

## THE IMPACT OF SERVICE QUALITY ELEMENTS, WORD OF MOUTH AND AIRLINE BRAND IMAGE ON CONSUMER BEHAVIOR TO CHOOSE LION AIR: A CASE STUDY

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### ABSTRACT

This study aims to examine elements related to service quality, word of mouth, brand image and customer behaviour in choosing Lion Air airlines for air travel. Customer behaviour is influenced by service quality which in this study affects word of mouth and product image identified through hypothesis testing using quantitative analysis methods. In the sampling method, the criteria for non purposive sample respondents are determined, namely accidental sampling to determine the criteria for consumers who use Lion Air airlines in Tanjungpinang not less than 96 people. This study uses SmartPLS 13 to test the influence between variables. The results of research with hypothesis testing show that the value when bootstrapping and all indicators meet the standard rules of factor loadings above 0.6, meaning that consumer behaviour in using Lion Air airlines is influenced by service quality variables that initiate the creation of word of mouth and the Lion Air airline brand.

**Keywords:** Service Quality, Word of Mouth, Brand Image, Customer Behavior

### INTRODUCTION

Indonesia is a large country in Southeast Asia. Indonesia is the largest archipelago in the world, the islands are spread from Sabang to Merauke, so air transport is one of the most important means of transport in this country, which offers transport services from one area to another. Since 2000, restrictions on Indonesian air flights have been relaxed and many new airlines were established in Indonesia. A number of different airlines also caused competition among airlines so that they compete with each other for more passengers. Nowadays, various Airlines companies have emerged offering a variety of quality services, resulting in intensified competition in the airline industry. Some examples are, Lion Air, Citilink, Batik Air, Garuda Indonesia, Sriwijaya, Air Asia and many more in Indonesia.

According to the Ministry of Transportation in the INACA report (2022), 57 airlines will be in operation by the end of 2022, including 15 planned commercial airlines (including cargo companies). According to Jakpat's version, local airlines are most favoured by Indonesians, with 74% of respondents most interested in Garuda Indonesia, The second position was chosen by 39.1% of respondents choosing Citilink, Lion Air in the third position with 29.8% of respondents, Batik Air chosen by 29.3 respondents, Air Asia chosen by 26.8% of respondents, and Sriwijaya Air chosen by 20.5% of respondents and Super Jet Air chosen by 11.4% of respondents.

In the increasingly fierce competition between airlines, various efforts and strategies have been made. Intense competition between airlines forces companies to offer various attractive offers to consumers that allow airlines to attract many consumers[30].

Based on available information, Lion Air still controls the largest share of the domestic passenger market with a market share of 34 per cent. Lion Air has been under scrutiny for the past three years. The impact of flight services was rated poorly in several passenger comments on social media. In the Airline Index 2022, based on passenger surveys, Lion Air was named the worst airline with a score of 0.72, ranging from schedule delays, passenger complaints, service to prospective passengers to

operational strikes, the largest airline. Southeast Asian navies are still interested in their customers. This is very concerning for passengers who use Lion Air. If the service offered is still like this, it will also affect the reputation of Lion Air itself.

Some frustrated passengers continue to use Lion Air because there are no other options, but consumers switch to other airlines for better service. found that satisfaction is influenced by factors related to service quality, such as fast service, courteous service, professionalism and waiter behaviour. Consumers who buy goods or services can appear when consumers have a good image of the product or service [12]. According to, airline awareness and perceived quality influence passengers' attitudes work of mouth and airline brand choice [20].

In addition, word of mouth positively influences airline brand choice. Elements of service quality, particularly Lion Air, play an important role in influencing airline customer service decisions. One of the main factors influencing customer behavioural intentions is service quality (LSQ), which includes various aspects of service. Research shows that LSQ is a key factor in shaping consumer intentions when choosing a particular airline or travel agency through word of mouth. [36]. In particular, it has been shown that travel agency quality influences travellers' intention to encourage others to use a particular travel agency. [38].

One of the most important factors influencing customer behaviour in choosing Lion Air is the quality of service provided by the airline. This suggests that customers should consider factors such as on-time performance, in-flight facilities, customer service and overall experience when choosing an airline. In addition, a study conducted in 2018 showed that service quality both before the flight and during the flight have a positive influence on customer loyalty[32].

This highlights the importance of good customer service in creating positive word-of-mouth. Furthermore, service quality is particularly important for low-cost airlines such as Lion Air, as it can significantly impact passengers' overall experience and satisfaction with the airline's services [38]. Research has shown that service quality can affect airline performance by influencing passengers' behaviour intentions, including word of mouth, which ultimately affects the airline's reputation and customer base[38]. In fact, service quality has been shown to significantly influence passengers' intention to hear about airline services[38]. In addition, service quality also influences passengers' word-of-mouth as they may consider the perceived service to use air transport services[6]. Similarly, research shows that service quality and customer trust directly and indirectly affect Lion Air customer satisfaction. [16]

Another factor that influences customer behaviour in choosing Lion Air is word of mouth. Positive WOM recommendations from friends, family or online reviews can significantly influence Customer Behavior. The study found that positive WOM increases the likelihood that consumers will choose a particular product or service [3]. Similarly, a research on the influence of word of mouth and brand image on Lion Air customer satisfaction[23]. These findings suggest that positive word-of-mouth experiences can enhance Lion Air's reputation and desirability, ultimately influencing customer behaviour and airline choice decisions.

Brand Image is another important factor that influences Customer Behavior when choosing Lion Air. Perceptions of the airline brand and its reputation can significantly influence customer decision-making. There is also research that focuses on the effect of Service Quality and Brand Image on the decision to use Lion Air [29] where the results of his research state that Service Quality will have a significant effect on airline reputation. These studies emphasise the importance of a positive Brand Image in attracting customers and influencing airline choice. According to the findings of another study, service quality has a substantial impact on airline reputation[26], so Lion Air's Brand Image,

including its reputation, credibility, and perceived value, has an important role in influencing Customer Behavior and decision-making to choose an airline.

## **LITERATURE REVIEW**

### ***Service Quality***

The definition of quality is: "The ability of a product to perform its function"[25]. Excellent quality strengthens consumer confidence and thus increases their satisfaction. Defines quality as a product or service as a whole, whose characteristics and features are based on its ability The product or service meets stated or anticipated needs[22]. After determining the quality of service, we focus on fulfilling customer needs and wants and delivering on time according to customer expectations. According to Wyckof [38], service quality is the expected excellence and they manage this excellence to satisfy their customers' needs. In other words, there are two factors that affect service quality. Experienced services expected by consumers. Thus, high service quality can be measured by comparing it with the expected service experience. According to Olson and Dover [39], the word customer expectations is the customer's belief before trying or buying a product, which is used as a standard or benchmark to evaluate the effectiveness of the product under consideration. Other consumers can do this. Set different expectations in different situations.

### ***Word of Mouth (WOM)***

State that Word Of Mouth (WOM) is a communication process that occurs in the form of information recommendations from either individuals or appropriate groups [21]. Word of Mouth is a communication channel that is often used by companies that produce goods and services. Effective word of mouth can speed up the sales process and provide benefits. Verbal exchange of opinions, thoughts, and ideas between two or more marketing resources towards service providers[24]. WOM is defined as a form of communication of goods and services between people separate from the product supplier and through media channels that are considered independent. Word of mouth is when customers start telling others about the services they use, the brand, and the quality of the product. Explain that consumers have two ways to learn about new products, services or brands, namely through friends and other recommendations. The first is to follow and interact with friends and their recommendations when you use a product or service. The other is to seek information or seek advice from friends and other references[14].

This WOM promotion can be in the form of negative or positive campaigns. Satisfied consumers are more likely to engage in positive WOM and more likely to make purchase recommendations. Conversely, negative WOM occurs when consumers are disappointed with the products they consume or use. In this study, WOM refers to the concept of Luigi and Oliver[40], namely "probability of induce word of mouth". Word Of Mouth is born and the probability of generating a purchase recommendation. State that word of mouth can be interpreted as a marketing activity that identifies how likely a customer is to tell others about their experience in the process of purchasing a product or service. Customer experiences can be positive or negative[3]. Word Of Mouth is a product or service communication. Word of Mouth is not the same as informal communication, where the speaker acts more persuasively, but the influence of WOM is very strong because positive word of mouth information is relatively reliable, but negative word of mouth information can invalidate consumer purchasing decisions. According the measures of WOM are[31]:

1. Positive information is the desire of consumers to report or say positive things about the things that other people feel
2. Recommendation, is the desire to provide recommendations to other people who need information about the most quality things.
3. Invitation is the willingness of consumers to invite others to feel what they feel

This WOM can be negative or positive. Satisfied consumers tend to have positive WOM and are more likely to recommend a purchase. Conversely, if consumers are dissatisfied with their consumption or use, they will receive a negative WOM score. In this study, WOM refers to Luige and Oliver's concept borrowed from the [31] namely "Preference for oral word-of-mouth generation opportunities is verbal behaviour and the ability to recommend purchase". Argue that Word Of Mouth can be interpreted is a marketing activity that determines the likelihood that customers will tell others about their experience in buying a product or service. Customer experiences can be positive or negative[3].

### ***Brand Image***

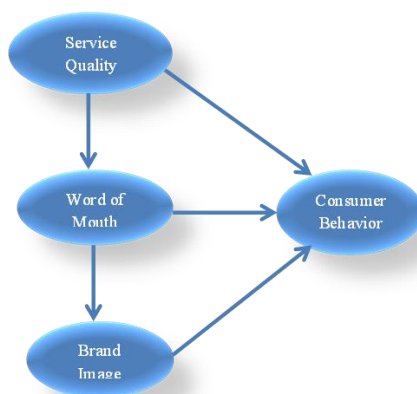
A brand is defined as a combination of a name, word, sign, symbol, design, or anything else that identifies one product or service from another. The purpose is to distinguish the goods and services of a certain vendor or group of sellers from the goods and services of rivals. From this definition, it can be concluded that a brand is actually a seller's promise. In other words, brands must always offer special added value to consumers. Great brands offer quality assurance, but more than that, brands are complex symbols. A brand is a name, term, sign, symbol, model, or combination thereof that identifies the goods or services of a seller or group of sellers so as to distinguish them from competitors. A brand is a name that intentionally identifies a seller or group of sellers and distinguishes it from other competing products[17].

Brand Image is "brand perception associated with brand associations embedded in the minds of consumers". The product itself, packaging/label, brand name, logo, colors used, point-of-purchase promotions, resellers, advertising and all other types of promotions, price, brand owner, country of origin, and even the target market and product users are some of the marketing tools that can be used to create a Brand Image[28]. From the definition, it can be concluded that a brand is actually a seller's promise. In other words, brands should always offer special added value to consumers. Great brands offer quality assurance, but more than that, brands are intricate symbols. Similarly, it was mentioned that bank customer profitability is influenced by electronic word of mouth marketing, online brand community, online advertising and customer brand loyalty [10]

### ***Customer Behavior***

Customer Behavior is a science. It consists of economics, marketing, psychology and sociology [15]. In this case, the three behaviours are specifically related to the economic growth and market share of the company. This includes Word of Mouth, where repurchase intentions and feedback towards a company's suppliers [17]. Word of mouth refers to criticism and how feedback about a product/service or institution from one consumer to another.

The definition of consumer behavior is the process a person goes through to search for, select, buy, use, and evaluate products and services. Consumer purchasing decisions are based on buyer behaviour: motivation, perception, learning, personality, and beliefs. culture, social class, family, community and business marketing[17]. In addition, this study explains that the variables of word of mouth, brand reputation and service quality can have a positive and significant impact on customer satisfaction[1].



**Figure. 2.1** Variable Paradigm

## METHOD, DATA, AND ANALYSIS

### *Research Type*

This exploratory analysis uses a quantitative approach. Explanatory research and hypothesis testing were used in the research design. The target and population of this study were Lion Air domestic passengers in Tanjungpinang. The sampling technique used was random sampling [6].

**Population and sample used** This study is about people who use Lion Air services. The exact population size is unknown because Lion Air does not release the number or information of Lion Air customers transparently to the public. A large population requires a sample that represents the population.

**Sampling technique** The sampling method is the sampling method and the random sampling method. Sampling is done because the population in this study is unknown, a sample of 96 people was obtained and the data analysis method used SEM-PLS

### *Variable Identification*

Therefore, based on previous literature, the hypothesis is formulated as follows:

H1 : Service Quality is thought to affect Customer Behavior

H2 : It is suspected that Service Quality can influence Word Of Mouth

H3 : Word of Mouth is thought to affect Customer Behavior

H4: Word of Mouth is suspected to influence brand

H5 : It is believed that Brand Image can influence Customer Behavior

### *Indicator Determination*

The variables formed in the theoretical model of the research cannot be described as measurable variables, therefore the measurement model is based on the necessary indicators [21] Below is the list

**Table 1.** Indicators List

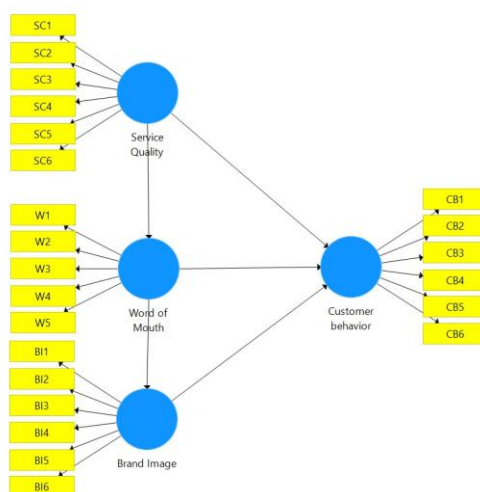
No	Variable	Indicator
1.	Service Quality	1. Reliability 2. Empathy 3. Tangibles-responsiveness 4. Assurance- 5. Security 6. Physical evidence
2.	Word of Mouth	1. Identified the influences (identifying influencers). 2. Creates simple ideas that are easy to berkomunikasi



	(creating ideas is easy and simple to communicate).
	3. Give people the tools they need to spread the word (give you the tools needed to deploy
	4. Hosts a conversation (Bringing the conversation).
	5. Evaluate and measure (Evaluate and measure).
3. Brand Image	1. Quality / quality 2. Reliable or unreliable 3. Usability / benefits 4. Service 5. Risk 6. Price 7. Imagery
4. Customer Behavior	1. Motivation 2. Perception 3. Learning 4. Personality 5. Trust 6. Culture 7. Social class 8. Family 9. Community 10. Business marketing

*Reference: Iranita, 2023*

Model specification analysis is carried out to show the relationship between the variables studied. This model specification consists of a path diagram that describes the relationship between these variables. This roadmap combines measurement models and structural models based on theory and previous research. The combination of these models is described in the form of a structural equation model using SmartPLS, as in Figure. 2.2.



**Figure 2.2** Research SEM Model

### ***Inner Model Designing***

The research design model explains how the relationship between latent variables is inferred through hypotheses, problem formulation, and literature review. Figure.2 is the internal model design obtained from SmartPLS 13 software processing, blue circles are symbols of research variables. Service Quality (SQ), Word of Mouth (W), Brand Image (BI), Customer Behaviour (BH)

### ***Data Processing***

In this study, we investigate the causal relationships between Service Quality, Word of Mouth, Brand Image and Customer behavior based on the research questions outlined in the previous chapter (quantitative study). The research was conducted in Tanjung Pinang, Riau Islands, Indonesia.

### ***Collection of Data***

In this study, survey instruments were used and questionnaires were distributed to collect data. This research was conducted using several guidelines related to the variables added.

- a) Sample size The researcher obtained information from a questionnaire of consumers who flew with Lion Air in the last four months of visitor data.
- b) The sample size according to the Slovin formula gives a maximum of 96 respondents.

### ***Outer Model Designing***

The external model design illustrates the relationship between the indicators of the variables. Each variable has an indicator with an arrow in a yellow box. Figure 2 explains that service quality is measured by six indicators, Word of Mouth is measured by 5 indicators, Product Image is measured by 6 indicators and Customer Behavior is measured by 6 indicators..

### ***Evaluation Models***

A PLS-SEM analysis typically consists of two submodels: They are the measurement model (external model) and the structural model (internal model). A measurement model describes how manifest or observed variables represent measured latent variables. Furthermore, the structural model shows the strength of the estimation between the latent variables and the constituents[12]

### ***Measurement Model***

#### ***Validity***

The results of the loading factor calculations carried out obtained most of the values are above 0.70, so the latent variable indicators already have convergent validity, so they are safe and in accordance with the expected correlation. While the red writing means that it is still not appropriate [12] but for a loading value of 5.0 to 6.0 it can be considered sufficient[40]. If the calculation results are still below the loading, then the indicator must be removed, as well as in this study, and ultimately the appropriate loading values is obtained as shown in the table below [12]:

**Table 2.1** Outer Loading

	BI	CB	SC	W
BI1	0.709			
BI2	0.693			
BI3	0.794			
BI4	0.777			
BI5	0.690			
BI6	0.749			
CB1		0.635		
CB2		0.705		
CB3		0.780		
CB4		0.742		
CB5		0.892		
CB6		0.653		
SQ1			0.661	
SQ2			0.696	
SQ3			0.774	
SQ4			0.656	

SQ5	0.769	
SQ6	0.694	
W1		0.781
W2		0.828
W3		0.807
W4		0.855
W5		0.789

Source: processed data, 2023

**Table 2.2 .Cunstruct Reliability And Validity**

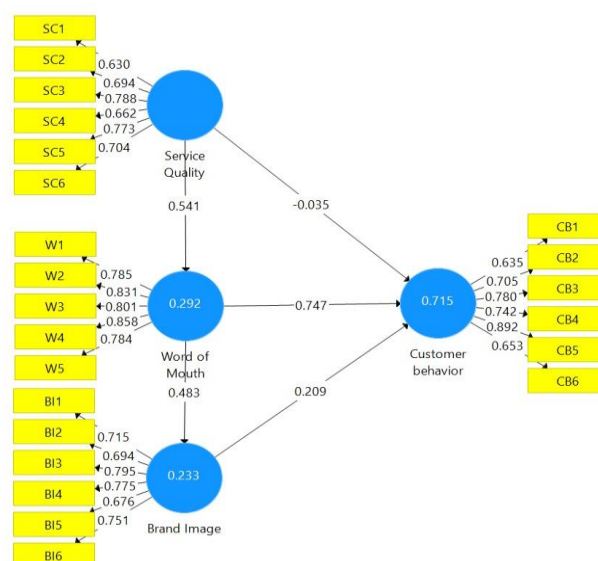
	Cronbach's Alpha	rho_A	Composite reliability	Average Variant Extracted (AVE)
Service Quality	0.808	0.851	0.859	0.505
Word of Mouth	0.871	0.972	0.906	0.660
Brand Image	0.833	0.851	0.876	0.541
Customer Behaviour	0.830	0.847	0.859	0.505

Source: processed data, 2023

Table 2.2 shows higher factor loadings for each variable than diagonally. This means that all signs of all variables used in this study are considered valid. Discriminant validity can also be read from the AVE (sample average variance) value. A good rule of thumb for AVE scores is 0.5 or higher.

### Reliability

A measurement structure reliability test is performed to demonstrate the accuracy, consistency, and precision of the measurement device. In PLS-SEM, Demean used SmartPLS 3.0 to measure construct reliability with reflective indicators by calculating composite value. A commonly used requirement for assessing structural reliability, composite reliability, should be greater than 0.7 in confirmatory studies, but values of 0.6-0.7 are acceptable in experimental studies. The measurement results show the reliability of the combined reliability configuration, with Croncbach's alpha values greater than 0.60, indicating that it is considered valid and very reliable[12]



Source: processed data, 2023

**Figure 2.3 Model FIT**



### **Inner Model**

The Inner Model describes the relationship between invisible components, by considering the results of parameter estimation coefficients and their significance [12]. Internal models may include estimated by calculating the R-square significance of the dependent structure, t-test, and structural path parameter coefficients, an R-squared value of 0.75 is in the Strong category, an R-squared value of 0.50 is in the Medium category, and 0.25 is in the weak category. According to Hare et provides a value of 0.75 (high), 0.5 (high) and 0.25 (low) [40]. The R-squared value of the dependent variable obtained from this research model can be described as follows:

**Table 2.3** R-Square Value

	<b>R Square</b>	<b>R Square Adjusted</b>
Customer Behavior	0.717	0.707

*Source: processed data, 2023*

From this table, it can be interpreted that the Service Quality, Word of Mouth, Brand Image variables on the Customer Behavior variable are 0.717 or 71.7% and the prediction model is in the "strong" category.

### **Significance Test**

In this analysis, we used the bootstrapping method to calculate the significance value of the parameter coefficients. This bootstrapping is done using sample with a significance level of 0.1. See Table 4 for the path coefficient table and Table 2.4 for the bootstrapping results.

**Table.2.4** Path Coefficients (mean, STDEV, t value, p value)

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
BI -> CB	0.209	0.212	0.078	2.665	0.008
SQ -> CB	0.435	0.524	0.090	5.394	0.004
SQ -> W	0.541	0.574	0.070	7.682	0.000
W -> BI	0.483	0.503	0.080	6.058	0.000
W -> CB	0.747	0.734	0.070	10.607	0.000

*Source: processed data, 2023*

## **RESULT AND DISCUSSION**

Testing that includes two research consists of social factors and life quality factors. The next parameter that is known is the number of data up to 96 with a confidence level of 95% (two-sided test for a significance value of 0.025. Based on these data, the t-table value is calculated to be 1.986. Therefore, by testing the significance of the path coefficient, If the t-score is greater than the t-table, the hypothesis is accepted. If the t-score is less than the t-table, the hypothesis is rejected.

**Table 2.5** Hypothesis Testing Results

<b>Hipotesis</b>	<b>Path</b>		<b>t-value</b>	<b>t-table</b>	<b>caption</b>
	<b>of</b>	<b>to</b>			
Hypothesis 1	SQ	CB	5.394	1.986	Hypothesis accepted
Hypothesis 2	SQ	W	7.682	1.986	Hypothesis accepted
Hypothesis 3	W	CB	10.607	1.986	Hypothesis accepted
Hypothesis 4	W	BI	6.058	1.986	Hypothesis accepted
Hypothesis 5	BI	CB	2.665	1.986	Hypothesis accepted

*Source: processed data, 2023*

Hypothesis 1 test shows that the path value of the service quality coefficient on Customer Behavior is 0.435 and the t value is 5.394. These comes about meet the primary inquire about objective to explore the affect of Benefit Quality on Client Behavior. This speculation is proven, because benefit quality encompasses a critical impact on Client Behavior at the certainty level; 0.05. Elements of Customer Behavior can change if Lion Air's service to consumers does not match consumer expectations. This is in accordance with the results of research which serves quality has a significant and positive effect on Customer Behavior.

Testing the second hypothesis explains that the path value of the Word of Mouth Service Quality coefficient is 0.541 and the t value is 7.682, this is in accordance with the second research objective, to be specific to decide the impact of Benefit Quality on Word of Mouth administrations. This hypothesis is supported since advantage quality incorporates a basic affect on the level of ace accept through Word of Mouth 0.05. Unsatisfactory Service Quality elements can be isolated to consumers so that negative information can be spread to other potential consumers who will use Lion Air. The comes about appeared that the free variable of Benefit Quality had a positive and critical impact on positive Word of Mouth [41]

Testing the third hypothesis explains that the path coefficient value of customer Word of Mouth is 0.747 and the t value is 10.607. This meets the third research objective to investigate the effect of Word of Mouth services on Customer Behavior. This hypothesis is proven because Word of Mouth has a significant effect on Customer Behavior at the confidence level; 0.05. This is evident when negative information conveyed can influence Customer Behavior as consumers today prefer airlines that offer comfort in air travel.

Testing the fourth hypothesis explains that the path value of the oral coefficient on Brand Image is 0.483 and the t-value is 6.058. This meet the fourth research objective of testing the impact of Word of Mouth technology on brand image. This hypothesis is proven, because Word of Mouth has significant and positive effect on Brand Image at the confidence level; 0.05. This gives confidence that both positive and negative information will affect Lion Air's reputation so that the company's goals are achieved. This is supported by research that WOM has a significant effect on Brand Image[7]

Testing the fifth hypothesis explains that the path coefficient value of Brand Image on Customer Behavior is 0.209 and the t-value is 2.665. This is in accordance with the fifth research objective to determine the effect of product image on Customer Behavior. This hypothesis is proven, because Brand Image at a confidence level of 0.05 shows that it has a significant effect on Customer Behavior. Therefore, if Lion Air can provide a good reputation to its consumers, consumers will automatically feel satisfied and even become loyal consumers who entrust their travel with Lion Air.

## CONCLUSION

In general, in analysing Customer Behavior in choosing Lion Air to travel with Demean using Service Quality, Word of Mouth, Brand Image variables. The survey was conducted on 96 consumer respondents who use Lion Air both online and offline. Structural equation model analysis with SmartPLS software was used for data analysis. The results showed several findings that answered the researcher's questions. Service quality structure. In general, the word of mouth component has the highest path coefficient value on customer behaviour.

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