

# Consumer Experience in Using Airline Services Indonesia during the Covid-19: Role Trust and Advocacy

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**Abstract**— This study aims to prove the effect of information quality and service quality on customer experience and its impact on customer trust and customer advocacy. Customer experience is used as the primary assessment between behavior before making a purchase and behavior after purchasing. This type of research is explanatory research, which uses direct surveys of airline passengers in Indonesia through an online questionnaire to obtain primary data. Then it is processed using the smartpls3 application. The results showed that information quality and service quality had a direct effect on customer experience and indirectly had an impact on customer trust and customer advocacy. Service quality has the most dominant influence on customer experience than information quality. Information quality and service quality have an indirect effect on customer advocacy through customer experience and customer trust.

**Keywords**— information quality, service quality, customer experience, trust, advocacy

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## I. INTRODUCTION

Lately, propels in innovation, particularly the web and e-Commerce, have changed the way individuals live. One of them is Mobile innovation, which has been at the front line of all mechanical improvements as of late. To give a manageable upper hand and adjust to the progressive changes occurring presently, organizations must stay aware of the distinctions in showcasing and restore themselves as indicated by this change [14]. The Coronavirus pestilence requires a few people to work at home where all work is done at home with the goal that a few exercises, for example, aircraft are compelled to encounter transitory stops. Aircraft give credit records to customers who have requested flight tickets and can be utilized again after the Covid-19 pandemic period closes. In the new typical period, a few specialists are compelled to do official positions outside the city because of significant issues, so they travel utilizing aircraft. A few carriers have engaged travelers to do data following wellbeing conventions. Because of this data, a few purchasers set out to make official outings via plane. For this situation, the carrier's data can help buyers uphold the exercises to be done. [40] Show that information quality is the user's evaluation of semantic communication and knowledge's systematic expression based on the

information provided. Perception is the process of accepting, selecting, arranging, and giving meaning to the received stimulus [42].

Notwithstanding the nature of the data gave via aircraft, for this situation, the administrations gave during the pandemic will be not quite the same as the time before the pandemic, so for this situation, it is crucial to think about the administration quality that is applied. Good service quality will make an advantage for service providers. Service quality is closely related to customer satisfaction, trust, and loyalty [2]. A few aircraft that have gone during the new ordinary time frame are the Garuda gathering in Indonesia. It is important to realize the client experience under the administration quality gave the data quality that has been educated. Given client experience, it tends to be anticipated that customer trust regarding data quality and administration quality given by Indonesian aircraft will affect promotion.

## II. LITERATURE REVIEW AND THEORETICAL FOUNDATION

In this section, we provide an overview of the relevant literature as a theoretical basis for the proposed models and hypotheses. Drawing from various papers and studies, we explain and discuss the S-O-R framework and the theory of planned behavior, information quality and perceived service

quality based on experience, trust, and advocacy.

#### **A. The stimulus-organism-response (S-O-R) and theory of planned behavior as framework**

SOR is a theory or framework used to measure Behavior in various fields. In this case, the stimulus can encourage someone to judge something and then produce a behavior [25]. In recent years, SOR developed as a research base for online purchasing behavior [23]. In studying consumer behavior, SOR can be used as a guideline for measuring Behavior. In this study, information quality and service quality are used as a stimulus. The assessment can be explained through customer experience, and the resulting response or Behavior is trust. It will later launch the theory of planned Behavior, which results from the resulting behavioral response that will lead to a planned behavior, namely advocacy. Theory of Planned Behavior (TPB) is a development of the Theory of Reasoned Action by developing this theory by adding a construct that does not exist in TRA, namely perceived behavioral control. This construct was added in the TPB to Control the Behavior of individuals who are limited by their shortcomings and the limitations of the lack of resources used to carry out their Behavior [19, 28, 30, and 31].

#### **B. Effect information quality on customer experience**

Customer experience is how a customer views his interactions with the facilities received and can be defined as the sum of all interactions a passenger has with the aircraft community. These interactions can be conveyed in person, via the internet, through self-service booths, or via other channels [15,37] stated that customer experience development has several basic characteristics, including knowledge, emotional, affective, and physical responses to users. All of this defines users, their thoughts, and values, which reflect their lifestyle, behavior, and relationships. One of the most important in marketing, to provide precise information were; providing as much information as possible to consumers will help them make better product evaluations and purchasing decisions, but information overload will lead to information overload and reduce the quality of consumer decision making [23], the quality of information captures content in e-commerce so that content must be personalized, complete, relevant, easy to understand, and safe if prospective buyers or suppliers make transactions via the internet and return to the site regularly [9]. This study aims to prove that airlines' information quality can create a customer experience and can create trust and advocacy.

#### **C. Effect service quality on customer experience**

Service quality is what consumers feel about their expectations of service companies' services [35]. Service quality is an abstract construct and is challenging to understand due to three features unique to services: intangibility, heterogeneity, and the inseparability of production and consumption [12], service quality is a consumer's overall service excellence or excellence assessment. Studies on the quality of customer experience show that the physical environment and social interactions are dimensions of experience quality and can be seen through service quality [5,41] stated that in defining customer experience and the influence of consumer reactions, emotion is the most crucial function [15, 30]. This study aims to prove that customer experience can be formed based on consumers' perceived reactions to airline companies' service quality in Indonesia. highlights the importance of moments of truth that customers find during pre-experience and post-experience studies to determine the factors that shape the customer experience, namely brand experience, multichannel interaction, service interface, physical environment, and social environment, and price and promotion [10].

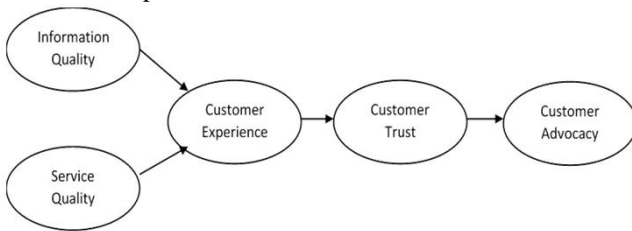
#### **Effect customer experience to trust**

The concept of customer experience as a subjective state of awareness with various symbolic meanings, hedonic responses, and aesthetic criteria that are influenced by environmental inputs, consumers, intervention responses, and output consequences [6, 30, 32]. Customer experience as affective and cognitive aspects resulting from service while visiting to lead to attitudes such as satisfaction and repurchase intentions and behavioral outcomes such as loyalty and word of mouth [33]. Experience quality is a subjective response from consumers who are towering in direct and indirect meetings with service providers [22]. This study aims to prove the impact of post customer experience, trust proposed in the research conceptual. The concept of trust is also one of the most critical elements in creating long-term relationships with customers, especially about maintaining the confidentiality of information relating to clients and concerning a commitment to provide the best service/product from time to time [2].

#### **D. Effect Trust to advocacy**

Trust is defined as an individual's belief in others' trustworthiness, which can be determined by honesty, affection, and perceived expertise [18]. A consumer who faces several transaction risk levels can turn to other people who are trusted by consumers to be trustworthy and kind; therefore, trust is the most import a crucial in a marketing

context. Advocacy is an act that involves speaking positively or arguing for a purpose, supporting and defending, or pleading on behalf of others [34] Advocacy is an active defense and promotion of an organization through positive word of mouth [26]. Consumer advocacy is carried out by consumers who reflect the tendency to offer enthusiasm, and people will boldly make their voices heard to enable companies to quickly identify problems and provide solutions to minimize the effect of negative word of mouth [1]. This study aims to prove that trust will lead consumers to create advocacy that is formed based on consumers' experiences.



**Figure 1. Conceptual Model**

In this study, the SOR theory was used to predict behavior based on a Likert scale and then analyzed using Partial Least before the experience, and TPB was used to predict behavior Square (PLS). Instrument information quality is adopted after the experience was felt. In SOR theory, information from three measurement items [38], Service quality uses quality is a stimulus used to measure customer experience. seven measurement items [17], customer experience uses Service quality is an organism used to measure customer eight measurement items [27], Trust uses three measurement experience, which response to the perceived results. The items [42], and advocacy of four measurement items [20] The customer experience response is then based on planned entire measurement item is then processed using smart pls actions where after experiencing the customer experience, it and refers to the rule of thumb [16] and then interpreted can create trust and then impact the formation of advocacy as through the research results.

The final behavior is carried out based on the perceived experience. Based on the research conceptual, the following research hypothesis can be determined:

H1: Information quality has a positive and significant effect on customer experience

H2: service quality has a positive and significant effect on customer experience

H3: customer experience has a positive and significant effect on customer trust

H4: customer trust has a positive and significant effect on customer advocacy

**III. METHODS**

Explanatory research is used in this research through a quantitative approach by conducting direct online surveys of consumers who take domestic flights in Indonesia. The population in this study is unlimited due to the uncertain number of passengers. This research was conducted online during the new normal era and obtained a total sample of 380 respondents. The sample number was determined using a formula [24] Data were collected through primary data obtained from online questionnaires filled out by respondents.

**IV. RESULT AND DISCUSSION**

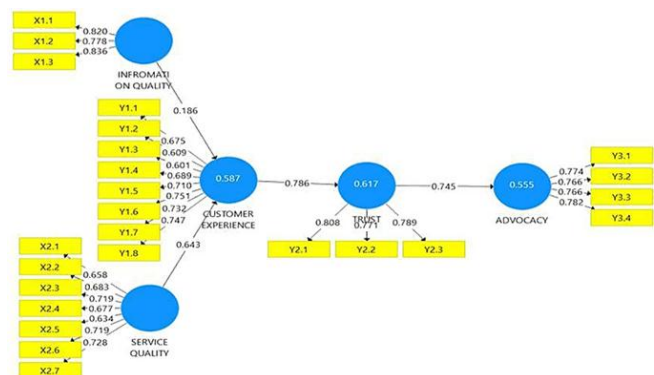
Based on the respondent's profile results, it can see that the majority of respondents are male and are vulnerable to the age of 25-35 years. Most respondents are employees of state-owned companies who are on a business trip. The majority of respondents had a healthy certificate of rapid test results, and some had swab test results; they had been declared not infected with the Covid-19 virus.

Based on the results of instrument testing using the SmartPLS3 application, three interpretable results can be drawn:

about the outer model that can explain the instruments' validity and reliability as measurements [7]

The inner model, which explains the magnitude of the influence between research variables, can be explained through the R-square and Q-square values and AVE [16].

The third is that hypothesis testing is carried out using the bootstrapping method in the SmartPLS3 application to determine the path coefficient value and prove the proposed hypothesis.



**Figure 2. Outer and Inner Model Result**

Based on Figure 2. It can see that the value of outer loading shows a value greater than 0.5 that it can be said valid; this is following the statement [13] that if outer loading shows valid above 0.5, then the instrument used as a

measurement of the results can be stated valid and reliable, although the requirements to be declared valid and reliable are 0.7. AVE values produce numbers above 0.5 to be called ideal as a research instrument [16, 17]. Furthermore, the inner model results show that the customer experience variable's R-square value is 0.587; the customer trust is 0.617. The customer advocacy is 0.555, so it can be concluded that the majority of the influence of the variable is more than 50%, which can be explained that the magnitude of the influence of the variable information quality and service quality on customer experience is 58.7%, customer trust is 61.7% and customer advocacy is 55.5%. The rest is influenced by variables or other factors not examined in this study. Furthermore, the Q-square is used to see the diversity of research results based on the structural method, and it can be calculated manually based on the results of the R-square value. The q-square formula can be calculated as follows:

$$\begin{aligned}
 Q2 &= 1 - (1 - R21) (1 - R22) (1 - R23) \\
 &= 1 - (0.587) \times (0.617) \times (0.555) \\
 &= 1 - 0.201 \\
 &= 0.799
 \end{aligned}$$

The q-square result shows that the structural model diversity value has a value of 79.9%, so that it can be said to have excellent and robust goodness of fit [16]. The last one is the bootstrapping method, which interprets the hypothesis testing proposed by the research model. Hypothesis test results can be seen in table 1 regarding the path coefficient value.

**Table 1. Path Coefficient Hypothesis**

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
CUSTOMER EXPERIENCE → TRUST	0,786	0,788	0,017	47,095	0,000
INFORMATION QUALITY → CUSTOMER EXPERIENCE	0,186	0,184	0,045	4,169	0,000
SERVICE QUALITY → CUSTOMER EXPERIENCE	0,643	0,645	0,035	18,188	0,000
TRUST → ADVOCACY	0,745	0,745	0,024	30,904	0,000

Based on table 1, it can be seen that the results of hypothesis testing show that the effect of information quality on customer experience shows a coefficient value of 0.186 and a statistical value of 4.169 with a p-value of 0.000. The effect of service quality on customer experience shows a coefficient value of 0.643 and a statistical value of 18,188 with a p-value of 0.000. The effect of customer experience on customer trust shows a coefficient value of 0.786 and a statistical value of 47.095 with a p-value of 0.000. The effect of customer trust on customer advocacy shows a coefficient value of 0.745 and a statistical value of 30,804 with a p-value of 0.000. The results of smart pls

testing automatically show the calculation of the indirect effect specifically, which shows that there is an indirect influence between the information quality variable on customer advocacy through customer experience and customer trust with a coefficient value of 0.109 and a t statistic of 4.106 with a p-value of 0.000. Then the indirect influence between information quality variables on trust through customer experience also shows a significant relationship with a coefficient value of 0.146 and t statistic of 4.134 with a p-value of 0.000. There is an indirect influence between service quality on customer advocacy through customer experience and customer trust with a coefficient value of 0.376 and a t statistic of 13,327 with a p-value of 0.000; then a specific indirect effect was also found between variable service quality on customer trust through customers—experience with a coefficient value of 0.505 and t statistic of 15,943 with a p-value of 0.000.

Finally, there is an indirect influence between the customer experience variable on customer advocacy through customer trust with a coefficient value of 0.585 and a t statistic of 23.181 with a p-value of 0.000.

**Table 2. Specific Indirect Effect**

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
INFORMATION QUALITY → CUSTOMER EXPERIENCE → TRUST → ADVOCACY	0,109	0,108	0,027	4,106	0,000
CUSTOMER EXPERIENCE → TRUST → ADVOCACY	0,585	0,587	0,025	23,181	0,000
SERVICE QUALITY → CUSTOMER EXPERIENCE → TRUST → ADVOCACY	0,376	0,379	0,028	13,327	0,000
INFORMATION QUALITY → CUSTOMER EXPERIENCE → TRUST	0,146	0,145	0,035	4,134	0,000
SERVICE QUALITY → CUSTOMER EXPERIENCE → TRUST	0,505	0,509	0,032	15,943	0,000

Based on the table of hypothesis testing results, it can be seen that the entire hypothesis proposed is accepted. Information quality has a positive and significant effect on the customer experience. It can be concluded that if consumers' information quality is following the perceived customer experience, and it is proven that the results of the experience are positive. Information quality is proven to be a stimulus for consumer action that can be assessed based on the organisms received through customer experience; this is also under research [43] that it is true that information quality can be used as a stimulus for the formation of consumer behavior. The existence of the Covid-19 pandemic requires the public to always update information, especially in the morning. Some workers often do work out of town due to restrictions on leaving the region to benefit the community in terms of information quality. Information quality has a positive influence on customer experience, and this makes its novelty in the results of research conducted after the Covid-19 pandemic conditions.

Furthermore, service quality is proven to have a positive

and significant impact on customer experience. This means that airline companies' service quality provides a positive customer experience, where after the Covid-19 pandemic, airline companies need to increase service quality intensively. It turns out that service quality can provide a good experience for consumers after the Covid-19 pandemic conditions. Several previous studies have also proven a positive and significant effect of service quality on customer experience before the Covid-19 pandemic conditions [36]. Several other previous studies have always linked service quality with customer satisfaction [17, 12,11]. However, in reality, satisfaction can be formed based on customer experience. Customer experience is an organism from the SOR theory, wherein in this study, customer experience is an organism of the stimulus (information quality and service quality). The response from customer experience can form customer trust and customer advocacy, which will be discussed later.

Customer experience has a positive and significant effect on customer trust; this proves that consumers' experience can create Trust in airline companies. The new normal era is a new experience for consumers after the Covid-19 pandemic conditions where health is the most important thing for consumers who are airline passengers. Trust is the main thing that must be formed by airline companies based on consumer experience as a goal of long term success. Length of the airline company. Several studies also explain the positive and significant effect of customer experience on customer trust and a different research object [4] Furthermore, customer trust has a positive and significant effect on customer advocacy; this proves that consumers who already have a sense of Trust based on their perceived experience will create customer advocacy by discussing all the positive things they feel. The condition of the new normal era requires reliable information from the closest person regarding the experience felt by someone because it is a condition that has only occurred after the Covid-19 pandemic. Several previous studies have found that customer advocacy can be formed based on customer satisfaction [34] However, the results of this study prove that customer advocacy can be formed through customer trust. [5] Also explain that customer trust can form a behavior which in this study creates customer advocacy. Customer trust and customer advocacy are responses to the theory of SOR, where after assessing that based on the experience felt by consumers, they will give a positive response in the form of having Trust and talking about positive things. Based on TPB, customer trust and customer advocacy are formed by consumers based on their perceived experience of information quality and service quality. This is under research [8] that customer experience can form

behavior, namely customer trust, and customer advocacy.

Although the indirect effect is not used as a research hypothesis, this is something important that must be reviewed in this study because the indirect effect results also support the findings of the direct effect. Customer experience and customer trust are proven to have a role as a mediating variable in the relationship between service quality and information quality towards customer advocacy, which means that the service quality and information quality provided by airline companies can match the perceived customer experience and then create customer trust and in the end. Can have an impact on customer advocacy by providing positive reviews. Furthermore, the direct relationship between information quality and customer trust [39,43]. However, the results of this study indicate that information quality can create customer trust through customer experience [28,29, 30, 31,32] Customer trust can also be formed directly based on service quality, but this study shows that service quality of trust is mediated by customer experience. [11] Also explains the direct relationship between customer experience and customer advocacy. However, this study's results indicate that customer advocacy can be formed based on customer experience through customer trust following research Behavior formed based on customer trust, namely customer advocacy in this study, can create behavior intention for other consumers[18].

## V. CONCLUSION

This study aims to prove the influence of information quality and service quality on customer experience and its impact on customer trust and customer advocacy in Indonesia's aviation industry in the new normal era. The results showed that information quality and service quality had a direct effect on customer experience and indirectly had an impact on customer trust and customer advocacy. Based on the hypothesis test results, the service quality variable has the most dominant value than information quality; this means that in the new normal era, service quality is a significant consideration for airline passengers. Service quality can be used as consideration for airline companies as a long-term marketing strategy for the company, considering that airlines have a significant risk in Covid-19 pandemic conditions. Customer experience is an overall consumer assessment starting from the experience before and after using flight services and creates a positive impact, namely creating customer advocacy that benefits the company. This study's results can contribute to marketing theory, especially in consumer behavior theory (SOR and TPB) that customer experience is an organism and can have an impact on planned behavior such as customer trust and

advocacy. This research was conducted in the new normal era so that the experience is something new for consumers after the Covid-19 pandemic condition. Future research might provide a comparison between the conditions before the Covid-19 pandemic and the results of this study, namely the new normal condition.

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