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THE ROLE OF CUSTOMER TRUST IN MEDIATING THE INFLUENCE OF BRAND IMAGE AND BRAND AWARENESS ON PURCHASE INTENTION IN INDONESIA AIRASIA E-BUSINESS IMPLEMENTATION

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Abstract. In the aviation sphere, e-business plays a crucial role in-market products and services over the Internet. The airline to be discussed in this paper is Indonesia AirAsia, one of the airline companies which has implemented e-business. This research aims at acquiring evidence about the role of customer trust and the effects of brand image, and brand awareness on purchase intention through the airline's application or website. This research employed SEM-PLS (Partial Least Square) with a sample of 100 objects. The objects of this research were users of AirAsia services. The results showed that there was a significant, positive relationship between Corporate Image and Purchase Intention since a good corporate image would build trust in the customers, and hence, rid them of the doubt to purchase. Corporate Image and Customer Trust were also found to be significantly related since the company's management built a good image of the company and, in turn, built customer trust as well. Furthermore, Corporate Image and Brand Awareness were proven to significantly affect Purchase Intention through the mediation of Customer Trust.

Keywords: *Corporate Image, Brand Awareness, Customer Trust, Purchase Intention*

Introduction

Rapid industrial development has encouraged numerous companies engaged in services and manufacturing in Indonesia to compete for high-investment business opportunities, one of which is the business opportunity in the airline industry. The airline industry today has transformed into an industry manageable and offerable with various forms of creativity through airline services.

One manifestation of air transport service development is e-business. E-business or electronic business can be defined as an activity that is directly or indirectly related to the utilization of the Internet as a communication and transaction medium and an Internet technology application that expands into the internal business world and product and business development. E-business is capable of aiding and supporting companies in their primary activities. Product marketing of either goods or services has largely been conducted on the Internet. One of the airline companies which has implemented e-business in its core business function is AirAsia.

By accessing the site AirAsia.com, customers are enabled to make not only flight ticket reservations but also hotel reservations or transactions for various appealing packages offered by the company. As a consequence, AirAsia must be able to settle problems such as the measures taken to build trust in its application, steps toward e-business development, and factors influencing initial change from ticketing through mediator or e-commerce to ticketing through AirAsia's application or the website AirAsia.com (Asia 2014).

This research aimed to reveal the roles of corporate image and product awareness in building trust and purchase intention involving customers in e-business development.

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Literature Review and Hypotheses

Corporate Image

A good corporate image is an asset for many companies as it has an impact on the customer perception that the communication and operations performed by the companies highly respect the customers (Kasali 2003). Meanwhile, Lemmink, Schuijf, and Streukens (2003) define the corporate image as a social or public knowledge or perception of a certain company. Corporate image may origin from commentary on the company's news, job experience, customer experience, and the positive or negative behavior of the company (Turban and Cable 2003).

Brand Awareness

Brand awareness is the ability of a potential purchaser to recognize and remember a brand as part of a certain product category. Brand awareness requires a continuum starting from the sense of uncertainty as to whether a certain brand has been previously known, rendering the customers believe that the brand is the only one existing in a certain group (Tarigan and Tritama 2016). Brand awareness is the deepest fundamental threshold in every search related to a brand, and it directly influences the customers' purchase decisions (Kapferer 2008). Aaker (1996) defines brand awareness as one's ability to quickly identify and remember a brand under any situation.

Customer Trust

Customer trust is significant reliability- and integrity-based element for service providers which gives the customers confidence to build a long-term relationship (Sukmawati 2015). Trust articulates one's willingness to rely on a partner or a company in which he/she is confident (Bauer, Grether, and Leach 2002) and reflects trust in the partner or company or the ability to predict that the party does not exhibit an opportunistic or negative behavior (Bauer et al. 2002).

Purchase Intention

Purchase intention encompasses a number of key definitions: it suggests that prospective customers are willing to consider the purchase of a product; it represents one's intention to purchase in the future, and it reveals a customer's decision on repurchasing a company's product (Lin and Ching Yuh 2010). Purchase intention is an individual's conscious plan to make an effort to buy a brand (Spears and Singh 2004). It is a customer behavior that arises as a response to an object which stimulates his/her desire to purchase. Certain behavior such as purchase intention may emerge after the customer noticed or figured out the advantages of a product (Kotler and Keller 2012).

The Effect of Corporate Image on Customer Trust

A company with a good image can build customer trust or interest in its products or services. This suggests that a good corporate image perceived by the customers can result in customer trust (Aisya et al. 2013). Customer trust serves as a key factor when the customer makes a purchase intention in practice (Lin 2011), and a company with a good corporate image will be able to attract the customer's purchase intention (Keller 1993). Based on the discussion above, the following hypotheses were formulated:

H_1: Corporate Image is presumed to have a significant, positive effect on Customer Trust.
H_3: Corporate Image is presumed to have a significant, positive effect on Customer Trust in Purchase Intention.

The Effect of Brand Awareness on Customer Trust

Han, Nguyen, and Lee (2015) explain that brand awareness significantly influences customer trust regarding a brand. Meanwhile, Setiawan et al. (2020) describe trust as one's positive expectation as to what is to be done by others based on previous interactions. Brand awareness requires a continuum starting from the sense of uncertainty as to whether a certain brand has

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been previously known, rendering the customers believe that the brand is the only one existing in a certain group (Tarigan and Tritama 2016). Based on the discussion above, the following hypothesis was formulated:
H_2: Brand Awareness is presumed to have a significant, positive effect on Customer Trust.

The Effect of Customer Trust on Purchase Intention
The greater the customer trust, the stronger the purchase intention (Wulandari dan Ekawati 2015). Amal and Hafasnuddin (2017) add that customer trust in an online seller is related to how the seller, using his/her skills, assures the purchaser about safety during a payment transaction and convinces the purchaser that the transaction is to be processed immediately. Lin and Ching Yuh (2010) claim that once a customer trusts a product, he/she will be convinced to purchase it. Based on the discussion above, the following hypothesis was formulated:

H_5: Customer Trust is presumed to have a significant, positive effect on Purchase Intention.

The Effect of Brand Awareness on Purchase Intention
Aaker and Keller (1990) state that a company with high brand awareness and good corporate image will be able to promote the customer's brand loyalty, and a higher level of brand awareness means higher brand trust and purchase intention. Brand awareness exerts a significant effect on the customer's purchase intention, and this might involve advertisements on social media like Facebook (Hutter et al. 2013). A great degree of Internet use experience will build customer trust. Such trust will subsequently have a greater impact on the customer's participation in online purchases. Based on the discussion above, the following hypothesis was formulated:

H_4: Brand Awareness is presumed to have a significant, positive effect on Customer Trust in Purchase Intention.

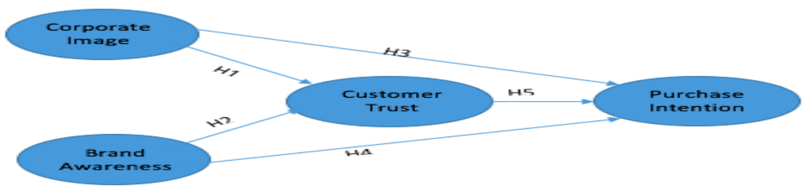

Figure 1. Conceptual framework

Research Methods
This research employed all the measurement items from previous research. All of the constructs were measured using a five-point Likert scale with points starting from "strongly disagree" (1) to "strongly agree" (5). A questionnaire was designed based on earlier studies and disseminated to customers who used AirAsia's ticketing website and application at some point in the past. This was based on their experience using AirAsia's website and application to purchase tickets. The data in this research were collected using the questionnaire which had been subjected to validity and reliability testings with a sample size of 100.

The data test in this research's analysis used the SEM-PLS (Partial Least Square) procedure. PLS was implemented to account for the presence or absence of relationships between latent variables (prediction). It also confirmed the theory by (Chin dan Newsted 1999). PLS analysis consists of two models: the measurement model or the external model and the structural model or internal model.

Evaluation of the measurement results with a reflective model was conducted by testing the validity and reliability of the latent constructs. Model measurement with confirmatory factor

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analysis used a formative model measurement by examining the convergent and discriminative validity (Ringle dan Sinkovics 2009). Evaluation of the structural model (internal model) was conducted by taking a look at the R-squared value. Finally, a significance test was conducted using bootstrap, single cross-validated redundancy (Q^2), path coefficient, and effect size (f^2) (Hopkins 2014).

Table 1
Measurement Items

Construct	Items	
Corporate Image *(*Pramudya, Sudiro, and Sunaryo 2018)*,*	X 1.1	Services offered to meet customer needs
	X 1.2	Information services presented to customers through the website or the application
	X 1.3	AirAsia's officers (employees and crew) are friendly, warm and welcoming behavior
Brand Awareness (Pomalaa, Mursityo, and Herlambang 2018)	X 2.1	A lot of pricing options on AirAsia *websites* and apps
	X 2.2	*A prominent website And application* with AirAsia
	X 2.3	AirAsia as an airline that is easy to buy through the application without an *online travel agent*
	X 2.4	AirAsia brand has its distinctive features
Customer Trust (Pramudya, Sudiro, and Sunaryo 2018)	Y. 1	AirAsia provides security assurance against customer's personal information
	Y. 2	AirAsia *website and app* makes it easy to purchase
	Y. 3	AirAsia *websites* and apps provide one-step information in front of promotional offers, news.
Purchase Intention (Soebagyo and Subagio 2014)	Z. 1	I am interested to buy tickets through the *website* Airasia.com or AirAsia app because it is easy to use
	Z. 2	The airasia.com *website* and AirAsia app became my main choice in the purchase of airline tickets and other services
	Z. 3	I always find out about AirAsia's service purchases before deciding to purchase
	Z. 4	I recommend purchasing through AirAsia *websites* and apps to nearby relatives

Discussion and Results

Respondents' Characteristics
Fifty-six percent of the customers were aged 21 through 30 years, meaning that they were of the mature phase, and, coupled with advanced technology, they were able to use the Internet to purchase products or services; hence, they were able to buy tickets online.

Evaluation of the Measurement Model (Outer Model)
Evaluation of the measurement model comprised three steps: convergent validity test, discriminant validity test, and composite reliability test.

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Table 2
Convergent validity and Average Variance Extracted (AVE)

Construct	Item	Outer Loading	Sample Mean	T Statistik	AVE	Result
Corporate Image	X1.1	0,878	0,878	28,552	0,703	Valid
	X1.2	0,878	0,879	33,964		Valid
	X1.3	0,753	0,748	11,466		Valid
Brand Awareness	X2.1	0,700	0,698	9,042	0,590	Valid
	X2.2	0,742	0,736	10,605		Valid
	X2.3	0,813	0,809	17,273		Valid
	X2.4	0,812	0,804	15,673		Valid
Customer Trust	Y.1	0,852	0,846	19,630	0,686	Valid
	Y.2	0,858	0,850	20,233		Valid
	Y.3	0,841	0,838	20,796		Valid
Purchase Intention	Z.1	0,831	0,828	22,441	0,723	Valid
	Z.2	0,828	0,825	19,402		Valid
	Z.3	0,798	0,793	16,995		Valid
	Z.4	0,856	0,854	27,311		Valid

Source: Own Calculation. 2020

According to Chin and Newsted (1999), a correlation is to have convergent validity if it has a loading of > 0.5. Table 2 shows that the factor loading exceeded the recommended value of 0.5, meaning that the indicators used in this research had achieved convergent validity. Furthermore, all the variables had AVE values of above 0.5, suggesting the convergent validity was well satisfied. The AVE value of 0.703 of Corporate Image shows that 70.3% of the information in the three indicators could be reflected by Corporate Image. The AVE value of 0.590 of Brand Awareness shows that 59% of the information in the four indicators could be reflected by Brand Awareness. The AVE value of 0.723 of Customer Trust shows that 72.3% of the information in the four indicators could be reflected by Customer Trust. Finally, the AVE value of 0.686 of Purchase Intention shows that 68.6% of the information in the three indicators could be reflected by Purchase Intention. This suggests that, on average, each variable was able to represent more than 50% of the information contained in their respective indicators.

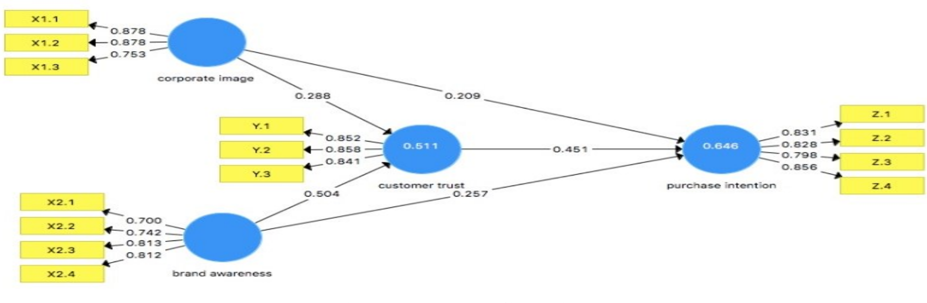

Figure 2. Loading factor

Table 3
Discriminant Validity

Ite m	Corporate Image	Brand Awareness	Customer Trust	Purchase Intention

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Item	Corporate Image	Brand Awareness	Customer Trust	Purchase Intention
X1.1	0,878	0,481	0,461	0,524
X1.2	0,878	0,593	0,588	0,590
X1.3	0,753	0,415	0,417	0,457
X2.1	0,546	0,700	0,489	0,482
X2.2	0,456	0,742	0,471	0,568
X2.3	0,410	0,813	0,544	0,530
X2.4	0,443	0,812	0,572	0,533
Y.1	0,519	0,586	0,852	0,604
Y.2	0,480	0,575	0,858	0,578
Y.3	0,505	0,566	0,841	0,718
Z.1	0,539	0,601	0,651	0,831
Z.2	0,475	0,539	0,560	0,828
Z.3	0,460	0,585	0,568	0,798
Z.4	0,600	0,553	0,687	0,856

Source: Own Calculation. 2020

Based on Table 3, all indicators in each construct had a greater relationship with each other than with other constructs, suggesting good discriminant validity. Testing also used composite reliability (CR) and Cronbach's alpha method. The questionnaire was to be said reliable if the CR > 0.7 and the Cronbach's alpha > 0.6. In the following, the results of the reliability testing are presented.

Table 4
Reliability Test

Construct	Reliability Composite	Cronbach's Alpha	Decision
Corporate image	0,876	0,788	Good
Brand awareness	0,852	0,767	Good
Customer trust	0,887	0,808	Good
Purchase intention	0,897	0,848	Good

Source: Own Calculation. 2020

Table 4 shows that all the latent variables measured in this research had Cronbach's alpha and composite reliability value exceeding the threshold values, so we concluded that all the latent variables were reliable or all indicators had consistency in measuring the latent variables.

Evaluation of Structural Model (Inner Model)
Measurement of the inner model was developed based on theories for analyzing the relationship between exogenous and endogenous variables as explained in the conceptual framework. Figure 3 presents the bootstrapping results for every variable in the structural model.

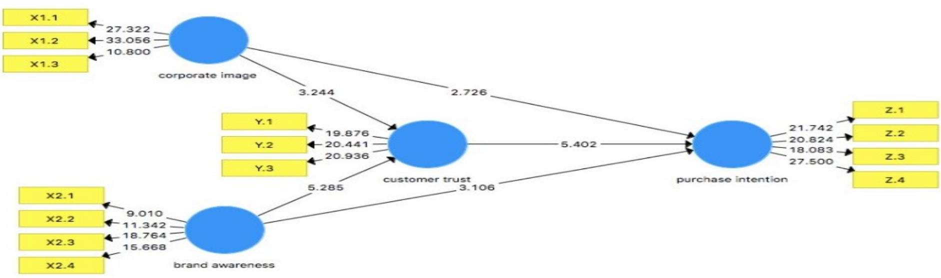

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Figure 3. Structural Model Full Bootstrapping

Structural model evaluation in SEM-PLS was conducted with an R-squared test, significance test, and path coefficient estimation.

Table 5
R-Square and Hypothesis Testing

Model	Path	Path Coefficient (Standardized)	T-statistic	P Values	Decision	R-Square
First	X1→ Y	0,288	3.262	0,001	H1:Support(+)	0,511
	X2→ Y	0,504	4.977	0,000	H2:Support(+)	
Second	X1→ Z	0,209	2.843	0,005	H3: Support(+)	0,646
	X2→ Z	0,451	3.020	0,003	H4:Support(+)	
	Y → Z	0,257	5.637	0,000	H5:Support(+)	

Source: Own Calculation. 2020

Based on Table 5, the first model had an R-squared of 0.511. We could interpret that the 51.1% variability of the Corporate Image and Brand Awareness constructs could explain the variability of the Customer Trust construct. Meanwhile, the second model had an R-squared of 0.646. We interpreted that the variability of Corporate Image, Brand Awareness, and Customer Trust was able to explain the variability of Purchase Intention at 64.6%.

The first hypothesis was accepted in that Corporate Image had a significant, positive effect on Customer Trust at 0.288 and a significance level of 0.001. The better the corporate image perceived by the customer, the stronger the customer trust. The second hypothesis was accepted in that Brand Awareness had a significant, positive effect on Customer at 0.504 and a significance level of 0.000. The stronger the belief that the product was able to meet the value promised and that the brand was able to prioritize the customer's interest, the higher the customer trust. The third hypothesis was accepted in that Corporate Image had a significant, positive effect on Purchase Intention at 0.209 and a significance level of 0.005. The higher the customer trust, the higher the purchase intention. The fourth hypothesis was accepted in that Brand Awareness had a significant, positive effect on Purchase Intention at 0.451 and a significance level of 0.003. The higher the brand awareness and the better the corporate image, the better the company promoted the customer's brand loyalty and purchase intention. Finally, the fifth hypothesis was accepted in that Customer Trust had a significant, positive effect on Purchase Intention at 0.257 and a significance level of 0.000. The higher the customer trust due to the assured safety, the higher the purchase intention.

Table 6
Effect Size

Model	Path	R-Square Exclude	f-Square (f^2)	Cut-off	Result
First	X1 → Y	0,458	0,109	0,02	Small
	X2 →	0,349	0,332	0,15	Medium

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Model	Path	R-Square Exclude	f-Square (f^2)	Cut-off	Result
	Y				
Second	X1→Z	0,621	0,071	0,02	Small
	X2 → Z	0,617	0,090	0,02	Small
	Z → Z	0,548	0,281	0,15	Medium

Source: Own Calculation. 2020

Based on Table 6, the following can be inferred: first, Corporate Image had an insignificant effect on Customer Trust; second, Brand Awareness had a moderate effect on Customer Trust; third, Corporate Image had an insignificant effect on Purchase Intention; fourth, Brand Awareness had an insignificant effect on Purchase Intention; and fifth, Customer Trust had a moderate effect on Customer Trust. From calculation, a Q-squared (Q^2) value of 0.421 was obtained, which was greater than 0. It was concluded that the structural model obtained had predictive relevance.

Table 7
Specific Indirect Effects

Path	statistics	P-Value	Result
X1→ Y→Z	3,747	0,000	Accept
X2→ Y→Z	2,976	0,003	Accept

Source: Own Calculation 2020

Based on Table 7, 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 (0.000 < 0.05) so that hypothesis expressing Corporate Image have a significant effect to Purchase Intention with Customer Trust mediation is accepted. The indirect influence between Brand Awareness variable to Purchase Intention indicates that Brand Awareness indicates that Customer Trust has a mediating role because the p-value value is less than 0.05 (0.003 <0.05) so that the hypothesis of Brand Awareness has a significant effect on Purchase Intention with mediation Customer Trust is accepted.

Conclusion

The research on Indonesia AirAsia's e-business yielded results that confirmed the presence of a significant correlation between Corporate Image and Purchase Intention. The corporate image invoked by Indonesia AirAsia tended to remain good. As a result, the customers trusted the company's brand and would not hesitate in their purchase intention. It could also be concluded that Corporate Image exhibited a significant effect on Customer Trust. This was because the management constantly created a good corporate image, causing the customers to trust Indonesia AirAsia.

Furthermore, it was directly proven that Customer Trust and Brand Awareness, through Customer Trust as a mediator, had a significant effect on Purchase Intention. They formed positive opinions on trust and shaped the intention to buy the services provided by AirAsia via the company's website or application.

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