

THE EFFECT OF SERVICE QUALITY AND BRAND AWARENESS ON REPURCHASE INTENTION (THE STUDY ON ARGO PARAHYANGAN PRIORITY TRAIN)

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Abstract. In 2018 PT KA Pariwisata has launched one of the elite wagons which is well known with its complete facilities and services but yet the increase of the passengers is quite flashy. This study aims to identify passenger repurchase intentions with the impact of service quality and brand awareness. This research uses quantitative method with a sample of 100 objects. The object of this research were the users of Argo parahyangan priority services and the data was analyzed using SmartPLS 3.0. Data collection was conducted by distributing questionnaires. The aim of this study is to prove that service quality could give impact on brand awareness and repurchase intention. Researcher also try to show that brand awareness is effective and give significant impact on repurchase intention, but its influence is not that significant.

Keywords: Service Quality, Brand Awareness, Repurchase Intention

Introduction

Train is a means of transportation consisting of a series of cars with a relatively large size so that it can transport people and goods. In some countries train is optimally used as the main means of land transportation both cities, between cities and countries and it is beneficial for tourism.

PT KA Pariwisata, since March 9, 2018 has launched a new car, Priority wagon, that is one of the elite wagons providing all facilities and services to attract the attention of the passengers. Within 2 years of its operation, the Argo Parahyangan Train Car Priority has its own loyal customers. Carriage Priority has a fairly good level of service quality, so that it can attract passenger interest on using the service again.

This research is conducted based on data in the initial period of Argo Parahyangan Priority in March 2018 - December 2019. From the data taken from Central Statistics Agency 2020, the number of passengers of Argo parahyangan is increased each month. From about 77.263 passenger totally in Desember 2018, it increased about 99.970 totally by the end of 2019.

In maintaining a steady flow of customers and creating new customers, accommodation providers ultimately improve the quality of their services, therefore, it will increase the satisfaction of their customers as the main strategy (Mathe, Scott-Halsell, and Roseman 2016; Nunkoo et al. 2019; Rahimi and Kozak 2017). Therefore customer satisfaction is one of the most systematically documented topics (Ali, Amin, and Ryu 2016; Lee and Whaley 2019; Nunkoo et al. 2019; Oh and Kim 2017; Prayag, Hassibi, and Nunkoo 2019; Sharifi 2019). Then, according to (Shah, Syed, and Raza 2020) it is very important for transportation companies to know the satisfaction rating from customers and stay focused on what customers need and how customers are satisfied with the services they provide. For this reason, this study is aimed to analyze the influence of service quality and brand awareness towards Argo Parahyangan Priority passengers' repurchase intention.

This study refers to the theory of service quality that determine the number of repurchase intentions (Chen, Li, and Liu 2019), in which service quality, is valued as a basic attribute for passengers, provides a source of pleasant experiences constantly, which then simultaneously promotes the potential for accumulation of brand equity. In addition, this study also identifies

brand attractiveness and brand awareness in Indonesian railways. Brand attractiveness is defined as consumer evaluation of a brand that satisfies their self-verification needs or matches their true self-feelings with brands (Elbedweihy et al. 2016). It is assumed that when passengers feel and remember positive memories of a brand, passengers will always remember it and there will be a repurchase of Argo Parahyangan Priority service. Thus, (Chen et al. 2019) from the statement above explains that it will increase brand awareness of the services provided by the company for passengers to feel, detect, and improve the quality of service and value felt by passengers.

Literature Review And Hypothesis

Service Quality

have now considered service quality in the highly competitive global market. Service quality and customer satisfaction are important concepts that companies must understand to stay competitive in the market. (Chen 2016; Gupta 2018; Hussain, Al Nasser, and Hussain 2015; Keshavarz Ghorabae et al. 2017). The most common basis for measuring quality, namely:

- 1) Tangible, According to (Chen and Chang 2005; Chen et al. 2019), Tangibility refers to the appearance of physical facilities, equipment, personnel and communication materials. Tangibility was measured using eight items in this study: Carriage interior cleanliness, car carriage exterior cleanliness, seat comfort, employee clothing, variations in entertainment facilities, variety and quality of food on the trip, car carriage facilities in general, and installation of the latest technology.
- 2) Reliability. (Wu 2005) also defines reliability as the competence to perform the promised service that is reliable, accurate and fully responsible, without negligence and failure. Reliability has been operationalized using three items: the efficiency of the check-in process, the timeliness of departure, reaching the destination in the appointment time.
- 3) Responsiveness. According to (Chen et al. 2019; Rezaei et al. 2018) Responsiveness has been operationalized in four ways: willingness to help passengers, pay attention to passenger needs, keep passengers informed of their services, and keep passengers informed when there is a new notification of departure time.
- 4) Assurance, According to (Hussain et al. 2015) Actively providing services and maintaining reliable standards. In the aviation industry, guarantees refer to the consideration of employees and their expertise to gain passenger confidence in maintaining reliable flight service standards. Guarantees have been operationalized through four items: employee skills in offering services, civility to customers, capable to generate trust in passengers, and reliable in handling passenger needs.
- 5) Emphaty, According to Chen et al. (2019); Psychogios and Tsironis (2012) pay special attention to visitors and / or their customers. Companies must learn the specific needs of customers and give special attention to get the attention and loyalty of passengers. Shah et al., (2020) added, for companies, it is very important to know how to assess a quality of service from the point of view of consumers to better understand consumer needs and how to satisfy consumers. Satisfaction is strongly related to customer perception or product performance (Chen, Batchuluun, and Batnasan 2015). Customers tend to be satisfied with airlines when service quality attributes that are considered the most important are met or exceeded (Chow 2015; Lucini et al. 2020); An important role in customer satisfaction motivates the loyalty of a customer's behavior, customers can give positive reviews or recommend a product or service to others (Guo, Barnes, and Jia 2017; Lucini et al. 2020). On the other case, passengers can reconsider the same mode of transportation in the future if the passenger is not satisfied (Lucini et al. 2020; Namukasa 2013),

Brand Awareness

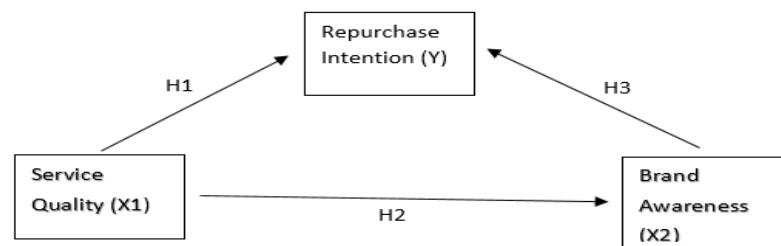
Brand awareness is considered as a mixture of trust, relevance, and meaning of customer experience with the evaluation of the product or service delivery process according to (Chekalina, Fuchs, and Lexhagen 2018; Chen et al. 2019). It shows how customers feel about

related products or services and reflects the true source of brand value. According to, (Chen et al. 2019; Tasci 2018) asserts that recognition of individual brand awareness comes from overall brand preference before an objective measurement of service or product consumption, which refers to their preferences and perceptions. (Foroudi 2019) added, namely to identify the success of consumer attitudes towards the brand or company, it is important to create beneficial brand associations and brand trust, while defining brand awareness can be defined as customer ability to differentiate and recognize brands in diverse contexts.

This fast-growing marketing channel, which has reached more than two billion Internet users, provides unmatched opportunities to build brand awareness (Dabbous and Barakat 2020; Godey et al. 2016) and ultimately influences purchasing decisions. This reflects the importance of a brand in the minds of customers (Sürücü et al. 2019). Therefore, brand awareness is very important in business because when customers are interested, remember, and then trust a brand, it can be concluded that the customer feels satisfaction with the service or product.

Repurchase Intentions

According to Chinomona and Maziriri (2017); Pather (2017) Re-purchase Intention is an element of behavior, where there is a continuing desire and interest to buy a product or brand. So, if the level of satisfaction with the service provided is the same as the customer's expectation, this tends to develop the customer's trust in the service and involve them in reciprocating the next attitude. As stated by Chinomona and Maziriri (2017); Upamannu et al. (2015), Savila, Wathoni, and Santoso (2019); Zeithaml, Berry, and Parasuraman (1996), repurchase intention tend to be more profitable than purchase intentions, because it shows continuing buying in the future. According to researchers, the lower customer expectation, the more customer easily satisfied with services provided and it is impacted to the higher



repurchase intention.

Figure 1.
Conceptual Research Framework - Hypothesized Model.

hypothesis:

H1: Effect of Service Quality on Repurchase Intention

According to Chen and Chang (2008), service quality reflects the overall assessment of consumers on the service provider efforts and whether this is in accordance with the wishes and expectations of customers; as a result, this ultimately affects their intention to repurchase. As stated by Cronin et al., (2000); Fornell et al., (1996); Hennig Thureau, Gwinner, & Gremler, (2002); Palmatier, Dant, Grewal, & Evans, (2006); Wulf, Odekerken-Schroder, & Iacobucci, (2001); Zeithaml, Berry, & Parasuraman, (1996) Service and relationship quality has been shown to act as an antecedent to various customer loyalty behaviors that are important as repeat purchases, positive word of mouth, and a tendency to overpay

H2: Effect of Service Quality on Brand Awareness

According to Richardson et al., (1994), brand awareness affects consumer perceptions of service quality, Wall et al., (1991) also identify that consumers who perceive high profile brands tend to have higher service quality than low profile brands. Based on (Hoyer and Brown 1990) Brand

product types are prioritized by the customer to make a decisions and it could be influenced by Brand Awareness.

H3: *Effect of Brand Awareness on Repurchase Intention*

Before establishing brand association, brand awareness is important to be formed. According to Pitta & Katsanis, (1995) when customers experience it in a brief time, repurchase decision will be determined by customer proximity to the brand. Customer is able to recognize a brand in making a purchase decision, even in its sufficient detail, it is known as brand awareness concept. Rossiter & Percy, (1997) also identified Brand awareness is the first step for every consumer of every new product or brand offered through advertising. Based on Romanjuk, Wight & Faulkner, (2017) Brand Awareness is a brand that is included in certain product categories.

Research Method

This research uses quantitative methods, and data analysis uses the SmartPLS 3 application to confirm the relationship between variables using SEM-PLS. The results from the PLS-SEM reveal that there are significant relationships between the variables (Law and Fong 2020). Data collection is done by distributing questionnaires. All constructs are measured using a five-point Likert scale with points ranging from "strongly disagree" (1) to "strongly agree" (5). Questionnaires were distributed through social media. Respondents filled out questionnaires based on their experience using the services of the Argo Parahyangan Priority Train for the Jakarta-Bandung route. Data in this study were collected using a questionnaires that had been tested for validity and reliability with a sample size of 100 respondents.

Table 1. Measurement Items

Service Quality	SQ1	Argo Parahyangan Priority has services that are in accordance with procedures.
	SQ2	Argo Parahyangan Priority was able to provide the help I needed.
	SQ3	The Argo Parahyangan Priority officer was very polite, so I felt comfortable and safe.
	SQ4	I know and have felt good service from Argo Parahyangan Priority.
	SQ5	I am very satisfied with the facilities provided by Argo Parahyangan Priority during the trip.
Brand Awareness	BA1	I know that the service provided by Argo Parahyangan Priority is very good.
	BA2	The services provided by Argo Parahyangan Priority really meet my needs.
	BA3	The service provided by Argo Parahyangan Priority greatly influenced my decision in evaluating.
	BA4	The service provided by Argo Parahyangan Priority is different from other subclasses and was very memorable for me during the trip.
Repurchase Intention	RI1	I will buy back Argo Parahyangan Priority tickets when I travel the Jakarta-Bandung route.
	RI2	I will consider when there is a possibility I will buy an Argo Parahyangan Priority ticket on the Jakarta-Bandung route.

Discussion and Result

Respondent

The respondents were 100 Respondents 54 Men and 46 Women aged 18-21 were 62, respondents aged 22-25 were 10, and respondents aged > 25 were 28. From the number of samples received, there are the Student / Student profession as many as 66, followed by Employees as many as 14, Others 14, and finally Entrepreneurs as many as 6. The traveling objectives are 72 for Holidays, 13 for Business Trip, followed 10 for Education, and 5 for Other purposes.

Validity and Reability

Table 2. The Result of Validity and Reability

Variable	AVE	Cronbarch's Alpha	Composite Reliability
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Service Quality	0.618	0.843	0.889
Brand Awareness	0.681	0.842	0.894
Repurchase Intention	0.765	0.694	0.867

Based on Table 2, the questionnaire variable is reliable because it has a value >0.7

Table 3. R-Square and Hypothesis Testing

Model	Path	Path Coefficient (Standardized)	T-statistics	P Values	Decision	R-Square
First	SQ → BA	0.838	24.731	0.000	H2: Support (+)	0.702
Second	SQ → RI	0.353	2.345	0.019	H1: Support (+)	0.358
	BA → RI	0.271	1.856	0.064	H3: Support (+)	

Based on Table 3, the first model has an R-square value of 0.702. We can say that the construct variability of Service Quality by 70.2 percent can explain the construct variability of Brand Awareness. In the Second Model, the R-Squared value is 0.358. It means that the variability of Service Quality and Brand Awareness can explain the variability of the Repurchase Intention construct.

Table 4. Effect Size (f^2)

Model	Path	R-square Exclude	f-Square (f^2)	q-Square (q^2)	Cut-off	Result
First	SQ → BA					
Second	SQ → RI	0.336	0.033	0.029	0.02	Small
	BA → RI	0.342	0.024	0.016	0.02	Small

Based on Table 4, we conclude: first, service quality has a minor effect on repurchase intention. And second, brand awareness has a minor effect on repurchase intention. Based on the results of the Q-square (Q^2) calculation, the values of 0.469 and 0.263 are more than 0, so we can conclude that the structural model has a prediction of relevance.

Conclusion

The result of this study shows that there is a significant correlation between Service Quality and Re-Purchase Intention. The corporate image used by the Argo Parahyangan Priority Tourism Train tends to remain good. As a result, passengers will not hesitate to do repurchase. It can also be concluded that Service Quality shows a significant effect on Brand Awareness. This is because Argo Parahyangan Priority has good service quality so that passengers realize and trust to use the Argo Parahyangan Priority service for traveling.

Limitation and Suggestions for Future Research

It is expected that the future research is able to examine the ease of passengers in purchasing tickets with the influence of service quality and brand awareness that influence each of these three variables. Second, next study may do direct research (not on-line) at Argo Parahyangan

Priority because the current research is not able to do so due to the Covid-19 Pandemic constraints that cause temporary stop operation of Argo Parahyangan Priority.

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