

THE ANALYSIS OF THE EFFECT OF HEALTH PROTOCOLS AND CUSTOMER'S TRUST ON PURCHASE INTENTION OF LION AIR PASSENGERS

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Abstract: During this COVID-19 pandemic, most economic sectors have suffered a significant decline. Out of all of them, the airline industry is one of the industries that suffer the most. The travel restriction that has been imposed by the government limits the ability of the airline to perform at maximum capacity. The situation is worsened as presented by the research that shows air travel contributes to the spread of the virus. This news damaged the reputation of air transport, and the customer's trust is lowered. To combat this, the government and the airline implemented health protocols that are intended to prevent the spread of the virus. By implementing this, they hope that they'll regain customer's trust, and the customers will be more willing to use air transport again. The purpose of this study is to find out whether the health protocols and customer's trust have an influence on passenger's purchase intention. The data that is used in this study was collected from 100 Lion Air passengers who have flown during the pandemic. The result of this study shows that health protocols and customer's trust have an influence on passenger's purchase decisions of 42%.

Keywords: Health Protocols, Customer's Trust, Purchase Intention

Introduction (Include Literature Review)

During this COVID-19 pandemic, almost all economic activities have experienced a significant decline. The aviation industry is one of the industries that has felt the worst impact from this pandemic. Travel restrictions imposed by the government to prevent the spread of the COVID-19 virus have caused a significant reduction in the number of passengers.

Travel restrictions have caused the airline's revenue to drop drastically. According to data taken by the United Nations (UN), the number of airplane passengers in 2021 has decreased by 60% compared to last year (United Nations, 2021). Closing flight routes causes airlines to be unable to operate as usual. A research conducted by Swadi *et al.* (2020) in New Zealand shows that air transportation contributes to spreading the COVID-19 virus even though the airline has implemented health protocols and has required every passenger to do a swab test aimed at preventing the spread of the virus and at increasing customer's trust in air transport. If the test is indicated as

positive, the prospective passenger is not allowed to fly; therefore each prospective passenger must bring a certificate of not being exposed to COVID 19 or negative.

In Indonesia, health protocols have been implemented through the Decree of the Minister of Health (HK.01.07/MENKES/382/2020). Passengers are required to provide a certificate that they are free of COVID-19. Even so, the number of airplane passengers have fallen significantly. In addition, the flight is limited by the rule that the maximum number of passengers is only 50 percent of the available seat capacity.

Based on the description above, the objective of this study is to examine the effect of health protocols implementation and customer's trust on the purchase intentions of Lion Air passengers.

Health Protocol

Health protocols are rules and regulations that need to be followed by all parties to carry out their activities safely and properly (Lathifa et al., 2021). The indicators of COVID-19 health protocols are including social distancing, use of masks, and hand hygiene (Lathifa et al., 2021)

Customer's Trust

Mowen & Minor (2002), defined customer's trust as the beliefs that are possessed by consumers and the decisions made by the consumers on an object, its attributes, and its benefits. According to Patrick (2002), customer's trust can be defined as thoughts, feelings, emotions, or behaviors manifested when customers feel that a provider can be relied upon to act in their best interest when they give up direct control. The dimensions of trust developed by McKnight *et al.* (2002) are used as the basis for this study namely:

1. Trusting belief or how far someone is willing to trust another one in a certain situation. Trusting belief is the perception of a consumer to the seller that the seller will benefit the customers. Three elements of trusting beliefs are benevolence, integrity, and competence.
2. Trusting intention or thing that is done on purpose when someone willingly puts his or her trust on others in certain situation. Two

elements of building trusting intention are willingness to depend and subjective probability of depending.

Purchase Intention

Shah *et al.* (2012) defined purchase intention as a kind of decision-making that studies the reason why consumers buy a certain brand. According to Ferdinand (2006), these four intentions can be used as indicators of purchase intention:

1. Transactional intention or purchasing tendency to buy a product
2. Referential intention or interest to recommend a product
3. Preferential intention or interest to pick a certain product as the first option compared to other products
4. Explorative intention or interest to search for information about the product

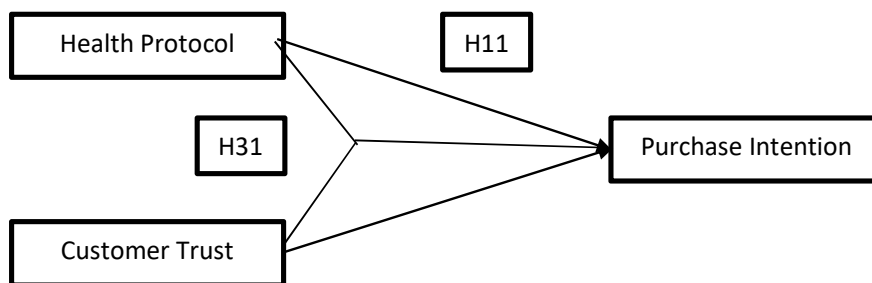


Figure 1. Framework

H₁: It is assumed that the airline's COVID-19 health protocols have an influence on the purchase intention of Lion Air passengers.

H₂: It is assumed that customer's trust has an influence on the purchase intention of Lion Air passengers.

H₃: It is assumed that the COVID-19 health protocols and customer's trust have a simultaneous influence on the purchase intention of Lion Air passengers.

Method

This paper used quantitative data collected from various sources. The primary data source was a questionnaire that was handed out to the people who have flown using Lion Air during the pandemic. The researchers also used secondary data obtained from various journals and books. According to Hair *et al.* (2006) if the number of population is too big, and the number of research samples needed are unknown, the number of research samples have to be at least five times the number of research indicators. Hair *et al.* (2006) also stated that if the research is processed with a multiple regression model, the minimum numbers of samples have to be at least 50 respondents or greater. Therefore, the research samples of this research were 100 people that have flown with Lion Air during the pandemic. The data analysis technique that was used in this paper was the multiple regression model which measured the linear correlation between two or more variables. In this study, the independent variables are health protocols (X_1) and customer's trust (X_2). Purchase intention (Y) serves as the dependent variable of this research. The result of this research is described in the discussion and results section of this paper.

Discussion and Result

4.1. Validity and Reliability

The purpose of validity test is to measure the validity of a questionnaire (Sugiyono, 2016). The validity test is used to determine whether the questionnaire can solve the research questions that are being asked or not. The minimum requirement for a questionnaire to be valid is if the value of r is greater than the r_{table} .

The reliability test is used to measure the consistency of a questionnaire (Ghozali, 2006). The questionnaire is deemed reliable if the answers are consistent or stable. The requirement for the questionnaire to be deemed valid is if the Cronbach Alpha value is greater than 0.60.

Table 1.

No	Variable	Item	r	Cronbach Alpha	r _{table}	Cronbach Alpha Standard	Results	
1	Health Protocols	X1.1	0.830	0.754	0.1638	0.6	Valid	Reliable
		X1.2	0.841		0.1638		Valid	
		X1.3	0.653		0.1638		Valid	
		X1.4	0.536		0.1638		Valid	
		X1.5	0.649		0.1638		Valid	
2	Customer's Trust	X2.1	0.872	0.875	0.1638	0.6	Valid	Reliable
		X2.2	0.855		0.1638		Valid	
		X2.3	0.839		0.1638		Valid	
		X2.4	0.802		0.1638		Valid	
		X2.5	0.727		0.1638		Valid	
3	Purchase Intention	Y1	0.756	0.842	0.1638	0.6	Valid	Reliable
		Y2	0.880		0.1638		Valid	
		Y3	0.876		0.1638		Valid	
		Y4	0.784		0.1638		Valid	

Source: Primary Data Processed 2021

Based on the results of the validity and reliability test, all data obtained from the questionnaire were deemed valid and reliable

4.2. Multiple Linear Regression

Table 2.

Coefficients ^a						
Model				Standardized Coefficients	t	Sig.
				Beta		
1	(Constant)	2.401	1.588		1.512	0.134
	Health_Protocol	0.322	0.071	0.373	4.547	0.000
	Customer_Trust	0.357	0.069	0.421	5.144	0.000
a. Dependent Variable: Purchase_Intention						

Source: Primary Data Processed 2021

Multiple regression analysis was conducted to prove the existence of a correlation between multiple independent variables and one dependent variable. In this study, the independent variables are health protocols and customer's trust while the purchase intention serve as the dependent variable.

Based on the result of the analysis, the coefficient of independent variables are 0.322 for health protocols and 0.357 for customer's trust. Therefore, the equation of the regression is:

$$Y = 2.401 + 0.322X_1 + 0.357X_2$$

From the equation, it can be concluded that:

1. The constant Y value means that the base purchase intention value is 2.401 if the value of X_1 (health protocols) and X_2 (customer's trust) are 0.
2. The health protocol variable has a coefficient of 0.322 units. This shows for every increase of health protocol value by 1 unit, the value of the purchase intention will increase by 0.322 units.
3. The customer's trust variable has a coefficient of 0.357 units. This shows that for every increase of customer's trust value by 1 unit, the value of the purchase intention will increase by 0.357 units.
4. It can be concluded from the equation that customer's trust has larger influence on purchase intention compared to health protocols.

4.3.T-test

To determine the amount of a single independent variable on the dependent variables, a t-test can be used. If the value of t total is larger than the t table, and the significant level is smaller than 0.05, we can conclude that H_0 is rejected and H_a is retained. The result of the t-test can be acquired from the table below:

Table 3.

Coefficients ^a						
Model				Standardized Coefficients	t	Sig.
				Beta		
1	(Constant)	2.401	1.588		1.512	0.134
	Health_Protocol	0.322	0.071	0.373	4.547	0.000
	Customer_Trust	0.357	0.069	0.421	5.144	0.000
a. Dependent Variable: Purchase_Intention						

Source: Primary Data Processed 2021

This study uses 5% as its significant level and degree of freedom of 98. Thus, it makes 1.984 as its t_{table} value. To draw a conclusion, the t_{table} is compared with the t value. The followings are the conclusions from the t test:

1. According to the table, the t value of the health protocol variable (4.547) is larger than the t_{table} (1.984). That means health protocols have a significant influence on purchase intention. We can conclude that the H_1 "It is assumed that the airline's COVID-19 health protocols have an influence on the purchase intention of Lion Air passengers" can be retained
2. In the table, the t value of the customer's trust variable (5.144) is larger than the t_{table} (1.984). That means customer's trust has a significant influence on purchase intention. We can conclude that the H_2 "It is assumed that customer's trust has an influence on the purchase intention of Lion Air passengers." can be retained

4.4.F-test

To determine the amount of influence of the independent variables on the dependent variable simultaneously, the F-test can be used. In this test, the H_3 will be retained if the value of F is higher than the value of F_{table} , and the significant level is lower than 0.05. The value of F_{table} with the significant level of 5% can be obtained by comparing the total number of samples (100) and the total number of the independent variables (2). By this point, we can find that the value of F_{table} is 3.09.

Table 4.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	296.135	2	148.067	35.183	.000 ^b
	Residual	408.225	97	4.209		
	Total	704.360	99			
a. Dependent Variable: Purchase_Intention						
b. Predictors: (Constant), Customer_Trust, Health_Protocol						

Source: Primary Data Processed 2021

After that, the F value is compared to the F_{table} value. We can conclude that since the F value is higher than F_{table} , and a significant level is lower than 0.05, it means that H_3 "it is assumed that the COVID-19 health protocols and customer's trust have a simultaneous influence on the

purchase intention of Lion Air passengers” can be retained.

4.5.Determinant Coefficient (R^2)

The determinant coefficient analysis was conducted to find out how much the percentage of the influence of the independent variables on the dependent variable. The following table can be used to determine the coefficient of the determinant:

Table 4.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.648 ^a	0.420	0.408	2.051
a. Predictors: (Constant), Customer_Trust, Health_Protocol				

Source: Primary Data Processed 2021

As shown in the table, the determinant coefficient is 0.420. Then, it can be concluded that the percentage of the influence of health protocols and customer's trust on purchase intention is 42%. The remaining 58% is influenced by other factors outside this study.

Conclusion

Based on the results that have been shown in this study, the conclusions that can be drawn are as follows:

1. During this pandemic, the implementation of health protocols by the airlines has an influence on passenger purchase intention. The passengers do not only prioritize comfort but also safety.
2. Customer's trust toward airline's performance has an influence on passenger purchase intention. This is related to the services provided by the airline that exceed passenger expectations as the basis for trust from passengers to reuse Lion Air airline services.
3. The implementation of health protocols and customer's trust simultaneously have an influence on passenger purchase intention. During this pandemic, passengers will expect the implementation of health protocols to ensure safety. The fulfillment of that expectation will build customer's trust and then influence the passenger purchase

intention.

Further research needs to be done by examining different variables that may influence purchase intention and/or with a different set of respondents.

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