impact to Purchase Intention. The results of this study did not match previous research, ie research conducted by Li, et al. (2011), indicating that there is significant influence between Corporate Image on Purchase Intention. Ko, et al. (2008), also explains that there is an influence of Corporate Image on Purchase Intention. Mismatch results of research with previous research are caused by differences in research objects. This research is done by using object research service company, while research of Li, et al. (2011) and Ko, et al. (2008), using the product manufacturing sector in his research. The manufacturing products are tangible so that they can be seen directly from the products they produce and can be perceived to benefit only from the view. The service sector is intangible and needs to pay attention to aspects that the users can really feel. Despite research studies from the service sector by Bravo, et al. (2012), indicating a significant effect of Corporate Image on Purchase Intention, the result is certainly different because the research also emphasizes on purchasing tickets online. The consideration in purchasing tickets online is sensitive enough with various views from other airlines in an online ticket purchase site. Bravo, et al. (2012), using the object of research services company that is directly in providing services and will be different than the purchase of tickets made online.

The effect of Corporate Image on Purchase Intention with Customer Trust as mediation has posi-

tive coefficient value. It has the meaning of Customer Trust which is judged from the guarantee of safety, security, awareness, empathy, and transparency to relate the influence of management quality, company contribution, service quality and company reputation in improving customer's consideration, desire, and interest in purchasing airline tickets online.

The results of this study in accordance with the findings of research that has been done Lin and Lu (2010). The results show that Corporate Image has a significant influence on Customer Trust. Furthermore, Customer Trust is able to increase Purchase Intention customers. Heijden and Verhagen (2004), in his research also explained that Customer Trust becomes a whole model with Corporate Image so that it will impact Purchase Intention.

Brand Awareness as measured by brand awareness, brand recognition, brand recall and top of mind independently can create consideration and desire of customers to make purchases and the assumption that enjoying Garuda's flight service is a good idea. Customer Trust does not play a role in linking Brand Awareness in influencing Purchase Intention even though Customer Trust also has an effect on Purchase Intention

The results of this study are not in accordance with previous findings by Chang and Chen (2008), which states that awareness of a brand affects the belief that further impact on Purchase Intention. The Quinton and March (2008), studies were also incompatible with the results of this study. The results of his research to avoid buying online need to prioritize Customer Trust because they have a risk of making a purchase not directly face to face. Therefore it is clear that the difference is because the two research results have different objects with this research. This study uses the object of research services that put forward a strong aspect of the service company itself. In contrast to previous research with the sale of goods. Customer Trust for producing goods is necessary because the value of the goods involves a third party that is an intermediary who sells online. This is different from the service company, especially the airline Garuda that sells

only ticket reservations to third parties. The rest of the resulting service quality is provided directly by non-third party companies such as goods sales. In conclusion, the results of this study are inconsistent with the results of previous research because the objects held are different.

### Research Implications

This research has implications for the development of related concepts of Corporate Image, Brand Awareness, Customer Trust, and Purchase Intention online ticketing. It is expected that the results of the study can be a reference study related to the influence of brand image and Brand Awareness mediated by Customer Trust in affecting Purchase Intention.

Empirically this research indicates that Corporate Image variable has a significant influence on Customer Trust supported by Flavian research result, et al. (2005) and Lin and Lu (2010). However, Corporate Image variables do not have a significant effect on Purchase Intention so that the results of this study contradict previous studies such as Ko, et al. (2008) and Li, et al. (2011). However, in this case, Customer Trust can bridge the relationship between Corporate Image and Purchase Intention. Research studies that support the role of Customer Trust and Purchase Intention mediation namely Lin and Lu (2010). Brand Awareness variables have a role in affecting Customer Trust and Purchase Intention. Brand Awareness has a significant influence on Purchase Intention, such as Chang and Chen (2008) and Han, et al. (2015). In addition, Brand Awareness also gives significant effect to Purchase Intention which is supported by Chi, et al. (2009) and Das (2014). In this case, the belief does not indicate the role of mediation so that it is not in accordance with previous research by Chang and Chen (2008) and Quinton and March (2008). Customer Trust variables as mediation variables indicate a significant influence on Purchase Intention supported by Kaufaris and Sosa (2002) and Corbit, et al. (2003). So it can be concluded that Customer Trust mediate partially exogenous variable that is Corporate Image which has no significant influence on Purchase Intention directly.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

Based on the result of this research, it can be concluded that Corporate Image has influence to Customer Trust, Corporate Image directly has no influence to Purchase Intention, Brand Awareness has influence to Customer Trust, Brand Awareness has the influence to Purchase Intention, Customer Trust has the influence to Purchase Intention, Corporate Image proved to have no effect on Purchase Intention, and Indirect Brand Awareness Influence on Purchase Intention through Customer Trust is smaller compared to the direct influence of Corporate Image on Purchase Intention.

### Recommendation

Future research is expected to consider sampling techniques with probability and a sufficient number of samples to obtain the number of samples that actually represent the actual population. In addition, this study focuses only on ticket purchases online via e-ticketing. Further research is needed to make comparisons between Purchase Intentions conducted online and offline so as to produce more in-depth discussions. It is expected that further research will need to develop a research model by adding exogenous variables to increase the r-square value as one of the considerations in the goodness-of-fit criteria.

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