

THE INFLUENCE OF BRAND AWARENESS, BRAND IMAGE ON E-WOM MEDIATED BY BRAND TRUST IN THE AIRASIA REFUND PROCESS DURING COVID-19 PANDEMIC IN JAKARTA 2020

Sabrina Arsyia Susanti^{1*}, Iriawan Alvin Sawaki², Yoanita Octora³, Andri Primadi⁴

^{1,2,3,4} Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

*Corresponding author: arsyasabrina@gmail.com

Abstract. The purpose of this study is to discuss the refund system of AirAsia airline due to Covid-19, because passengers who have already had tickets were recommended to refund their tickets. AirAsia was one of the airlines that applied policies related to refunds and schedule changes. The variable to be investigated was the effect of Brand Awareness and Brand Image on E-WOM mediated by Brand Trust. The data of this study were AirAsia passengers by distributing questionnaires to 90 respondents. The data were processed using SEM PLS. The results of this study indicate that there is a positive and significant relationship between Brand Awareness and Brand Trust, the Brand Image of Brand Trust, Brand Trust towards E-WOM. Moreover, it is also proven that Brand Awareness and Brand Image of E-WOM mediated by Brand Trust have a significant influence. Furthermore, Brand Awareness and Brand Image owned by AirAsia give a positive impression of a refund to gain consumer trust.

Keyword: Brand Awareness, Brand Image, Brand Trust, E-WOM.

Introduction

Currently, the world is being hit by a disaster with the covid-19 pandemic, which has an impact on the aviation world. At present, the Ministry of Transportation has officially temporarily closed domestic and international commercial flights by issuing Circular No. 4 of 2020 regarding transportation operational instructions, so passengers who have already had tickets were encouraged to refund these tickets as regulated in Permenhub No. 25 of 2020 concerning Transportation Control.

In Indonesia, there are a number of airlines including: Garuda Indonesia, Citilink, Sriwijaya, AirAsia, Lion Air, NAM Air. The airline implemented a number of policies relating to refunds and changes in flight schedules for passengers who failed to fly due to the COVID-19 pandemic.

AirAsia is one of the best airlines in Indonesia, ranking 5th among 10 airlines according to centerklik.com, (2018). When AirAsia passengers submit reschedule and refund requests on domestic and international flights, AirAsia has issued a policy of flexibility for potential passengers affected by the coronavirus spread and those experiencing flight delays.

Based on AirAsia's official website, this policy can be done for all customers who have booked tickets on April 17, 2020, or before the departure date March 23, 2020, until June 30, 2020. Based on AirAsia airline policy, prospective passengers who cancel flight plans can get a refund of 70 -100% according to the specified time. AirAsia provided ease of communication for prospective passengers to cancel and reschedule through AVA chat on the AirAsia website. This research discusses the refund system on AirAsia airlines

Literature Review and Hypothesis

Brand Awareness

Brand Awareness is a concept that represents the level of consumer satisfaction in a brand that is different from other brands (Shocker, Allan D. 2020). According to Seo et al., (2020)

explained that brand awareness is the ability of customers who have the potential to recognize and remember certain brands in a product, while according to Keller (1993) brand awareness can represent the presence of a brand in the minds of consumers. When the brand image is considered strong and unique, it has a greater impact on consumers' purchase intentions.

Brand Image

According to Wang & Yang, (2010) Brand Image is defined as a set of brands that exist in consumers' memories of that brand. Meanwhile, according to Cretu and Brodie (2007), Brand Image is an important determinant for consumer habits in buying an item or product especially where consumers find that it is difficult to differentiate products or services based on intangible attributes. Brand image is a representation of the overall perception of the brand and is formed from information and experience of the brand. Brand Image relates to attitudes in the form of beliefs and preferences towards a brand, consumers who have a positive image of a brand, will be more likely to make a purchase (Utomo 2017).

Brand Trust

According to Mudzakkir & Nurfarida, (2015) explained that Brand Trust consists of viability dimension and dimension of intentionality, where the dimension of viability is a product that can meet consumer needs, while the dimension of intentionality is a feeling of trust from consumers to a brand. Some studies explained that Trust aims to explain loyalty, such as the theory of Abdullah, (2015) which explained that the relationship between trust and consumer loyalty. Whereas Rauyruen & Miller, (2007) argued that to get customer loyalty, a product must first get customer trust.

E-WOM

E-WOM activities can create negative or positive statements made by potential consumers or consumers who already know the product or company through the internet media (Hennig-Thurau et al., 2004). Whereas, according to Seo et al., (2020) E-WOM has been long considered an influential marketing tool and social media and has been recognized as the best platform. E-WOM is a different concept from conventional WOM in many ways and can be defined as a service evaluation exchange between people who meet on the internet and share opinions.

The effect of Brand Awareness on Brand Trust

Brand awareness is the earliest stage of communication in building a strong brand, when someone is aware of a brand, it will form consumer trust in a brand. Therefore, the introduction of a brand is very important for consumer confidence to assess whether a brand has a positive value for consumers or not (Sandra and Haryanto 2010). The hypotheses in this study are as follows:

H1 : *Brand Awareness* has an influence on *brand trust* *The effect of Brand*

Image on Brand Trust

In the absence of a strong and positive brand image, it is very difficult for companies to attract new customers and retain existing ones. Image is an important factor in purchasing decisions and sometimes not only relates to the image that consumers want to have or expect but also with a set of values that they believe (Ermawati 2018). Trust is a conjecture or hope that the brand is reliable and responsive to one's needs (Park, Macinnis, and Priester 2006). Consumers can also believe in certain brands when consumers have experienced the use of these brands, or in other words, brand trust is the result of experience. The hypothesis of this study is as follows:

H2 : *Brand Image* has an influence on *brand trust* *The effect of Brand Trust on E-WOM*

A positive e-WOM is an effort to build trust in the brand according to Jansen et al., (2009) meaning that eWOM determines brand trust. This statement can also explain that eWOM is conducted by consumers which can indicate that the information is trustworthy when the information provided by the company does not have a tendency to take financial advantage. E-WOM has a strong effect on the process of building trust and causes a higher probability in the buying process (East, Hammond, and Lomax 2008). The hypotheses in this study are:

H3 : *Brand Trust* has an influence on *e-wom* *The effect of Brand Awareness on E-WOM*

The expected achievement of marketing activities is to form brand awareness of a product or brand in the minds of customers and as much as possible be the top of mind of the desired customer (Pebrianti and Early 2020). According to (Diansyah and Nurmallasari 2017) comments or positive responses from consumers who have purchased a product with a certain category will give a good impression and can influence in building strength towards the brand so that it can make consumers easy to recall and not switch to other brands, although not familiar brands. Therefore, customers have an important meaning for a company that is as a product buyer. The hypothesis of this study is as follows:

H4 : *Brand Awareness* has an influence on *e-wom* *The effect of Brand Image on E-WOM*

A positive brand image is more often remembered by consumers if spoken positively, on the contrary, it is less remembered if spoken negatively by word of mouth, (Herr, Kardes, and Kim 1991). Also, a higher brand image leads to a perception of higher quality and lower quality causes a perceived decrease in quality. The eWOM message is a very important message for consumers when they want to obtain information about the quality of the product or service, and be an important reference in decision-making process (Chevalier and Mayzlin 2003). The hypothesis of this study is as follows:

H5 : *Brand Image* has an influence on *e-wom*

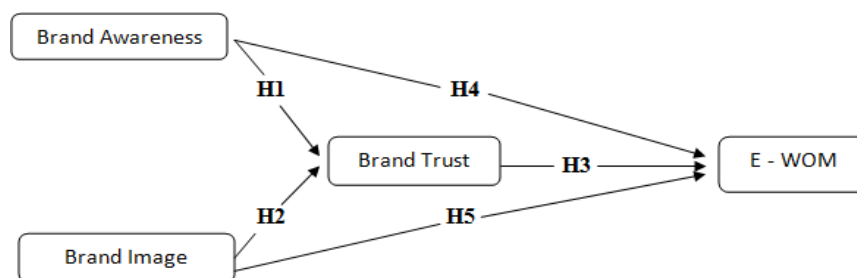


Figure 1. Conceptual Framework

Methods

This study used a quantitative method by distributing questionnaires through Google Form by distributing questionnaires to AirAsia airline passengers using 90 respondents. For the validity and reliability test, it used SPSS. For the Regression test, it used SEM PLS. It has been said by Hair; J. F.; Black; W. C.; Babin; B. J.; & Anderson; R. E, (2013) that in the process of determining the number of samples must pass the calculation in at least 5 times the number of constructs or parameters used in the study. The calculation is even better if it reaches an amount of 5-10 times the number of coefficients of the model to be estimated (Hair et al 2016). In this study, there were 9 indicators multiplied by 10, so that a total of 90 respondents. Quoted from the theory (sugiyono 2014) Non Probability Sampling using purposive sampling. Cooper &

Schindler, (2006) defined a Likert scale as a method of measuring attitudes from the most disagree to the most agreeable which is divided into five categories, namely 1 = Strongly Disagree; 2 = Disagree, 3 = Neutral; 4 = Agree, and 5 = Strongly Agree.

Table 1. Indicators

Construct		Item
Brand Awareness (Godey et al. 2016)	X1.1	Can recognize AirAsia through its logo
	X1.2	AirAsia airlines are easy to remember
Brand Image (Godey et al. 2016)	X2.1	AirAsia is one of the world's leading airlines
	X2.2	Have and get a memorable experience with AirAsia
	X2.3	AirAsia is an airline that prioritizes customers
Brand Trust (Delgado-Ballester and Munuera Alemán 2005)	Y.1	AirAsia is a reliable airline
	Y.2	AirAsia provides the information needed by customers
E-WOM (Seo et al. 2020)	Z.1	Consumers give positive comments about AirAsia through Social Media
	Z.2	Customers make recommendations publicly through Social Media

Result and Discussion

Table 2
Convergent Validity and Average Variance Extracted (AVE)

Construct	Item	Outer Loading	Sample Mean	T Statistic	AVE	Result
Brand Awareness	X1.1	0,900	0,899	37,729	0,804	Valid
	X1.2	0,773	0,769	16,431		Valid
Brand Image	X2.1	0,872	0,869	28,180	0,662	Valid
	X2.2	0,793	0,785	15,925		Valid
	X2.3	0,915	0,915	62,838		Valid
Brand Trust	Y.1	0,881	0,877	29,215	0,807	Valid
	Y.2	0,911	0,910	51,480		Valid
E-WOM	Z.1	0,900	0,898	38,720	0,820	Valid
	Z.3	0,893	0,891	35,046		Valid

According to Hair Jr.; M; Hult; Ringle; Marko; S, (2016) loading factor declares valid if > 0.050 . In Table 2, it can be seen that all outer loading has values above 0.50. Then it can be concluded that the indicators used in this study achieve the results of convergent validity

Figure 1. PLS Algorithm

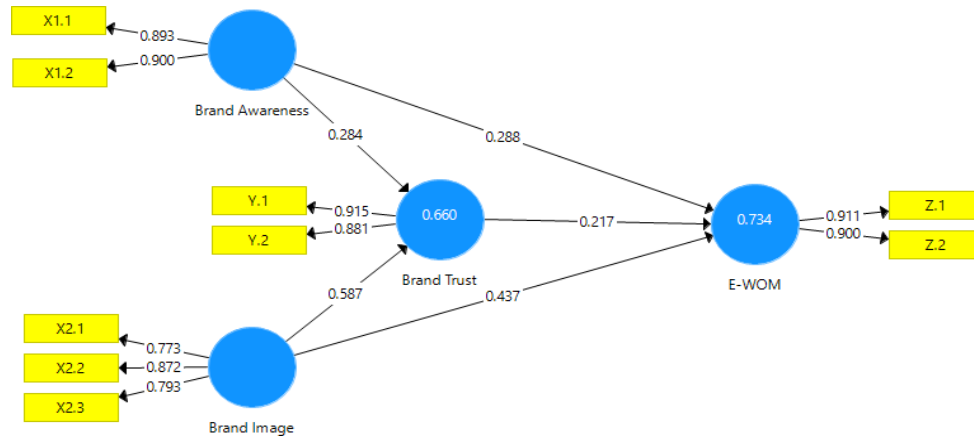


Table 3. Discriminant Validity

Item	Brand Awareness	Brand Image	Brand Trust	E-WOM
X1.1	0,893	0,588	0,590	0,678
X1.2	0,900	0,667	0,657	0,659
X2.1	0,567	0,773	0,620	0,624
X2.2	0,618	0,827	0,656	0,637
X2.3	0,526	0,793	0,641	0,709
Y.1	0,667	0,743	0,915	0,747
Y.2	0,578	0,666	0,881	0,612
Z.1	0,726	0,716	0,742	0,911
Z.2	0,622	0,751	0,633	0,900

Based on Table 3, it can be seen that all indicators in each construct have a higher relationship compared to the results of other loading constructs, so it can be concluded that discriminant validity is good. Reliability testing uses the Composite Reliability (CR) and Alpha-Cronbach method. According to Sekaran, (2003), the research instrument is said to be reliable if the Cronbach Alpha value of > 0.6 . Here are the results of Reliability testing.

Table 4 Reliability Test

Construct	Reliability Composite	Cronbach's Alpha	Result
Brand Awareness	0,891	0,756	Reliable
Brand Image	0,854	0,743	Reliable
Brand Trust	0,893	0,762	Reliable
E-WOM	0,901	0,781	Reliable

Evaluation of Structural Models (Inner Model)

Testing the inner model is the development of a theory-based and theoretical model to analyze the relationship between exogenous and endogenous variables that have been explained in the conceptual framework. This shows the results of the bootstrapping for each variable in the structural model in Figure 3 below.

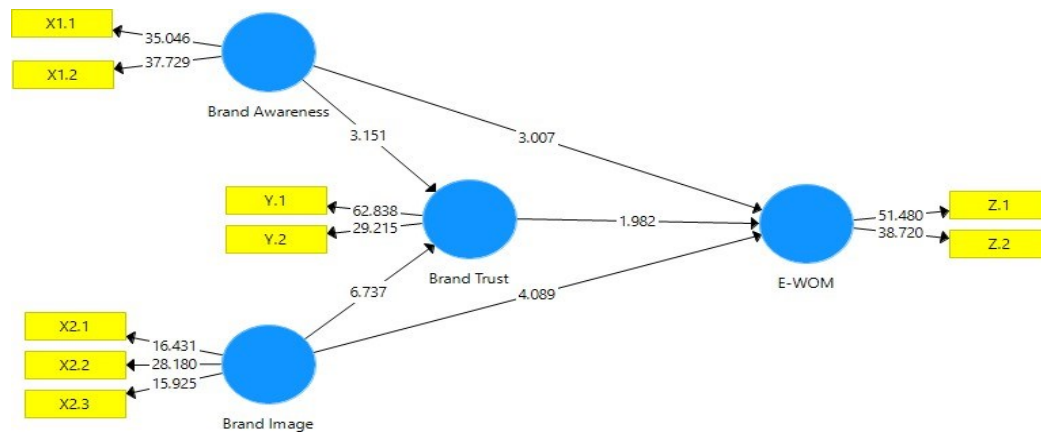


Figure 3. Structural Model Full Bootstrapping

It evaluates the structural model in SEM with Smart PLS by conducting an R-squared test and a test of the significance of the path coefficient estimation.

Table 5
R-Square and Hypothesis Testing

Model	Path	Path Coefficient (Standardized)	T-statistic	P Values	Decision	R-Square
First	BA → BT	0,284	3.151	0,002	H1:Support(+)	0,660
	BI → BT	0,587	6.737	0,000	H2:Support(+)	
Second	BA → EWOM	0,288	3.007	0,003	H3:Support(+)	0,734
	BI → EWOM	0,437	4.089	0,000	H4:Support(+)	

BT□EWOM	0,217	1.982	0,048	H5:Support(+)
---------	-------	-------	-------	---------------

In Table 5, the first model has an R2 value of 0.660. It can be interpreted that the construct variability of brand awareness and brand image of 66% can explain the variability of brand trust. The second model has an R2 of 0.734. This can be interpreted that the construct variability of brand awareness, brand image, and brand trust of 73.4% can explain the variability of E-WOM.

Conclusion

A refund system conducted by AirAsia Indonesia, still acceptable to customers, has the result that there is a significant correlation between Brand Awareness to E-WOM. This is corroborated by the theory according to Tariq; M.; Abbas; T.; Abrar; M.; & Iqbal; A, (2007) where brand awareness has a positive influence on E-WOM. Brand trust has a positive influence on E-WOM (Mohammad Reza 2012), in this study, there is consumer trust in AirAsia that gives a good impression through E-WOM. Brand Image has a positive influence on brand trust Adi Suryanata Lianto,(2015) AirAsia tends to be always good so there is no doubt in using AirAsia airlines, the results of this study are in line with previous research conducted by Semuel and Lianto (2014), also in line with current research where the results of the study show that there is a significant Brand Awareness influence on brand trust, AirAsia users give trust in the refund system conducted by AirAsia during the covid-19 pandemic. Brand image and brand awareness mediated by brand trust have a significant influence on E-WOM and form a positive opinion on the refund service system provided by AirAsia, this shows the same results as previous research conducted by (Cakmak, 2016), brand image has a positive influence on brand trust.

Managerial Implication

In this study, the results obtained from respondents who were passengers from AirAsia felt a lack of company sensitivity to consumer expectations and had a low level of brand awareness, so that AirAsia could use social media platforms to create advertisements and promotions, that Airasia could utilize influencers' services to increase brand awareness. Besides being active on social media, Airasia can also utilize attractive and informative websites so that it can make easier for consumers to find the desired service. Another way to introduce a brand to consumers is by giving promos for price cuts so that the brand can be remembered by consumers who follow this promo and they also help in telling and spreading it to friends, relatives, or family.

Reference

- Abdullah, Alhaddad. 2015. "A Structural Model of The Relationships between Brand Image, Brand Trust and Brand Loyalty." *International Journal of Management Research & Review* 5(3):137–45.
- Adi Suryanata Lianto. 2015. "Pengaruh E-Wom Terhadap Brand Image Dan Brand Trust Dan Dampaknya Terhadap Minat Beli Smartphone Di Surabaya." 1(2):37–49.
- CAKMAK*, Ismail. 2016. "Humanites & Social Sciences." 4(4):183–92. Chevalier, Judith a, and Dina Mayzlin. 2003. "The Effect of Word of Mouth on Sales:" *National Bureau of Economic Research* 40.
- Cooper, Donald R., and &. Pamela S. Schindler. 2006. "Business Research Methods, McGraw-Hill/Irwin New York. , Eleventh Edition." *McGraw Hill* 1–745.
- Cretu, Anca E., and Roderick J. Brodie. 2007. "The Influence of Brand Image and Company Reputation Where Manufacturers Market to Small Firms: A Customer Value Perspective."

Industrial Marketing Management 36(2):230–40.

Delgado-Ballester, Elena, and José Luis Munuera-Alemán. 2005. "Does Brand Trust Matter to Brand Equity?" *Journal of Product and Brand Management* 14(3):187–96.

Diansyah, and Ayu Indah Nurmalasari. 2017. "Pengaruh Pemasaran Internet Dan Electronic Word Of Mouth Terhadap Keputusan Pembelian Dengan Kesadaran Merek Sebagai Variabel Intervening Pada Mahasiswa Universitas 17 Agustus 1945 Jakarta." *Journal of Business Studies* 2(1):84–98.

East, Robert, Kathy Hammond, and Wendy Lomax. 2008. "Measuring the Impact of Positive and Negative Word of Mouth on Brand Purchase Probability." *International Journal of Research in Marketing* 25(3):215–24.

Ermawati, A. 2018. "Pengaruh Brand Image Dan Brand Trust Terhadap Purchase Decision Produk United." *Agora* 6(2):287097.

Godey, Bruno, Aikaterini Manthiou, Daniele Pederzoli, Joonas Rokka, Gaetano Aiello, Raffaele Donvito, and Rahul Singh. 2016. "Social Media Marketing Efforts of Luxury Brands: Influence on Brand Equity and Consumer Behavior." *Journal of Business Research* 69(12):5833–41.

Hair, J. F.; Black, W. C.; Babin, B. J.; & Anderson, R. E. 2013. *Ultivariate Data Analysis, 7th Ed., Pearson - Prentice Hall, Upper Saddle River.*

Hair Jr.; M; Hult; Ringle; Marko; S. 2016. "Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)."

Hennig-Thurau, Thorsten, Kevin P. Gwinner, Gianfranco Walsh, and Dwayne D. Gremler. 2004. "Electronic Word-of-Mouth via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?" *Journal of Interactive Marketing* 18(1):38–52.

Herr, Paul M., Frank R. Kardes, and John Kim. 1991. "Effects of Word-of-Mouth and Product-Attribute Information on Persuasion: An Accessibility- Diagnosticity Perspective." *Journal of Consumer Research* 17(4):454.

Jansen, Bernard J., Mimi Zhang, Kate Sobel, and Abdur Chowdury. 2009. "Twitter Power: Tweets as Electronic Word of Mouth." *Journal of the American*

Society for Information Science and Technology 60(11):2169–88.

Mohammad Reza. 2012. "The Effect Of Electronic Word Of Mouth on Brand Image and Purchase Intention. Marketing Intelligence & Planning."

Mudzakkir, Mohammad Fakhruddin, and Iva Nurdiana Nurfarida. 2015. "The Influence of Brand Awareness on Brand Trust Through Brand Image." *SSRN Electronic Journal* (Keller 1993):609–15.

Park, C. Whan, Deborah J. Macinnis, and Joseph Priester. 2006. "*C. Whan Park Is Joseph A. DeBell Professor of Marketing, Deborah J. MacInnis Is Charles and Ramona I. Hilliard Professor of Marketing, and Joseph Priester Is Assistant Professor of Marketing, All Three at Marshall School of Business, University of Southe." 12(2).

- Pebrianti, Wenny, and Muhammad Awal. 2020. "Digital Marketing, e-WOM, Brand Awareness Dan Keputusan Pembelian Kopi Milenial." 11(1):48–56.
- Rauyruen, Papassapa, and Kenneth E. Miller. 2007. "Relationship Quality as a Predictor of B2B Customer Loyalty." *Journal of Business Research* 60(1):21–31.
- Sandra, Happy, and Joony Oktavian Haryanto. 2010. "Jurnal Manajemen Teori Dan Terapan | Tahun 3, No. 3, Desember 2010 | Happy Sandra Dan Jony Oktavian Haryanto." (3):1–15.
- Sekaran; U. 2003. *Research Methods for Business: A Skill-Building Approach*. John Wiley & Sons; New York.
- Semuel, Hatane, and Suryanata Adi Lianto. 2014. "Analisis Ewom, Brand Image, Brand Trust Dan Minat Beli Produk Di Surabaya." *Jurnal Manajemen Pemasaran* 1(2):47–54.
- Seo, Eun Ju, Jin Woo Park, and Yu Jin Choi. 2020. "The Effect of Social Media Usage Characteristics on E-WOM, Trust, and Brand Equity: Focusing on Users of Airline Social Media." *Sustainability (Switzerland)* 12(4):1–18.
- Shocker, Allan D. *Journal of Marketing Research*, vol. 30, no. 2, 1993, pp. 256–258. JSTOR. 2020. *Journal of Marketing Research*.
- sugiyono. 2014. *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. bandung. Tariq; M.; Abbas; T.; Abrar; M.; & Iqbal; A. 2017. "EWOM and Brand Awareness Impact on Consumer Purchase Intention: Mediating Role of Brand Image. Pakistan Administrative Review."
- Utomo, Ichsan Widi. 2017. "Pengaruh Brand Image, Brand Awareness, Dan Brand Trust Terhadap Brand Loyalty Pelanggan Online Shopping (Studi Kasus Karyawan Di BSI Pemuda)." *Jurnal Komunikasi* VIII (1):80.
- Wang, Xuehua, and Zhilin Yang. 2010. "The Effect of Brand Credibility on Consumers' Brand Purchase Intention in Emerging Economies: The Moderating Role of Brand Awareness and Brand Image." *Journal of Global Marketing* 23(3):177–88.
- www.centerklik.com. 2018. "https://Www.Centerklik.Com/Maskapai- Penerbangan-Pesawat-Terbaik-Indonesia/." Retrieved (https://www.centerklik.com/maskapai-penerbangan-pesawat-terbaik- indonesia/).