SERVICE QUALITY TOWARDS REPURCHASE INTENTION MEDIATED BY CUSTOMER TRUST OF BATIK AIR INDONESIA

Raihanah Rahma Salsabila[1*], Naura Hisna Qurratu'ain[2], Tito Warsito[3], Yoanita Octora[4]

[1,2,3,4] Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia
*Corresponding author: raihanahrahmasalsabila@gmail.com

Abstract. This research aims to find out the impact of service quality towards repurchase intention mediated by customer trust. The results show that the service quality of Batik Air increased for repurchase intentions by increasing customer trust. Customer trust can be considered as a new mediator of the causal relationship between service quality and repurchase intentions. The results offer implications for marketers and the aviation industry's direction for future research. The data were obtained from 160 passengers who travelled by Batik Air. After that, the data was analyzed and interpreted by using statistical inference (Statistical Product and Service Solutions)

Keywords: Service Quality, Repurchase Intention, Customer Trust

1. Introduction

A full-service airline named Batik Air was established in March 2013 using a Boeing 737-900ER aircraft. Batik Air succeeded in getting third place as an Indonesian national scheduled airline which had a reasonably good flight time accuracy with OTP of 88.66% (above 85%) in 2018, and 95% in 2019. Batik Air has a frequency of 11,811 flights. Batik Air had 64 airlines, with 22,883,025 passengers in 2018 and 2,474 in 2019. Batik Air provides good service and comfort to passengers. Services provided consists of security for convenience, service quality consumption, entertainment, excess baggage, as well as other services that are not available on airline with the low-cost carrier (LCC) (Fathullah et al., n.d.)

On the other hand, of so many flights per day there is a quality of service problems that arise from Batik Air. Table 1.1 shows the data of service problems in Batik Air from 2017 to 2020.

Table 1.1.

No	Date	Case Scene	Cause of Complaint	Issues
1.	Monday 19/06/2017	Kualanamu to Jakarta	Did not have a handling officer during passengers' transit at Kualanamu Airport	Moved to the next flight due to misconnect between Wings Air and Batik Air
2	Friday February 16 2018	Makassar	The boarding time was 18.10 WITA. It was listed on all TV monitors at Sultan Hasanuddin International Airport, Makassar and boarding through gate 4.	Once the departure schedule had arrived, the monitor screen had changed, that Batik Air ID6269 to Jakarta departed at 19.40
3	Sunday 17/11/2019	Jakarta to Kupang	Emergency landing at El-Tari Kupang airport.	Batik Air pilot fainted on the plane and performed an emergency landing.

4	Wednesday May 20 2020	Jakarta to Denpassar	Violating the provisions contained in article 14-point b regarding limiting the number of passengers to a maximum of 50 percent of the total seating capacity by applying physical distancing.	All passengers were moved to the next flight

Service problems from year to year cause customer complaints. The problem may affect the image of a company. On the other hand, it has an impact on the trust of passengers who will repurchase Batik Air tickets. Therefore, the purpose of this research is to examine the effect of "Service Quality Towards Repurchase Intention Mediated by Customer Trust of Batik Air Indonesia"

2. **Literature Review**

2.1 Service Quality
Recently, the importance of quality and the demand for higher quality services have become the most important consumer trends, especially in aviation services (Farooq et al., 2018). Apart from the importance of service quality, there are various definitions suggested in the service or marketing literature, with many relevant feature dimensions of service quality. The most common dimensions for measuring airline service quality are: (1) Tangibility. It is an asset that is included in the asset class according to physical existence where tangible can be interpreted as an asset that can be counted and seen directly by physical meaning in the form of seeing, touching, sensing, and so on. Example of tangible assets or referred to as tangible assets is clean aircraft interiors(Chen & Chang, 2005). (2) Reliability is determined as the need for equipment that can be adjusted as desired, requiring a certain amount of time without needing to be repaired, for example, a promise of aircraft punctuality. (3) Responsiveness refers to how employee responds to the passengers' needs precisely and quickly. Responsiveness can be interpreted with the most influential attributes of airline service quality to get the desired results passengers (Rezaei et al., 2018). (4) Assurance: provides services and maintains reliable standards. In the aviation industry, assurance refers to the language skills and consideration of employees and their ability to gain the trust and confidence of passengers in maintaining reliable and maintained airline service standards. (5) Empathy: gives more attention to visitors or passengers. Following the trend of adjustment, airlines must study the special needs of customers and pay special attention to get the attention and loyalty of passengers (Psychogios & Tsironis, 2012)

2.2 Repurchase Intention
Consumers decide to repurchase a different product (Hellier et al., 2003). The person who re-purchases and decides to engage with the same airline in the near future is called repurchase intention (Bayraktar et al., 2012). Repurchase intention behavior tends to be more favorable than purchase intention, because it indicates continuation to purchase in the future (Zeithaml et al., 1996). Several researchers argued that repurchase intentions are one of the most appropriate dependent variables in the relationship system designed to develop management insights and enhance strategic planning and service delivery, they have also been seen as the effect of satisfaction on loyalty and various components of repurchase intention. (White & Yu, 2005).

2.3 Customer Trust
Trust is a way of marketing services to maintain relationships between service providers and customers, because customers always have to make a decision before using the service. There are many positive relationships of trust in customer relationships. Research shows trust as one of significant relationships, as an important element in long-term relationships

(Bunker & Ball, 2005). Trust is very important in developing repurchase intentions in the aviation industry due to various service characteristics such as comfort, safety, assurance, and responsiveness. That said, customers feel safe and confident in continuing to use the service providers if they can be trusted (Saleem et al., 2017). According to Pavlou et al., (2003) trust is defined as a specific belief that is basically related to integrity, attention from people who are trusted to do what is needed by people who trust it and the consistency of people who are trusted in providing a particular product. This definition relies on the separation between trust and real behavioral intentions, for example the desire to buy back in a sustainable economic relationship between customers and producers.

HYPOTHESIS AND FRAMEWORK
In marketing services, quality is conceptualized as "perceived quality," which depends on the customers' value judgments (Koenig-Lewis & Palmer, 2008). Customers are considered more willing to maintain relationships with existing service providers if they provide premium quality service. In essence, quality is an elusive concept that captures the meaning of excellence, values (Parasuraman et al., 1988), conformity to specifications (Olsen, 2002) and meets or exceeds customer expectations (Kotler and Keller, 2012). Thus, quality is considered as a match between customer perceptions and expectations (Zeithaml et al., 1996). From a service perspective, quality as an individual construct has been studied as predictor of repurchase intention (Zeithaml et al., 1996)(Park, 2007)

H1: SERVICE QUALITY HAS A POSITIVE EFFECT ON COSTUMER TRUST

According to Grewal (Grewal et al., 2004), intention is to buy back a high level of consumers with trust. Where trust exists, there is an intention to accept weakness based on positive expectations. In market place, service quality that leads to customer trust must be built between retailers and consumers to ensure purchases. Also, because of uncertainty in transactions, that said trust is an important factor that influences repurchase intention because it stimulates the relational bond between suppliers and customers.

H2: COSTUMER TRUST HAS A POSITIVE EFFECT ON REPURCHASE INTENTION

Cronin & Taylor (1992) examined the relationship between quality and repurchase intentions and found that the relationship was significant and positively directed. Storbacka et al., (1994) also examined the effect of customer perceived quality and trust on repurchase intentions. The findings from all of this research are interconnected with each other; that is, they consistently show significant relationships that are positively directed. According to Zeithaml et al., (1996) quality of service is positively related to willingness to pay more. Customers are willing to pay more for better service quality.

H3: SERVICE QUALITY HAS A POSITIVE EFFECT ON REPURCHASE INTENTION

H4: SERVICE QUALITY HAS A POSITIVE EFFECT ON REPURCHASE INTENTION MEDIATED BY COSTUMER TRUST
FRAMEWORK
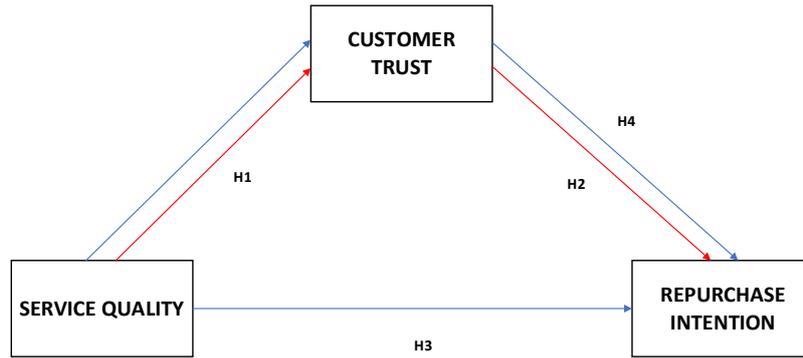
3. Methods

The data were obtained from 160 respondents by sharing Questionnaire. Questionnaires were distributed to the respondents with 16 items adopted from previous research, (Tsaura et al., 2002) for Service Quality (Tangible, empathy, reliability, responsiveness), (Vuthisopon & Srinuan, 2017) for Repurchase Intention and Customer Trust. All of the items measured by Likert scales using response points 5, ranging from 1 = strongly disagree 2 = disagree, 3 = neutral, 4 = disagree, 5 = strongly agree. The data need to be obtained with a validity test and reliability from the questionnaires. After that, the data were analyzed and interpreted by using statistical inference (Statistical Product and Service Solutions).

3.1. Indicator Table

Variables	Indicator	Knowledge Base
Service Quality (X1)	-Tangibility -Empathy -Reliability -Responsiveness	(Chen & Chang, 2005), (Wu, 2005), (Rezaei et al., 2018),(Psychogios & Tsironis, 2012)
Repurchase Intention (X2)	-Behavior -Comfortable	(Vuthisopon & Srinuan, 2017)
Customer Trust (Y)	-Trust -Habitual	(Vuthisopon & Srinuan, 2017) (Goldsmith, 2006)

4. Results and Discussion

Based on the results of the validity test, it can be concluded that the three variables - service quality, customer trust, repurchase intention - used in the instrument are valid because the r count value is greater than the r table value (r count> r table). As for reliability test, the value for Service Quality is 0.922, Customer Trust 0.646 and Repurchase Intention 0.757. Based on these values, it can be concluded that the instrument used in this study is reliable because the value is greater than 0.6 (Cronbach alpha> 0.6).
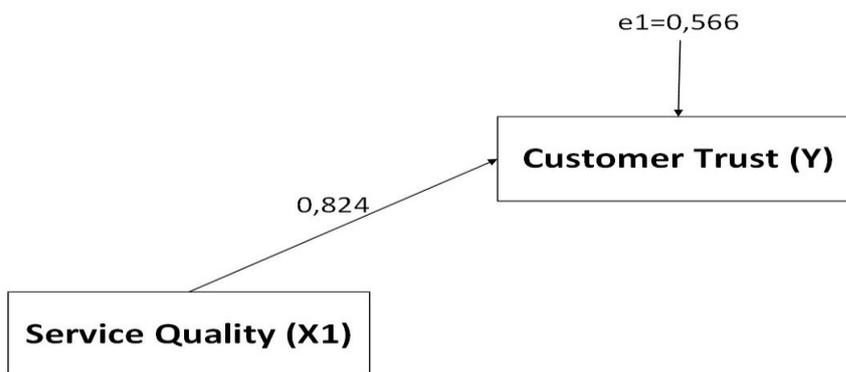
4.1 Sub-structure I

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.068	.444		-.154	.878
	Skor_X1	.169	.009	.824	18.309	.000

a. Dependent Variable: Skor_Y1.

In the coefficients table section, it can be seen that the significance value of the two variables X1 = 0,000 is smaller than 0.05. These results can be concluded that the regression variable X1 has a significant effect on Y.

After obtaining the data, a path analysis is made, it is the value of e1, for the value of e1, it can be calculated with the formula e1 = $\sqrt{}$ (1-R square), with a known R square value of 0.680, the value of e1 is obtained amounted to 0.5657. From the discussion of the results above, it can be concluded that there is an effect of service quality (X1) on Customer Trust (Y):

e1=0,566

Customer Trust (Y)

0,824

Service Quality (X1)

4.2 Sub-structure II

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.148	.527		.280	.780
	Skor_X1	.091	.019	.432	4.734	.000
	Skor_Y1	.378	.094	.366	4.010	.000

a. Dependent Variable: Skor_X2

In the coefficients table, it can be seen that the significance value of the two variables, namely X1 = 0,000 and Y1 = 0,000 less than 0.05. These results provide the conclusion that the regression variables X1 and Y1 have a significant effect on X2. After obtaining the data, a path analysis of e2 values is made, e2 values can be calculated by the formula e2 = $\sqrt{}$ (1-R square), with a known R square value of 0.581, an e2 value of 0.6473.

From the discussion of the results above, it can be concluded that there is an effect of service quality (X1) and customer trust (Y1) on repurchase intention (X2):
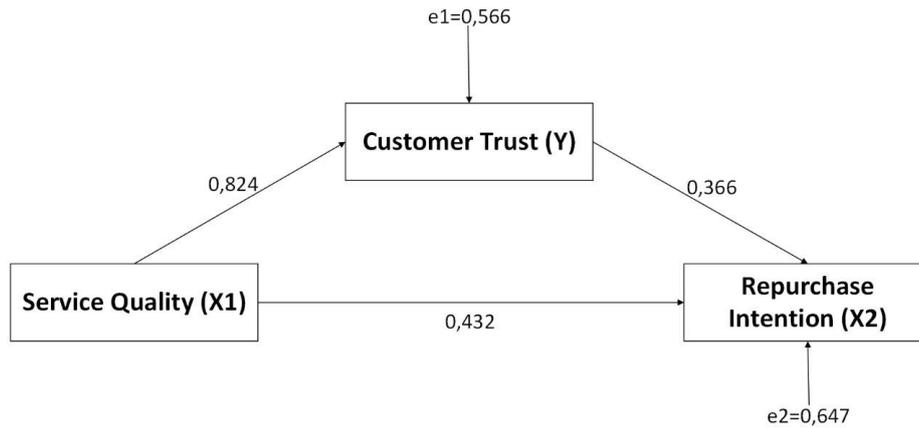
4.3 Direct Effect

From the calculation of sub-structure I and II, a direct relationship between variables is obtained as follows.

Table 3. Result of Path Analysis for The Direct Effect

Item	Direct Effect	Explanation
Service Quality → Customer Trust	0,824	Significant
Customer Trust → Repurchase Intention	0,366	Significant
Service Quality → Repurchase Intention	0,432	Significant

Based on the analysis results, it can be said that Service Quality at Customer Trust 0.824; Customer Trust in Repurchase intention is 0.366; and Service Quality at Repurchase Intention is 0.432.

4.4 Indirect Effect

The indirect effect of Service Quality on Repurchase intention through Customer Trust is shown as below:

Table 4. Result of Path Analysis for The Indirect Effect

Item	Indirect Effect	Explanation
Service Quality → Customer Trust → Repurchase Intention	0,824x 0,432 = 0,366	Significant

4.5 Total Effect

The total effect of the variables can be seen in Table 3.

Table 5. Result of Path Analysis for The Direct Effect

Item	Direct Effect	Indirect Effet	Explanation

Service Quality → Customer Trust	0,824		Significant
Customer Trust → Repurchase Intention	0,366	0,366	Significant
Service Quality → Repurchase Intention	0,432		Significant

5. Conclusion and Recommendation
5.1. Conclusion

This research, which focuses on the effect of service quality towards repurchase intentions and mediated by customer trust of Batik Air Indonesia, can be concluded that service quality has a major effect on customer trust so that service quality impacts the comfort felt by customers. In addition, customer trust has a positive effect on repurchase intention, because trust in all services obtained by Batik Air airline makes customer want to continue to use Batik Air. Service quality has a significant effect on repurchase intention mediated by consumer trust. This means that with a good quality of service, Batik Air will foster customers' trust so that customers have repurchase intention. The results showed that the variables of service quality, repurchase intention and customer trust had a significant effect on Batik Air. This shows the results of this research can be a direction for future research.

5.2. Recommendation

Based on the results of the discussion and conclusions of the study, it is recommended for Batik Air Indonesia that they can increase the service quality. This means that with a good quality of service, it will foster customer trust so that customers have repurchase intention. For further research, other factors not examined in this study can be addressed and continued.

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