

THE IMPACT NEGATIVE WORD OF MOUTH FROM NEGATIVE ARTICLE : STUDY CASE LION AIR

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Abstract: This research was conducted to discuss the influence of negative reviews and news or Negative Word Of Mouth from Lion Air airlines on Brand Image mediated by Customer Trust. Some customers give negative reviews about Lion Air on social media and online articles and disseminate negative news related to complaints from Lion Air airlines. The variables used in this study are Negative Word Of Mouth, Brand Image, and Customer Trust. In this study, 150 respondents distributed questionnaires to Lion Air passengers from 2019 to 2021. The data of this study were analyzed using SEM PLS. This study proves a significant relationship between NWOM to Customer Trust and Brand Image to Customer Trust. However, there is evidence that the relationship between NWOM to Brand Image is insignificant in this study. In addition, there are also no significant results that NWOM influences brand image mediated by Customer Trust.

Keywords: *Negative Word of Mouth, Brand Image, Customer Trust*

Introduction

In this era, people are facilitated to know information and news through internet technology. The advancement of internet technology will enable the dissemination of news and information about phenomena that occur, either positive or negative phenomena, so that many people who upload their experiences about a product or service they use to recommend the product and service or vice versa is asking other customers to be careful in choosing products and services, especially in air transportation companies. Internet technology in the current era is utilized as a marketing platform by air transportation companies. One of its marketing strategies is Word of Mouth (WOM) that can run effectively to attract more customers.

WOM has a significant impact on consumer behavior. WOM can influence customer selection of new brands and brand choices with other

categories (East et al., 2008). WOM is a marketing strategy that relies on consumer recommendations and reviews towards a product or service, personally and in groups, especially air transportation companies. Not all consumers will give a positive assessment of products or services. Consumers can tell their dissatisfaction with goods or services compared to satisfaction. Hence, marketers need to pay attention to negative word of mouth that will ultimately affect the company's image (Nuryulia-Praswati, 2009). Meanwhile, Negative Word of Mouth (NWOM) can be defined as the consumer's response to dissatisfaction with a product or service (Richins, 1984). According to Hoyer & Macinnis (2010), customers who are not satisfied with the quality of their products or services will be more motivated to convey it to others to provide frustration.

In Indonesia, there are several airlines, one of which is Lion Air. The number of Lion Air flight routes every day has some complaints about Lion Air airlines that cause negative news. Table 1 shows Lion Air's negative news data from several online media from 2019-2021

Table 1

Source	Date	Article Title
Kompas.com https://money.kompas.com	5 May 2019	Dituding Tinggalkan Kargo Jenazah, Ini Klarifikasi Lion Air
Kompas.com https://money.kompas.com	3 June 2019	Viral Penumpang Merasa 'Dikibuli' Lion Air saat Mudik, Ini Kronologinya
CNCB Indonesia https://www.cnbcindonesia.com	20 April 2020	Curhat Penumpang Pesawat: Batal Terbang, Uang Pun 'Nyangkut'
Detiktravel https://travel.detik.com	9 July 2020	Lion Air Tak Terapkan Jaga Jarak Saat Corona, Ini Alasannya
Mediakonsumen.com https://mediakonsumen.com	16 June 2021	Lion Air, Mohon Jangan Reschedule Sesuka Hati!
Wowkeren.com https://www.wowkeren.com	26 June 2021	2 Penumpang Positif Covid-19 dan Diduga Bawa Surat Swab Palsu, Lion Air Buka Suara

Customer reviews that are not satisfied with Lion Air's airline services will trigger a negative word of mouth that impacts the brand image of Lion Air. The presence of negative news and reviews will also affect customer

confidence in choosing an airline. Therefore, the purpose of this research was to test the influence of NWOM on Brand Image mediated by customer trust.

Literatur review and Hypothesis

Negative Word Of Mouth

NWOM can be defined as a consumer's response to dissatisfaction with a product or service (Richins, 1984). According to Hoyer & Macinnis (2010), customers who are not satisfied with the quality of their products or services will be more motivated to convey it to others to provide frustration. The management of the airline company should pay attention to the circumstances in which negative WOM becomes a customer discussion because customers who are dissatisfied with service and quality of flight services will spread NWOM to the public. According to Arndt (1967) and Bone (1995), NWOM has a powerful influence, so the management of airlines should increase their marketing efforts to sink NWOM.

Brand Image

According to Cretu & Brodie, (2007) brand image is defined as an essential determinant in customer habits in choosing a product or service. Brand image is a group of brands in the customer's memory of their preferred brand (Wang & Yang, 2010). According to Utomo (2017), brand image has a relationship with confidence towards a brand. Consumers will tend to make purchases to a company that has a positive brand image.

Customer Trust

Trust has the meaning as one of the beliefs influenced by the credibility and consistency of something believed in providing that product or service (Gefen, 2003). Consumer confidence played an essential role in restoring the company's brand affected by negative news and talks. Research conducted by Salsabila et al. (2019) each airline brand has its individuality that allows customers to trust an airline brand. While research conducted by

Saleem et al. (2017) shows that customers with a sense of security will be confident to use an airline company brand if the company can be trusted.

NWOM towards Customer Trust

In Chiosa & Anastasiei, (2017) research which studied the perceived value of respondents from positive word of mouth and negative word of mouth reviews, the positive word of mouth value would be lower if there were NWOM reviews. Therefore, if customers find NWOM reviews, customer trust will tend to decrease. The hypotheses used in this study are:

H1: NWOM effect on Customer Trust.

Brand Image toward Customer Trust

Lin and Lu research (2010) mentioned the company's image of influence on Customer Trust. A positive Brand Image in a brand will be more likely to attract consumers who will purchase. The research theory of Chaudhuri and Holbrook (2001), explains that consumers tend to buy brands they already trust (trustworthy consumers) to have trust in a brand. The hypotheses used in this study are:

H2: Brand Image affects Customer Trust

NWOM towards Brand Image

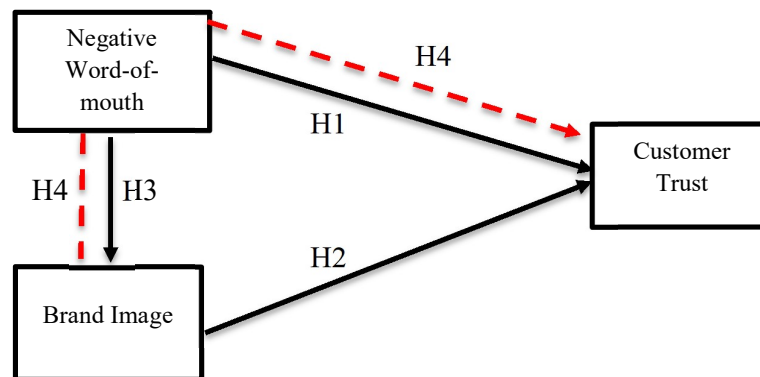
In Thomas et al.'s research (2012), which considers the leading role in social media in our lives, people have found an easy way to spread negative word-of-mouth in the presence of negative messages that can damage the company's Brand Image. This occurs because this medium allows less control over the news that can be deployed.

The hypotheses used in this study are:

H3: Negatif Word-of-mouth does not affect Brand Image

H4: Negative word of mouth does not affect to Brand image mediated by Customer Trust Framework

Figure 1. Conceptual Framework



Methods

Quantitative method used in this research by disseminating indicator questionnaires through google form to passengers of lion air. Validity, reliability, and regression tests using SEM PLS. As theory by Hair; J. F.; Black; W. C.; Babin; B. J.; & R. E, (2013) said that define the number of samples must pass at least five times the number of constructs or parameters used in the study. According to Hair et al. (2016), it would be better to reach the number of 5 – 10 times the number of model coefficients to be estimated. In this study, there are 15 indicators of statements and multiplied by ten then the number of respondents needed as many as 150 respondents. The Likert scale is used as a measurement method divided into five categories, namely 1 = Strongly Disagree; 2 = Disagree, 3 = Neutral; 4 = Agree, and 5 = Strongly Agree (Cooper &Schindler, 2006)

Table 2. Indikator

Construct		Indicator Quistionnaire
NWOM (Bougie et al. 2003)	X.1	I will comment on my relatives after using the flight services of Lion Air.
	X.2	I will write a comment online on social media after using Lion Air's airline services.
	X.3	I will discuss the article about negative news from Lion Air airlines to relatives who want to travel using Lion Air.
	X.4	I would think to use Lion Air after reading the negative news from Lion Air Airlines.
Brand Image (Kim & Chao, 2019), (Aake,1997)	Y.1	Lion Air is a well-known airline in Indonesia.
	Y.2	I am pretty familiar with the Lion Air brand.
	Y.3	Lion Air will be my first choice.
	Y.4	I have a good impression of Lion Air.
	Y.5	Lion Air's lion-shaped and red logo made me immediately remembered Lion Air.
	Y.6	Lion Air has a strong brand image despite the negative news.
Customer Trust (Ball et al. 2006)	Z.1	Lion Air can be relied upon for its service.
	Z.2	Lion Air puts passenger safety first.
	Z.3	Lion Air is very responsive in responding to customer complaints.
	Z.4	Lion Air is very consistent in providing services to passengers.
	Z.5	Lion Air is very transparent in providing information related to passenger complaints.

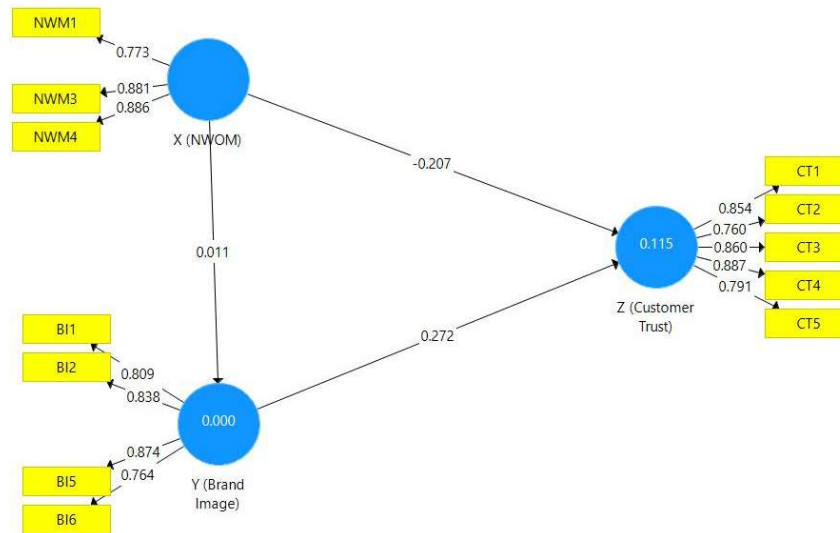
Result and Discussion*Table 3. Convergent Validity and Average Variance Extracted (AVE)*

Construct	Item	Outer Loading	Mean	AVE	Results
NWOM	X.1	0.773	3.767	0.72	Valid
	X.3	0.881	3.567		
	X.4	0.886	3.667		
Brand Image	Y.1	0.809	4.093	0.676	Valid
	Y.2	0.838	4.007		
	Y.5	0.874	4.093		
	Y.6	0.764	3.667		
Customer Trust	Z.1	0.854	3.3	0.692	Valid
	Z.2	0.76	3.567		
	Z.3	0.86	3.167		
	Z.4	0.887	3.26		
	Z.5	0.791	3.167		

To test the convergent validity used loading factor value > 0.7 (Eberl, 2010). From table 3 above, there are several indicators of research variables that have a value of < 0.7 , 1 indicator of the variable NWOM, and two indicators of the variable Brand Image, while 12 other indicators show the value of outer loading $>$ than at 0.7 so that it is declared valid for use in this study and can continue the next stage of analysis.

According to Hair Jr.; M, Hult; rings; Marko (2016), AVE will be declared valid if $>$ from 0.50. In table 4, it can be seen that all AVE values are above 0.50. Then it can be concluded that the indicators of each variable used in this study have good validity.

Figure 2. PLS Algorithm



Tabel 4. Discriminant Validity

Item	NWOM	Brand Image	Customer Trust
X1.1	0.773	0.063	-0.086
X1.3	0.881	-0.035	-0.174
X1.4	0.886	0.023	-0.215
Y.1	0.074	0.809	0.169
Y.2	0.067	0.838	0.127
Y.5	-0.045	0.874	0.288
Y.6	-0.003	0.764	0.232
Z.1	-0.202	0.233	0.854
Z.2	-0.106	0.228	0.76
Z.3	-0.204	0.277	0.86
Z.4	-0.189	0.212	0.887

The numbers in bold indicate the correlation value between constructs is greater than the correlation value between constructs and other constructs. It can be concluded that the construct or latent variable already has a good Discriminant Validity.

Table 5. Reliability Test

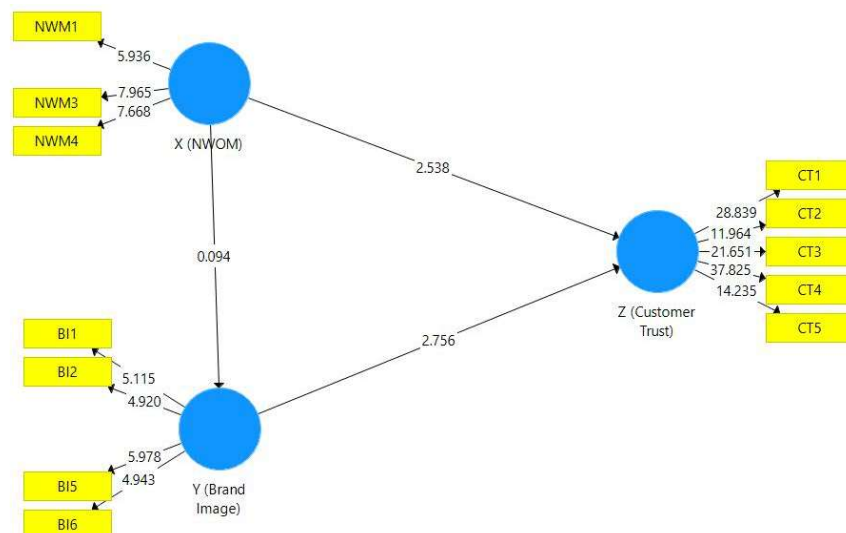
Construct	Reliability Composite	Cronbach's Alpha	Result
<i>NWOM</i>	0.885	0.818	Reliable
<i>Brand Image</i>	0.893	0.845	Reliable
<i>Customer Trust</i>	0.918	0.89	Reliable

Based on table 5 above that the results of reliability tests show reliable results. According to Sekaran, 2003 research value can be reliable if the value of Cronbach Alpha is > 0.6 . This research was conducted using Composite Reliability (CR) method.

Evaluation of Structural Models (Inner Model)

Internal model testing can be defined as the development of theoretical and theoretical models in analyzing the relationship between exogenous and endogenous variables that have been interpreted in conceptual terms.

The figure below has shown the results of bootstrapping on each variable in the structural model.

Figure 3. Structural Model Full Bootstrapping

The above evaluation uses a sem structural model with Smart PLS on the R-Squared test and Significant Test with coefficient path.

Table 6. R-Square and Hypothesis Testing

Hypothesis	Path Coefficient	T-Statistic	P Values	Decision	R Square
NWOM -> CT	-0.207	2.538	0.011	H1: Support (+)	0.115
BI -> CT	0.272	2.756	0.006	H2: Support (+)	0.115
NWOM -> BI	0.011	0.094	0.925	H3 : Unsupport (-)	0
NWOM -> BI -> CT	0.003	0.087	0.93	H4: Unsupported (-)	0.115

From table 6 above can be interpreted that H1 NWOM against Customer Trust supported evidenced by the value of P Values < 0.05, H2 Brand Image against Customer Trust supported evidenced by the weight of P Values < 0.05, H3 NWOM against Brand Image Is not supported because P Values > 0.05 and H4 NWOM against Brand Image and Customer Trust are not endorsed because P Values > 0.05.

Conclusion

Negative news about Lion Air in news articles can strengthen negative word of mouth that affects customer trust. Therefore, negative word of mouth reviews about a product or service can lower the level of customer trust that is strengthened by the results of this study where the customer will comment to relatives on the perceived experience so that it will be considered by prospective customers of Lion Air to use the airline. While the brand image affects customer trust, Lion Air is one of the major airlines in Indonesia known by the public. Following the theory in Lin and Lu research (2010), its distinctive red lion logo mentions that its image influences customer trust.

In this study, NWOM did not affect Brand Image. This is in contrast to research conducted by Thomas et al. (2012), which considers the leading

role of social media in our lives. People have found an easy way to spread negative word-of-mouth in negative messages that can damage the company's Brand Image. The lack of desire from customers to express a negative word of mouth about the services provided by Lion Air because there is an ITE Law where there needs to be evidence and facts to strengthen discussions and statements about NWOM. Customer criteria in choosing an airline do not depend on negative news. Customers can freely choose an airline based on the price, frequency of routes, and airline services.

For further research, it is recommended to add variables with variable influences of price, frequency of routes, and services to obtain research that can improve this research.

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