THE EFFECT OF CUSTOMER TRUST, BRAND IMAGE, AND SERVICE QUALITY
ON CUSTOMER LOYALTY OF AIRLINES E-TICKET SERVICE
(A STUDY ON TRAVELOKA)

EFEK DARI KEPERCAYAAN PELANGGAN, CITRA MEREK, DAN KUALITAS LAYANAN
TERHADAP KESETIAAN PELANGGAN DARI LAYANAN E-TIKET MASKAPAI PENERBANGAN
(STUDI TERHADAP TRAVELOKA)

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Abstract: The development of information technology has now entered the digital era where all forms of information can be accessed so quickly and easily through the mobile. Therefore the people requires a good media that can provide enough information to perform the selection against different types of airlines offer to be used as a tool to support decision making on buying airlines e-tickets,The aims of this study are to analyze the effect of customer trust, brand image and service quality on customer loyalty of Traveloka. This research is causal type of research which uses primary data obtained through questionnaires and uses multiple regression analysis. The population observed is people in Manado who have experiences with Traveloka, The sample size is 100 respondents.The result of this study shows that customer trust has partially affected on customer loyalty, brand image has not partially affected on customer loyalty and service quality has partially affected on customer loyalty. Traveloka should have a good quality based on customer perception not only focus on building their brand image as a site booking number one because it has no significant effect to customer loyalty.

Keywords: customer trust, brand image, service quality

Abstrak: Perkembangan teknologi informasi sekarang telah memasuki era digital dimana segala bentuk informasi dapat diakses dengan cepat dan mudah melalui ponsel. Oleh karena itu orang-orang membutuhkan media yang baik yang dapat memberikan informasi yang cukup untuk melakukan seleksi terhadap berbagai jenis penawaran maskapai penerbanganuntuk digunakan sebagai alat yang mendukung pengambilan keputusan pembeliaan e-Tiket pesawat terbang, penelitian ini bertujuan untuk menganalisis efek kepercayaan pelanggan, citra merek dan kualitas layanan pada loyalitas pelanggan dari Traveloka. Penelitian ini kausal jenis penelitian yang menggunakan data primer yang diperoleh melalui kuisioner dan menggunakan analisis regresi. Populasi mengamati warga Manado yang punya pengalaman dengan Traveloka, ukuran sampel responden 100. Hasil studi ini menunjukkan bahwa kepercayaan pelanggan sebagian telah mempengaruhi pada loyalitas pelanggan, citra merek tidak memiliki sebagian terpengaruh pada loyalitas pelanggan dan kualitas layanan sebagian telah mempengaruhi pada loyalitas pelanggan. Traveloka harus memiliki kualitas yang baik berdasarkan persepsi pelanggan tidak hanya fokus pada membangun citra merek mereka sebagai nomor satu situs terakhir karena itu tidak berpengaruh signifikan untuk loyalitas pelanggan.

Kata Kunci: kepercayaan pelanggan, citra merek, kualitas pelayanan

INTRODUCTION

In era of modernization at this time, airlines industry greatly increased it can be seen from the growing rate of domestic and international airlines which have appear up making competition increasingly competitive. The development of the aviation industry which is supported by the development of technology, it will influence on the behavior of customers who want to get information quickly and accurately. The excess is to be one of the factors driving the development of the internet throughout the world. Today the internet became the primacy for the businessmen in an attempt to win business competition.

The development of information technology has now entered the digital era where all forms of information can be accessed so quickly and easily through the mobile the utilization of information technology lead to the new habits in all aspects of life in the business world. The airline industry that supported by industry information technology highly provides many benefits for modern society nowadays use of the aircraft is no longer a luxury but has become the primary needs. In the past people who want to buy tickets the aircraft have to buy it through a travel agent or go directly to the airport and it is felt less efficiently done at present already is the progress of technology.

One of the largest online ticket sale company in Indonesia namely the site is Traveloka in recent years, is an internet company that provides services booking ticket online, pioneered starting to March 2012, begin from the difficulty of searching for airline tickets that are in accordance with the wishes. Traveloka is a site search plane tickets from different air carriers is the cheapest, fastest, and most complete. Prices shown on the website Traveloka have been processed from network sources. A company that provides market analysis data confirmation that Traveloka is ranked first for search services and booking plane tickets, outside each airline's official website *startuprangking.com* Traveloka ranks first with a score of 84.224 SR acquire the score at SR 81.400 and 65.981 web via SR social.Traveloka also ranked fifth for Srank regional categories and ratings to 210 for the global Srank,

Traveloka aims for all elements, begin from business people, tourists, leisure traveler, young people who are looking for a special discount can be easily for travelling. Traveloka exists to meet the needs of the community will be informed about the ticket price and to buy tickets online from a variety of airlines which consumers already do not need to check the price of a ticket from the airline through a travel agent, contact the airline's customer service directly, or open on the site of the respective airline because the public expects everything could be more easily and practically, the appearance of Traveloka that recommends the cheapest ticket prices airline ticket sales agent compared to its competitors

Research Problems

Based on the research background, this research conducts the research problem as follows:
1. Do Trust, brand image, service quality have a significant simultaneous effect in customer loyalty on e-tickets service?
2. Does customer trust have a significant partial effect on customer loyalty in airlines e-ticket service?
3. Does brand image have a significant partial effect on customer loyalty in airlines e-ticket service?
4. Does service quality have a significant partial effect on customer loyalty in airlines e-ticket service?

Research Objectives

The purpose of this research is to analyze the effect of Customer Trust, Brand Image and Service Quality on Customer Loyalty using Multiple Regression Analysis.

THEORITICAL FRAMEWORK

Marketing

McDaniel, Lamb, and Hair (2011) argue that marketing is activity, set of institutions, and procesess for creating, comunicating, delivering , and exchanging offerings that have value for custumers, clients, partners, and society at large. They said marketing involves more than jus activities performed by a group of people in defined area or dapartement. According Kotler and Keller (2012) Marketing is about identifying and meeting human and

social needs. Marketing is the one of the key to be success, because there are many theories that make the business growing and get the goal.

Trust

Chiris Halliburton and Adina Poenaru (2011) said," Trust is built both from rational and emotional bonds. Rational trust refers to the "customer's willingness to rely on a service provider's competence and reliability". Emotional trust is a confidence that arises from the customer's "feelings generated by the level of care and concern the partner demonstrates. Dimension of trust rational is knowledge, competence, ability, integrity, realibility, predictability, credibility, deperdability and dimension of trust emotion is empathy, feelings of security and perceived strength, personal experience, beliefs, benevolence, altruism.

Service

Services are increasingly becoming a larger portion of many organizations' regionally, nationally, and globally and are considered as a tool for revenue streams. Today's knowledge intensive services businesses require reliable methods of measurement, assessment, and improvement (Spohrer & Maglio, 2008). " According to Kottler (2003:2014) "Service is simply defined as deeds, processes, and performances. In brand definition, service are all economic activities whose input is not a physical product or construction generally consumed at the same time it is product, and provides added value in forms (such as convenience, amusement, timeliness, comfort, and health) that are essentially intangible concerns of its purchaser. And service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or not be tied to a physical product.

Service Quality

According to Gronroos (2004) stated service quality to exist after the comparison between customers' beforehand expectations and afterwards perceptions customer always have some degree of expectations as well as perception before and after receiving service. There is a perceptual gap between the comparisons of two data, named total perceived quality. If expectation meet perception, the value of total perceived quality I high and vice versa.

Brand

According to Kotler et al. (2011) "Brand is a name, term, sign, symbol, or design, or a combination of these, that identifies the maker or seller of a product or service. Consumers view a brand as an important part of a product, and branding can add value to a product. Brand is linked to perceived quality by customer, this is a realization which shows total quality and is not based on customer's knowledge about detailed characteristics (Rahimi Helleri, 2009). Brand has become so important that maybe nowadays, finding a product without brand is almost impossible. Brand can help customer by giving information about the quality of product; a customer who always buys a product with a certain brands knows well that these products will have characteristics, advantages, and specific qualities

Brand Image

Keller (1993; 1998) defined brand image as "perceptions about a brand as reflected by the brand associations held in consumer memory". Accordingly, brand image does not exist in the features, technology or the actual product itself, but rather it is something brought out by advertisements, promotions or users. Brand image is often used as an extrinsic cue when consumers are evaluating a product before purchasing (Zeithaml, 1988; Richardson, Dick and Jain, 1994).Brand image representing both rational and emotional evaluations in consumer minds will lead to brand perceptions, ultimately influencing decisions to buy or not to buy. Following

this logic, the brand-related facts once planned and implemented will deviate from what consumers recall and how they value the brand depending on differences in their perception (Erdil and Uzun, 2010, 93).

Customer Loyalty

According to Bloemer & Kasper (1995), loyalty is interpreted as true loyalty rather than repeat purchasing behavior, which is the actual re-buying of a brand, regardless of commitment. Zeithaml et al. (1996) states loyalty is a multi-dimensional construct and includes both positive and negative responses. However, a loyal customer may not necessarily be a satisfied customer. A loyal and contented customer base helps to increase the organizations" relative bargaining power regarding suppliers, partners and channels

Previous Research

Ren-Fang Chao (2015) The result show that in the relationship between service quality, customer satisfaction, and customer loyalty, service quality does not have a positive influence on customer loyalty. Instead, this relationship is mediated by customersatisfaction, Hareth Alshamayleh (2015) The results showed thattrust, price fairness, and convenience have a positive direct effect on customers' satisfaction and an indirect effect(through satisfaction) on customers' loyalty, while the privacy and payment methods have no direct effect on satisfaction or indirect effect (through satisfaction) on loyalty.Erwin Syahfudin, Endang Ruswanti 2015 This study implied that improving service quality was the most important issue for banking service, especially.tangibles, reliability, responsiveness, assurance, and empathy of employees to be of the highest quality. L. Bricci, A. Fragata, and J. Antunes (2016)The results showedthat trust has a positive and direct effect on commitment, alsotrust has a positive and direct effect on satisfaction,commitment has a positive and direct effect on loyalty andsatisfaction has a positive and direct effect on loyalty. Nur Hayati (2011)The results showed that the best model is a Theoretical Model 2.In model 2 customer trust was described as an antecedent to affect customer loyalty as compared with a Theoretical Model 1 with customer satisfaction as an antecedent. The model shows a significant relationship of trust with satisfaction and customer loyalty.
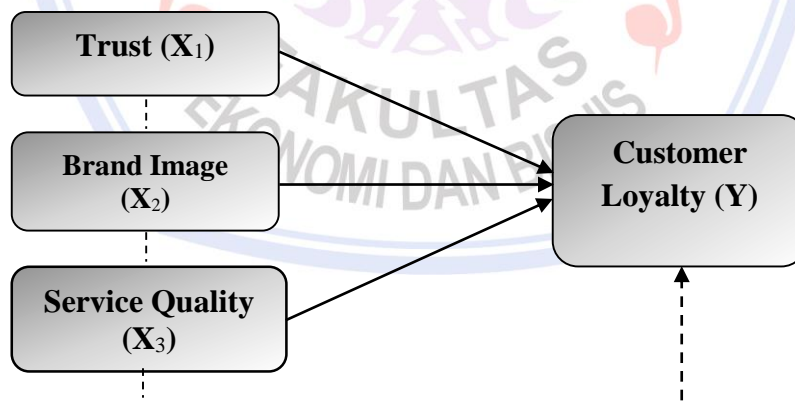
Conceptual Framework

Figure 1. Conceptual Framework
Source: Data Processed, 2017

Research Hypotheses

The hypotheses of this research are:

H_0 :   Customer Trust, Brand Image, and Service Quality have no significant effects on Customer Loyalty of Traveloka e-ticket.

H1 : Customer trust, brand image, and service qualitysimultaneously affect on consumer loyalty in Traveloka airlines e-ticket service.

H2 : Customer trust partially affect on consumer loyalty in Traveloka airlines e-ticket service.

H3 : Brand image partially affect on consumer loyalty in Traveloka airlines e-ticket service.

H4 : Service quality partially affect on consumer loyalty in Traveloka airlines e-ticket service.

RESEARCH METHODOLOGY

Type of Research

This research type uses quantitative type of research or quantitative method based on Sugiyono (2013) defined as research method based on positivism paradigm that used to investigate spesific population or samples.

Place and Time of Research

This research will be conducted in Manado. The time of research started from June 2016.

Population and Sample

Sugiyono (2008:115) defined that population is the generalization region consisting of the objects/subjects that have certain qualities and characteristics. Set by researchers to learn and then drawn a conclusions. The populations of this research are all customer of Traveloka in Manado, North Sulawesi. Sugiyono (2008:116) defined that sample is a part of the number and characteristics owned by the population". If the population is too large and it is impossible to learn the entire population, the research can use the sample that taken from population. Because there is so much user counterfeit of Adidas Sport Shoes, this research uses the Convenience Sampling method to get efficient sampling. This sample method was applied in this research regarding to obtain information quickly and efficiently and the total sample is 100 respondents.

Data Collection Method

Data collection technique used in this study is questionnaire. Measurement scale used is the Likert Scale.

Data Analysis Method Validity and Reliability Test

Reliability is a test of how consistently a measuring instrument measures whatever concept is measuring. Validity is a test of how well an instrument that is develop measures the particular concept it is intended to measure.

Multiple Linear Regression Analyis

Multiple linear regression analysis regress where the dependent variable (Y) relates to more than a variable. Analysis regression is used to find a dependency of grades from one variable to another variable or more. The shape of the regression equation is as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

Description:

Y	: Customer Loyalty
A	: Constant
β_1, β_2, β_3	: The regression coefficient of each variable
X_1	: Customer Trust
X_2	: Brand Image
X_3	: Service Quality
e	: error

Operational Definition and Research Measurement

Variable X_1: Customer Trust

Can be attributed to relationships between people. It can be demonstrated that humans have a natural disposition to trust and to judge trustworthiness that can be traced with Traveloka airlines e-ticket service.

Variable X_2: Brand image

In the consumers' mind of Traveloka brand'stotal personality real and imaginary qualities and shortcomings. Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticted through the consumers' direct experience. See also company image.

Variable X_3: Service quality

Measures how well a service is delivered by Traveloka compared to customer expectations. Businesses that meet or exceed expectations are considered to have high service quality.

Variable Y: Customer loyalty

Loyalty may be defined as a customer's intention or predisposition to purchase from the same organization again, resulting from the conviction that the value received from one seller is greater than the value available from other alternatives

RESULT AND DISCUSSION

Result

Validity and Reliability Test

Validity Test

The purpose of validity test is to know whether the instrument is valid or not. If the values are above minimum level of 0.197 and below the significant level of 5% therefore the instrument is considered as valid.

Table 1. Result of Validity Test

Correlations

		Customer Trust	Brand Image	Service Quality	Customer Loyalty	Total
Customer Trust	Pearson Correlation	1	,230*	,376**	,389**	,734**
	Sig. (2-tailed)		,021	,000	,000	,000
	N	100	100	100	100	100
Brand Image	Pearson Correlation	,230*	1	,401**	,166	,629**
	Sig. (2-tailed)	,021		,000	,098	,000
	N	100	100	100	100	100
Service Quality	Pearson Correlation	,376**	,401**	1	,354**	,725**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
Customer Loyalty	Pearson Correlation	,389**	,166	,354**	1	,706**
	Sig. (2-tailed)	,000	,098	,000		,000
	N	100	100	100	100	100
Total	Pearson Correlation	,734**	,629**	,725**	,706**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

Source: SPSS Output, 2017.

Table 1 shows all the values of each indicator are greater than 0.197. Since the entire correlations index are greater than 0.197, therefore all the indicators are valid.

Reliability Test

Reliability test is used Alpha Cronbach. If the Cornbach's Alpha is more than 0.6 the data is acceptable and reliable.

Table 2. Result of Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.643	4

Source: SPSS output 2017.

Table 2 shows that Alpha Cronbach is 0.643 which is above the acceptance limit of 0.4; therefore the research instrument is reliable.

Multiple Linear Regression Analysis

Table 3. Result of Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,724	1,581		2,355	,021		
	Customer Trust	,299	,099	,298	3,014	,003	,852	1,173
	Brand Image	,016	,109	,015	,146	,884	,834	1,198
	Service Quality	,184	,082	,236	2,248	,027	,756	1,323

a. Dependent Variable: Customer Loyalty
   Source: SPSS Output, 2017.

From the result in the Table 3, the model defined as:

$$Y = 3.724 + 0.299 X1 + 0.16 X2 + 0.184 + e$$

Where:
Y   : Customer Loyalty
X_1 : Customer Trust
X_2 : Brand Image
X_3 : Service Quality
e   : error

Multiple Regression Coefficient of Correlation (R) and Coefficient of Determination (R²)

Table 4. Result of Coefficient Correlation R and R²

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,449[a]	,202	,177	1,383	2,065

a. Predictors: (Constant), Service Quality, Customer Trust, Brand Image

b. Dependent Variable: Customer Loyalty

Source: SPSS Output, 2017.

The interpretation of coefficient correlation (R) that shown on table 4.4 means there is significant relationship between the two independent variables with dependent variable. The value of R is 0.449 proves that the relationship among variable independents and dependent is substantial positive association. The coefficient of determination (R2) measures how far the ability of a model in explaining variation of dependent variable. The value of R2 is 0.202, it means that the linear relationship in this model is able to explain the Consumer Loyalty (Y) for 20.2%. And the rest 79.8% are caused by other factors not discussed in this research.
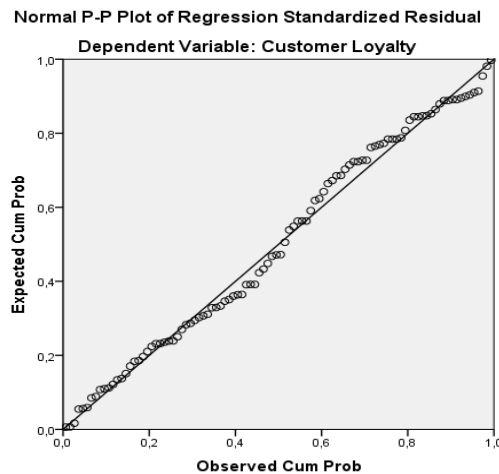
Classical Assumption Test
Normality Test

Figure 1. Result of Normality Test
Source: SPSS Output, 2017.

The figure 1 above shows that the data that represented by the dots are spreading near the diagonal line and follow the direction of diagonal line. Therefore the model has passed the normality test.

Multicollinearity Test
Table 5. Result of Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1_Customer_Trust	.852	1.173
	X2_Brand_Image	.834	1.198
	X3_Service_Quality	.756	1.323

a. Dependent Variable: Y_Customer_Loyalty
Source: SPSS Output, 2017.

Table 5 shows that the tolerance value of customer trust is 0.852, brand image is 0.834 and service quality is 0.756 meaning that the tolerance value of each variable is more than 0.1. The VIF value of customer trust is 1.173, brand image is 1.198 and service quality is 1.323 meaning that the VIF value of each variable is less than 10. Since all the tolerance values are more than 0.1 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.
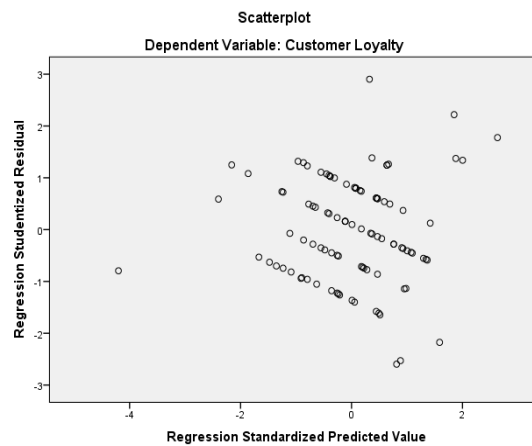
Heteroscedasticity Test

Figure 2. Result of Heteroscedasticity Test
Source: SPSS Output, 2017.

Figure 2 shows that the pattern of the dots is spreading and does not create a clear pattern. The dots are spreading above and below 0 (zero) in the Y axis. It proves that the model is free from heteroscedasticity.

Autocorrelation Test
Table 6. Result of Autocorrelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,449[a]	,202	,177	1,383	2,065

a. Predictors: (Constant), Service Quality, Customer Trust, Brand Image
b. Dependent Variable: Customer Loyalty
Source: SPSS Output, 2017.

The table 6 shows the probability value of Durbin Watson is above 0,05which is 2,065 and the value dU is below than the value of d and 4-dU (dU < d < 4-dU) it means (1,736 < 2,065< 2,264). Therefore, it can be concluded that the model has no autocorrelation.

Hypotheses Testing
F-Test
Table 7. Result of F-Test

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	46,429	3	15,476	8,092	,000[b]
	Residual	183,611	96	1,913		
	Total	230,040	99			

a. Dependent Variable: Customer Loyalty
b. Predictors: (Constant), Service Quality, Customer Trust, Brand Image
Source: SPSS Output, 2017.

Table 7 shows that F-count is 8.092 with level of significance 0.000. The calculated value of F_{count} is greater than the F_{table} (8.092> 2.70). It means that H_o is rejected and H_a is accepted. Sig <0.05 means that the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. The result declares that there is a simultaneously significant effect of customer trust (X_1) brand image (X_2) and service quality (X_3)on customer loyalty (Y).

T-Test
Table 8. Result of T-Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,246	1,412		,174	,862
	Advertising	,243	,110	,199	2,201	,030
	Perceived Quality	,363	,103	,335	3,526	,001
	Brand Awareness	,246	,098	,243	2,509	,014

a. Dependent Variable: Consumer Purchase Intention
Source: SPSS Output, 2017.

- T-count for X_1 is 3.014 with the level of significance of 0.003. Since the value of t_{count} = 3.014> $t_{\alpha (0.05)}$ = 1.99, it means that H_o is rejected and H_a is accepted. Sig <0.05 means that the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. The result of this test declares that there is a partially significant effect of customer trust (X_1) on customer loyalty (Y).
- T-count of X_2 is 0.146 with the level of significance of 0.884. If the value of t_{count} = 0.146< $t_{\alpha (0.05)}$ = 1.99, it means that H_o is accepted and H_a is rejected. And Sig > 0.05 it means the result of this test declares that there is no partially significant effect of brand image (X_2) on brand loyalty (Y).
- T-count for X_3 is 2.248 with the level of significance of 0.027. Since the value of t_{count} = 2.248> $t_{\alpha (0.05)}$ = 1.99, it means that H_o is rejected and H_a is accepted. Sig <0.05 means that the confidence of this prediction is above

95% and the probability of this prediction error is below 5% which is 0.000. The result of this test declares that there is a partially significant effect of service quality (X_3) on brand loyalty (Y).

Discussion

Conducting a research on customer loyalty is highly interesting among the researchers where customer loyalty is a benchmark that states the quality and greater achievement of the company. This study has been conducted to analyze the effect of customer trust, service quality and brand image on consumer loyalty of airlines e-ticket service with case study of Traveloka.

The result of multiple regression analysis shows that there is a significant effect of customer trust on customer loyalty in airlines e-ticket service of Traveloka. Based on the coefficient result in Multiple Linear Regression Analysis, the significant of customer trust is 0,03 which lower than 0,05 so the customer trust (X_1) has significant effect on Customer Loyalty (Y).

The result of multiple regression analysis shows that there is no significant effect of brand image on customer loyalty in airlines e-ticket service of Traveloka. Based on the coefficient result in Multiple Linear Regression Analysis, the significant of brand image is 0,884 which above than 0,05 so the brand image (X_2) has no significant effect on Customer Loyalty (Y).

Based on the coefficient result in Multiple Linear Regression Analysis, the significant of service quality is 0.27 which lower than 0.05. So, the service quality (X3) has a significant influence on Customer Loyalty (Y). This findings support the theory of Ivanauskiene and Volungenaite (2014) found that service quality has significant effect on loyalty. They revealed that the dimensions of service quality have a positive impact on customer loyalty across household retail markets

CONCLUSION AND RECOMMENDATION

After examining the findings and discussing the result, three conclusions can be formulated:
1. The independent variables which are customer trust, brand image and service quality do not simultaneously influence customer loyalty as the dependent variable. There is one independent variable which is brand image that has no partially significant effect on customer loyalty as dependent variable.
2. Customer trust as one of independent variables in this research partially affects on Customer Loyalty.
3. Brand image as one of independent variables in this research has no partially affects on Customer Loyalty
4. Service Quality as one of independent variables in this research partially affects on Customer Loyalty.

Recommendation

By looking in the discussion and the result of the research, some recommendations have been made as listed below:
1. To maintain consumer loyalty, Traveloka should offer something more valuable to consumer in service interaction process, such as promotional offers and fulfill all promised in order to gain consumer loyalty.
2. Traveloka is expected to provide information airlines ticket which is more precise and more attract, so that people can faithful using Traveloka to find information on airlines ticket.
3. Traveloka should have good quality based on customer perception not only focus on building their brand image as a site booking number one, because it has no significant effect to customer loyalty.
4. Traveloka needs to more hear dissatisfaction, complaints, and advices from their customer. And also Traveloka company can used social media such as twitter, facebook, or other site to know what the customer wants.

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