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## The effect of service quality and company image on word of mouth with satisfaction and trust as mediating variables on lion air airlines in Indonesia

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### Abstract

The purpose of this study was to analyze the determinant factors of word of mouth from Lion Air airlines which were obtained from the results of a literature review, namely the variables of service quality, company image, and customer trust and customer satisfaction. In this study, samples were taken from Lion Air flight passengers in Banda Aceh. The sampling technique is to use Non Probability Sampling. The sample size for the SEM model must be determined by multiplying the number of indicators by 5 to 10. Therefore the sample size taken is 272 respondents (34 indicators × 8) in order to provide better calculation results. However, of the 272 questionnaires distributed, only 274 returned intact. The rest do not return and are not complete. The data analysis

technique in this research is descriptive and verification. Descriptive analysis was conducted to assess the demographic profile of the respondents and the internal consistency of construction. While the verification analysis uses SEM (Structural Equation Modeling) to verify the path of the relationship between tourist experiences, destination image, and place attachments with environmentally responsible behavior. In addition, the SEM analysis software is IBM SPSS-AMOS version 22. Of the eight direct hypotheses tested, all of them have a positive and significant effect. Likewise, indirect hypothesis testing is done through the mediating variables of customer satisfaction and customer trust. The four indirect effects tested were significant.

**Keywords:** Service Quality, Company Image, Customer Trust and Customer Satisfaction

### 1. Introduction

The national aviation industry, especially in Banda Aceh, is growing quite rapidly, where there are already several flight routes, flight schedules and the existence of a fleet of aircraft. Competition is unavoidable, in conditions of intense competition, the main thing that must be prioritized by airlines is customer satisfaction and trust in order to survive, compete and dominate market share. Companies need to know what is considered important by service users and strive to meet customer needs. Companies must also know how strong competitors are in the same industry in order to prepare themselves to be the best in the minds of customers are in the same industry in order to prepare themselves to be the best in the minds of consumers or customers.

The increase in domestic passengers indicates that the mode of air transportation is in great demand by the public. Of course, this opportunity must be exploited by airlines operating in Indonesia in order to compete with their competitors so that they can gain a significant market share. One of the main keys is how airlines can attract passengers and manage them to become loyal passengers (Ruzeviciute, R., & Kamleitner, B. 2017) <sup>[17]</sup>.

Lion Air is one of the national private airlines from Indonesia that has flight routes to Banda Aceh, legally established on November 15, 1999 and first started operating on June 30, 2000. PT. Lion Mentari Airlines or commonly known as Lion Air is a low cost airline (Low Cost Carrier) with the slogan "We Make People Fly". Through this, Lion Air tries to realize and change the stigma of society that anyone can fly with Lion Air while still prioritizing aspects of safety, security, and flight quality. PT. Lion Air operates in the Low Cost Carrier (LCC) segment.

However, Lion Air as an aviation service company that controls 46% of the domestic market share in Indonesia still has shortcomings and problems. These problems have an impact on the bad image of the company. One of the problems that most often appears in the news is the problem of service quality. This can be seen from the complaints submitted by customers regarding the quality of service provided by Lion Air, especially regarding the many cases of flight delays and baggage security (www.tempo.com, 12 August 2016). Arista Indonesia Aviation Center (AIAC) Director confirmed that in the last three years (calculated since 2014), Arista assessed that Lion Air still often causes many problems, especially related to services (industri.bisnis.com, 12 August 2016).

Lion Air, which operates as a low-cost airline or LCC (Low Cost Carrier) basically targets the domestic market who prefers low prices compared to good service quality (industri.bisnis.com, 12 August 2016). This has proven successful with the top position obtained by Lion Air over the last few years (Kemenhub, 2014). The success of Lion Air has made the quality of Lion Air's service which has a bad image become a sign. Is the quality of service still important enough for airline customers and how much influence it has on the company's image to face increasingly fierce competition? Comparison of Punctuality Levels of Three Indonesian LCC Airlines for the period January to December 2017 Airline Ranking on Punctuality Level, Citilink 88, 33% 7 Indonesia AirAsia 75.94% 11 Lion Air 71.32%.

The number of delays that occurred several times made Lion Air passengers disappointed and immediately submitted their complaints to ground staff. For example, the Lion Air flight schedule with flight number JT 0306 from Medan Kualanamu Airport to Banda Aceh was delayed many times. A Lion passenger to Banda Aceh said that initially the Lion Air JT 0306 flight scheduled at 14.26 WIB was delayed to 15.30 WIB, then delayed again to 16.30 WIB. "After that, it was delayed at 18.00 WIB, then changed again to 18.30 WIB, and until 19.30 WIB had not departed," said a passenger to AJNN reporters who were at Kualanamu Airport

The main problem of PT Lion Air as an airline is a negative view of Lion Air's service quality performance. Various incidents and accidents of Lion Air flights have caused a decline in the image of trust in the eyes of customers. Service quality is very instrumental in supporting increasing customer trust and satisfaction, (Taylor, SA (2001) <sup>[35]</sup>, which in the end will also have an impact on positive word of mouth (Ranaweera, C., & Prabhu, J. (2003) <sup>[25]</sup>.

Currently WOM (Word of Mouth) is considered the most effective communication in the world of marketing. News sourced from WOM is more effective in influencing one's decisions than from other sources such as editorials, recommendations or advertisements Sallam, MA (2017), this is because information from WOM is considered more credible for potential customers, without any promotional elements from the company (Tariq, M., Abbas, 2017). This is why positive word of mouth is considered as one of the factors that influence the success of the company's marketing strategy, including companies engaged in the aviation industry such as Lion Air. Companies that fail to satisfy their customers will face problems.

Previous research that has been conducted by several previous researchers used several variables as determinants of word of mouth, such as service quality, company image which had an impact on word of mouth either directly or indirectly through partial customer satisfaction and trust (Sallam, MA (2017) <sup>[28]</sup>. However, there are inconsistencies in the results of the research which have a significant impact on word of mouth (Chaniotakis, IE, & Lymperopoulos, C. 2009). and some are not significant (White, CJ (2010) <sup>[37]</sup>, which raises a research gap, to be converted into the novelty of this research by adding mediating variables of service quality and customer trust in parallel in this model which mediates the effect of service quality and company image.

In contrast to previous studies that place customer satisfaction and customer trust as separate mediating variables (individual mediation), in this study the authors place the two variables together (parallel mediation) to fill the existing research gap.

## Statement of problem

The main problem of PT Lion Air as an airline is a negative view of Lion Air's service quality performance. Various incidents and accidents of Lion Air flights have caused a decline in the image of trust in the eyes of customers. What is the role of service quality in supporting increasing customer trust and satisfaction (Taylor, SA (2001) <sup>[35]</sup>, which in turn will also have an impact on positive word of mouth (Ranaweera, C., & Prabhu, J. (2003) <sup>[25]</sup>, will be the focus in this research.

## Objectives of the Study

The main objective of this study is to analyze the factors causing the low image of this company and have an impact on word of mouth with a negative tone. In more detail, the objectives of this research are:

- Analyzing the influence of service quality, corporate image, customer satisfaction and trust on Word of Mouth
- Analyzing the influence of service quality, corporate image on satisfaction
- Analyzing the influence of service quality, corporate image, on customer trust
- Analyzing the influence of service quality, corporate image, customer satisfaction and trust on the word of mouth

## 2. Literature Review

### Service quality

Modernity with technological advances will result in very tight competition to acquire and retain customers. Quality of service is a must that must be done by the company in order to be able to survive and still win the trust of customers. Consumption patterns and lifestyles of customers require companies to be able to provide quality services. The company's success in providing quality services can be determined by the service quality approach that has been developed by Parasuraman, Berry and Zenthaml (in Lupiyoadi, 2006: 181) <sup>[18]</sup>. Kotler (2000) <sup>[17]</sup> quality (quality) is the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs. Abd-El-Salam, E & Shawky, A.

Babin, Barry, (2015) <sup>[4]</sup> stated that the higher the satisfaction felt by the customer, the customer will do WOM to other parties by telling positive things, recommending to others and inviting others. The results of this study are also in accordance with research conducted by Casalo, V Luis, Flavián, Carlos; Guinalú, Miguel (2008) <sup>[5]</sup> who found that service quality has a significant effect on word of mouth because it affects the company's long-term relationship.

### Consumer satisfaction

Customer satisfaction closely related to service quality. Satisfaction is felt by consumers after using the services offered by the company, and the quality of service is evaluated by comparing expectations for services with actual performance after consumers consume these services (Parasuraman, Zeithaml, & Berry, 1988) <sup>[22]</sup>. Then Afridi, SA, Haider, M., & Alam, W. (2018) <sup>[2]</sup> concluded based on their research that the service quality variable that uses SERVQUAL with the dimensions of assurance, reliability, tangible, empathy, and responsiveness has an influence on bank customer satisfaction, both simultaneously nor partial. The essence of quality in service is anticipated to affect trust directly. This is because the service attribute is an indication

of trust that suggests trust in a system (Osman *et al.*, 2016). The results of Pin-Fenn Chou's (2014) research also show that there is a positive relationship between service quality and consumer trust.

*H2: There is an Influence of Service Quality on WOM*

*H4: There is an effect of service quality on customer satisfaction*

*H6: There is an Influence of Service Quality on Customer Trust*

### Company Image

Image is a perception about a company related to its services, product quality, corporate culture, company behavior, or the behavior of individuals within the company and others (Jefkins, Frank. 2003) <sup>[15]</sup>. From the perception it will affect the public's attitude whether it is supportive, neutral or hostile. Image is a valuable intangible asset of the company. A good image will increase customer satisfaction, service quality, loyalty, and repurchase intentions (Herliza, Radita and Marheni Eka Saputri. (2016) <sup>[11]</sup>. According to Jasfar & Kristaung (2012) <sup>[14]</sup>, to form a good image, companies must build a good name and reputation and strengthen competence. Corporate image that reflects the image of a company does have an influence on WOM, where stories about a more positive corporate image will be able to build positive WOM about the company (I Putra, 2015) <sup>[25]</sup>. Markets that judge a company have a good perception of a company and will tell positive things about the company.

The research results of Nha Nguyen *et al* (2013) <sup>[20]</sup> focused on the effect of corporate image on customer trust. The results of this study indicate that there is a relationship between company image and customer trust, where company image is one of the means of publication (promotion) in increasing company trust. In relation to satisfaction, company image to customer satisfaction has a positive relationship (Abd-El-Salam & Shawky, 2013) <sup>[1]</sup>. Research done by Minkiewicz, *et al* (2011) <sup>[19]</sup> also shows the positive relationship between company image and customer satisfaction without being moderated by other variables.

*H3: There is an Influence of Corporate Image on WOM*

*H5: There is an Influence of Company Image on Customer Satisfaction*

*H7: There is an Influence of Company Image on Customer Trust*

### Customer satisfaction

Satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations (Kotler *et al.*, 2000: 52) <sup>[17]</sup>. While Tse and Wilton (1988) in Lupiyoadi (2004:349) customer satisfaction or dissatisfaction is the customer's response to the evaluation of the discrepancy (disconfirmation) that is felt between previous expectations and the actual performance of the product that is felt after its use. In research conducted by

Garnis Anggi Saktiani (2015) <sup>[9]</sup> the results of the analysis show that there is a significant direct influence between customer satisfaction and word of mouth. When consumers are satisfied, they will give positive WOM and recommend others to make a purchase. While dissatisfied consumers, they will forbid others to make a purchase. Therefore, customer satisfaction encourages the creation of word of mouth communication (Afridi, SA, Haider, M., & Alam, W. 2018) <sup>[2]</sup>. Babin, Barry, (2015) <sup>[4]</sup> stated that customer satisfaction has a positive effect on WOM interest. Therefore the researchers made the following hypothesis:

*H8: There is an effect of satisfaction on world of mouth*

### Customer Trust

Kassim, Norizan & Abdullah, Nor Asiah, (2010) <sup>[16]</sup>, define trust as a condition in which one of the parties involved in the exchange process believes in the reliability and integrity of the other party. In other words, the trust arises because there is a belief that the parties involved in the exchange will provide consistent, honest, and responsible quality. According to Zikmund, *et al* (2003:72) <sup>[38]</sup> trust (trust) is related to emotional bonding, namely the ability of a person to entrust a company or a brand to perform or carry out a function. Based on the results of Panner's research, quoted from Kassim, Norizan & Abdullah, Nor Asiah, (2010) <sup>[16]</sup>,

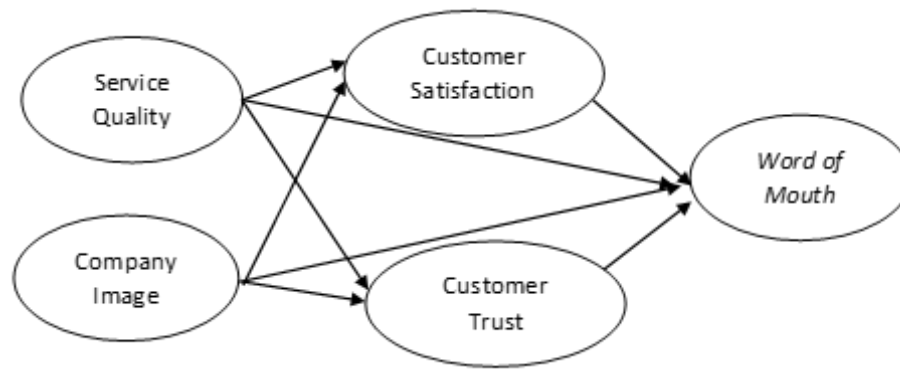
*H9: There is an effect of trust on the world of mouth.*

### Word of Mouth

According to Dimiyati, M., & Subagio, NA (2016) Word of Mouth Communication (WOM) is a process of word of mouth communication in the form of providing recommendations both individually and in groups for a product or service that aims to provide personal information. Walker (2001) defines WOM communication as informal person-to-person communication between non-commercial communicators and recipients based on brands, products, organizations, or services. This WOM can be positively or negatively charged. Word of Mouth is a way to reduce uncertainty, because by asking friends, neighbors, or family, the information is more reliable, so it will reduce brand tracing and evaluation (Asterini, SA, & Sudaryana, A. (2012)

### Research Concept Framework

According to Sekaran & Bougie (2003) the theoretical framework is the foundation on which all research projects are based. From the theoretical framework, hypotheses can be developed that can be tested to determine whether the formulated theory is valid or not. Then later it will be measured by appropriate statistical analysis. Referring to the theory and previous research, there is a relationship between the variables that have been described previously. For this reason, the authors build a research model as referred to in the following figure:



**Fig 1:** Research Model

### 3. Research Methods

#### Research Instruments

All measurement items were taken from previous studies to ensure validity; however, slight changes to the statement were made to suit the current analysis. The four-item Word of Mouth questionnaire was adapted from Tariq, M., Abbas, T., Abrar, M., & Iqbal, A. (2017) <sup>[33]</sup>. Four items adopted from Abd-El-Salam, E & Shawky, A. (2013) <sup>[1]</sup> are used to measure customer satisfaction, while customer trust is operationalized using the five indicator items proposed by Tschannen (2001). Then 5 dimensions consisting of 21 items were used to measure service quality which was adopted from Parasuraman, A., Zeithaml, VA, & Berry, LL (1988) <sup>[22]</sup>.

A questionnaire with a 5-point Likert scale was used to collect data. In addition, this study uses in-depth interviews with several sources (informants) who represent the elements of providers and customers. This is done to obtain in-depth information related to the research variables and to support the results of quantitative analysis.

#### Sample design and data collection

In this study, samples were taken from Lion Air flight passengers in Banda Aceh. The sampling technique is to use Non Probability Sampling, all elements in the population do not have the same opportunity to be selected as samples (Ferdinand, Augusty 2014) <sup>[8]</sup>. This was done due to the limited time available. The sampling method used purposive

sampling, which is a sampling technique with certain considerations (Sugiyono. (2015) <sup>[31]</sup>, namely by taking samples of passengers who have used Lion Air airlines more than twice.

Determination of the number of samples is based on the opinion (Hair, JF, *et al.* (1998) <sup>[10]</sup> which states that the sample size in research needs to have a minimum number of five times the number of questions analyzed. The sample size for the SEM model should be determined by multiplying the number of indicators by 5 to 10 (Ferdinand, Augusty 2014) <sup>[8]</sup>. Therefore, the sample size taken was 272 respondents (34 indicators × 8) in order to provide better calculation results. However, of the 272 questionnaires distributed, only 274 returned intact. The rest did not return and not complete.

### 4. Results and Discussion

#### Data analysis

The data analysis technique in this research is descriptive and verification. Descriptive analysis was conducted to assess the demographic profile of the respondents and the internal consistency of construction. While the verification analysis uses SEM (Structural Equation Modeling) to verify the path of the relationship between tourist experiences, destination image, and place attachments with environmentally responsible behavior. In addition, the SEM analysis software is IBM SPSS-AMOS version 22.

**Table 1:** Characteristics of Respondents

No.	Description	Frequency	Percentage (%)
1	Respondent Age		
	18-22 Years	36	15.4
	23-27 Years	47	20.1
	28-32 Years	46	19.7
	33-37 Years	12	5.1
	38-42 Years	62	26.5
	>43 Years	31	13.2
2	Gender		
	Man	119	50.9
	Woman	115	49.1
3	Education		
	Elementary/junior/high school	37	15.8
	Diploma	65	27.8
	Bachelor	124	53.0
	Postgraduate	8	3.4
4	Profession		
	Government employees	101	43.2
	Private employees	60	25.6
	self-employed	37	15.8
	Student/Student	36	15.4

In terms of age, the most respondents came from the age group 38-42 years, namely 62 (26.5%). From gender, there are more men than women, namely 119 (50.9%). Then from the education group the most were those with undergraduate education, namely 124 (53.0%). In terms of occupation, the most are those who work in civil servants, namely 101 (43.2%)

### Measurement Model (Measurement Model)

Based on the results of confirmatory factor analysis (CFA), it

is known that the measurement of the construct model has met the criteria for the Goodness of Fit Test. The construct measurement model of this study has values as shown in table 1. All indicators in the model are valid because they have a loading factor greater than 0.50. Meanwhile, the AVE for all variables is also valid, because the value is greater than 0.50. Testing the reliability of variables using construct reliability (CR) also shows a value above 0.60, so all variables in this research model are considered reliable (Table 1).

**Table 2:** Loading Factor, AVE and Construct Reliability

Manifest Variables			Loading Factor
Word Of Mouth		Z.1	0.729
		Z.2	0.717
		Z.3	0.695
		Z.4	0.760
AVE	=	0.527	
CR	=	0.816	
Trust		Y2.1	0.702
		Y2.2	0.689
		Y2.3	0.799
		Y2.4	0.636
		Y2.5	0.733
AVE	=	0.502	
CR	=	0.812	
Satisfaction		Y1.1	0.765
		Y1.2	0.646
		Y1.3	0.763
		Y1.4	0.651
AVE	=	0.51	
CR	=	0.838	
Service Quality		X1.1	0.741
		X1.2	0.784
		X1.3	0.609
		X1.4	0.676
		X1.5	0.689
		X1.6	0.712
		X1.7	0.724
		X1.8	0.708
		X1.9	0.811
		X1.10	0.784
		X1.11	0.722
		X1.12	0.675
		X1.13	0.755
		X1.14	0.798
		X1.15	0.662
		X1.16	0.676
		X1.17	0.658
		X1.18	0.696
		X1.19	0.813
		X1.20	0.794
		X1.21	0.755
AVE	=	0.503	
CR	=	0.957	
Company Image		X2.1	0.739
		X2.2	0.776
		X2.3	0.681



		X2.4	0.701
		X2.5	0.725
AVE	=	0.526	
CR	=	0.847	
Cut off value	=	Indicator Loading ( $\geq 0.50$ )	
		AVE ( $\geq 0.50$ )	
		Composite Reliability ( $\geq 0.70$ )	

The model also obtained Goodness of Fit values, namely: Chi Square/ $\chi^2 = 626.951$ , GFI = 0.900, IFI = 0.958, TLI = 0.989, CFI = 0.992, RMSEA = 0.018, CMIN/DF = 1.077. This shows that the model meets the requirements of suitability and data adequacy. Therefore, it can be used for further analysis. In conclusion, based on Table 1, it can be seen that the measurement items of this study have good validity and reliability.

### Verification of Hypothesis Testing

Hypothesis test verification in this study was conducted to test and analyze the effect of service quality, corporate image, customer satisfaction, customer trust and word of mouth the verification hypothesis testing consists of testing the direct influence hypothesis and testing the indirect effect hypothesis. The results of testing the direct influence hypothesis can be seen in the following table:

**Table 3:** Direct Effect Hypothesis Testing Results

Direct Influence			Path Coeff.	Sig. Value
Customer Satisfaction	←	Quality of Service	0.436	0.006
Customer Trust	←	Quality of Service	0.384	0.000
WOM	←	Quality of Service	0.347	0.000
Customer Satisfaction	←	Corporate Image	0.379	0.001
Customer Trust	←	Corporate Image	0.371	0.000
WOM	←	Corporate Image	0.126	0.011
WOM	←	Customer Satisfaction	0.445	0.000
WOM	←	Customer Trust	0.515	0.000

**Source:** Primary data processed, 2021

Based on Table 3, it is known that the effect between service quality, corporate image, customer satisfaction, customer trust and word of mouth is

- Service quality has a positive effect and significant to customer satisfaction, it can be seen from the path coefficient value obtained is 0.436 with a significant value of 0.006.
- Service quality has a positive effect and significant to customer trust, it can be seen from the path coefficient value obtained is 0.384 with a significant value of 0.000.
- Service quality has a positive effect and significant to word of mouth, it can be seen from the path coefficient value obtained is 0.347 with a significant value of 0.000.
- Company image has a positive effect and significant to customer satisfaction, it can be seen from the path coefficient value obtained is 0.379 with a significant value of 0.001.

- Company image has a positive effect and significant to customer trust, it can be seen from the path coefficient value obtained is 0.371 with a significant value of 0.000.
- Company image has a positive effect and significant to word of mouth, it can be seen from the path coefficient value obtained by 0.126 with a significant value of 0.011.
- Customer satisfaction has a positive effect and significant to Word of mouth, it is seen from the path coefficient value obtained is 0.445 with a significant value of 0.000.
- Customer trust has a positive effect and significant to Word of mouth, it is seen from the path coefficient value obtained is 0.515 with a significant value of 0.000.

The indirect effect hypothesis testing is carried out with the Sobel test where the test results are processed using online software via web: <http://quantpsy.org/sobel/sobel.htm>. For indirect test results can be seen in the following table:

**Table 4:** Indirect Effect Hypothesis Testing Results

Indirect Influence	P Sobel Test	Estimate
Z Y1 X2	0.01020743	0.317
Z Y1 X1	0.02097595	0.413
Z Y2 X1	0.00393592	0.354
Z Y2 X2	0.00608361	0.294

**Source:** Primary data processed, 2021

Based on Table 4. It is known that the indirect influence between the variables of service quality, company image, satisfaction, trust and WOM is as follows:

- Company image has a significant influence on WOM indirectly through customer satisfaction, it can be seen from the path coefficient value obtained is 0.168 with a significant value of 0.010.
- Service quality has significant influence on WOM indirectly through customer trust, this can be seen from the path coefficient value obtained by 0.194 with a significant value of 0.020.
- Service quality has significant influence on WOM indirectly through customer satisfaction, it can be seen from the path coefficient value obtained is 0.197 with a significant value of 0.003.
- Company image has significant influence on WOM indirectly through customer trust, it can be seen from the path coefficient value obtained by 0.191 with a significant value of 0.006.

The path coefficient and the significant value of the influence between variables are transformed in the form of an image, it will look like the following figure:

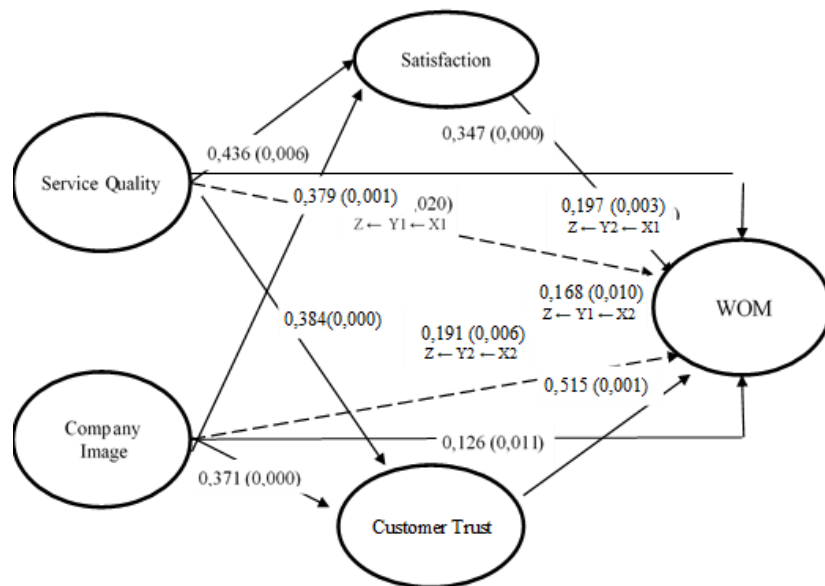


Fig 2: Magnitude of Influence between Variables

### Mediation effect test

Testing the mediating effect in this study was conducted to determine the role of customer satisfaction and trust as intervening variables on the effect of service quality and corporate image on WOM which will be explained further in the following sub-chapters:

The Effect of Service Quality on Word Of Mouth Through the Mediation Effect of Customer Satisfaction

The mediating effect of customer satisfaction on the effect of service quality on WOM will be explained as follows:

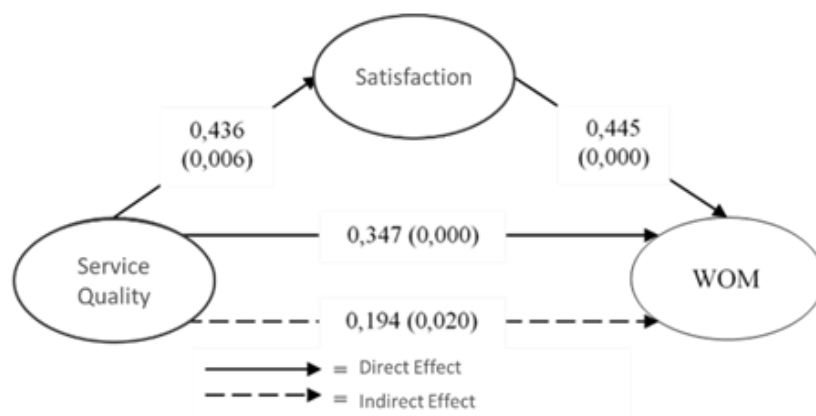


Fig 3: Mediation Effect of Customer Satisfaction on the Effect of Service Quality on WOM

Based on Fig.3, it is known that service quality positive and significant effect on WOM indirectly through customer satisfaction with a path coefficient of 0.194 and a significant value of 0.020. These results conclude that the better the quality of service on the Lion Air airlines will also increase the level of customer satisfaction of Lion Air airlines which it indirectly too have a significant contribution in improving customer WOM by 19.4%.

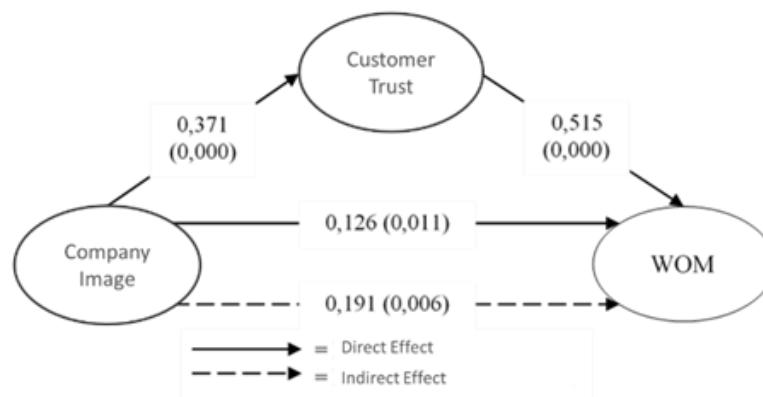
The results of this study are also in accordance with The results of research conducted by Saktiani (2015) state that there is a significant indirect effect between company image on word of mouth through customer satisfaction so that it can be concluded that customer satisfaction acts as a partial mediation between service quality and WOM.

Based on the results of the Sobel test, it is known that the influence of service quality indirectly on WOM through

customer satisfaction is significant, so it can be concluded that the role of customer satisfaction as a mediation between service quality and WOM in this study is to act as partial mediation. because the quality of service has a significant influence on WOM either directly or indirectly through customer satisfaction. Thus, it is hoped that Lion Air airlines will pay attention to the quality of service provided to customers/passengers so that they are always maintained stably so that customer satisfaction can also increase which indirectly can increase WOM in a positive direction.

### The Effect of Corporate Image on Word Of Mouth Through Mediation Effects on Customer Trust

The mediating effect of customer trust on corporate image on WOM will be explained as follows:



**Fig 4:** Mediation Effect of Customer Trust on the Effect of Corporate Image on WOM

Based on Figure 4, it is known that the company's image positive and significant effect on WOM indirectly through customer trust with a path coefficient of 0.191 and a significant value of 0.006. These results conclude that the better the company's image on the Lion Air airlineso will also increase the level of trust of Lion Air airline customers which it indirectly too have a significant contribution in improving customer WOM by 19.1%.

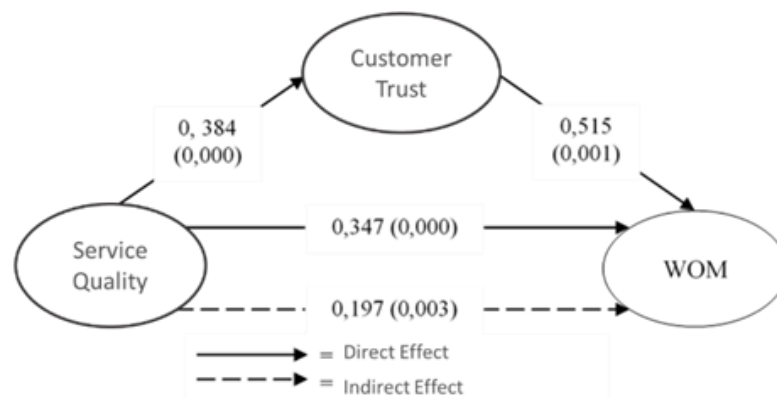
The results of this study are also in accordance with the results of research conducted by Suci Purwandari (2015) <sup>[30]</sup> states that there is a significant indirect effect between company image on word of mouth through customer trust so that it can be concluded that customer trust acts as a partial mediation between company image and WOM.

Based on the results of the Sobel test, it is known that the

indirect effect of corporate image on WOM through customer trust is significant, so it can be concluded that the role of customer trust as a mediation between corporate image and WOM in this study is to act as partial mediation. because the company's image has a significant influence on WOM either directly or indirectly through customer trust. Thus, it is hoped that the Lion Air airline will pay attention to the company's image so that it is always well maintained so that customer trust can also increase which indirectly can increase WOM in a positive direction.

#### **The Effect of Service Quality on Word Of Mouth Through the Mediation Effect of Customer Trust**

The mediating effect of customer trust on the effect of service quality on WOM will be explained as follows:



**Fig 5:** Mediation Effect of Customer Trust on Influence quality of Service to WOM

Based on Figure 5, it is known that the quality of service positive and significant effect on WOM indirectly through customer satisfaction with a path coefficient of 0.197 and a significant value of 0.003. These results conclude that the better the quality of service on the Lion Air airlineso will also increase the level of trust of Lion Air airline customers which it indirectly too have a significant contribution in improving customer WOM by 19.7%.

The results of this study are also in accordance with the results of research conducted by Taufiq Dwi Satmoko (2015) <sup>[34]</sup> states that there is a significant indirect effect between service quality on word of mouth through customer trust so that it can be concluded that customer trust acts as a partial mediation between service quality and WOM.

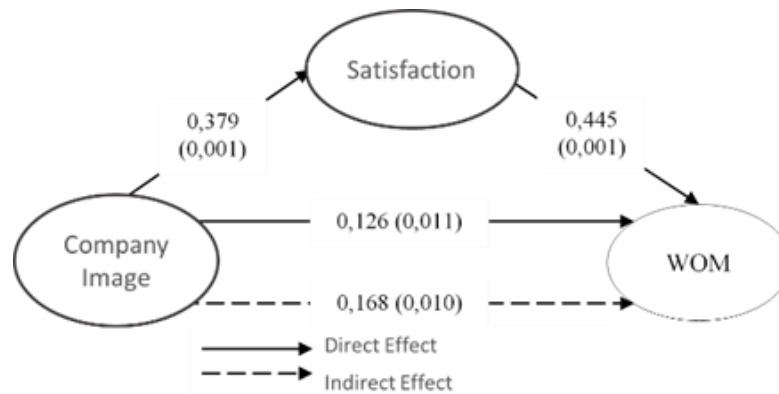
Based on the results of the Sobel test, it is known that the influence of service quality indirectly on WOM through

customer trust is significant, so it can be concluded that the role of customer trust as a mediation between service quality and WOM in this study is to act as partial mediation. because the quality of service has a significant influence on WOM either directly or indirectly through customer trust. Thus, it is expected that Lion Air airlines pay attention to the quality of service provided to customers/passengers so that they are always maintained stably so that customer trust can also increase which indirectly can increase WOM in a positive direction.

#### **The effect of corporate image on word of mouth through the mediation effect of customer satisfaction**

The mediating effect of customer satisfaction on corporate image on WOM will be explained as follows:





**Fig 6:** Mediation Effect of Customer Satisfaction on the Effect of Company Image on WOM

Based on Figure 6, it is known that the company's image positive and significant effect on WOM indirectly through customer satisfaction with a path coefficient of 0.168 and a significant value of 0.010. These results conclude that the better the company's image on the Lion Air airlines will also increase the level of customer satisfaction of Lion Air airlines which it indirectly too have a significant contribution in improving customer WOM by 16.8%.

The results of this study are also in accordance with the results of research conducted by Permadi *et al.* (2014) [13] states that there is a significant indirect effect between company image on word of mouth through customer satisfaction so that it can be concluded that customer trust acts as a partial mediation between company image and WOM.

Based on the results of the Sobel test, it is known that the indirect effect of corporate image on WOM through customer satisfaction is significant, so it can be concluded that the role of customer trust as a mediation between corporate image and WOM in this study is to act as partial mediation. because the company's image has a significant influence on WOM either directly or indirectly through customer satisfaction. Thus, it is hoped that Lion Air airlines will pay attention to the company's image so that it is always well maintained so that customer satisfaction can also increase which indirectly can increase WOM in a positive direction.

## 5. Conclusion

Lion Air flight services should continue to improve service quality, especially in the assurance dimension, which is related to fostering a sense of trust in employees and passengers feel safe during flights, especially for baggage security which passengers often complain about. Furthermore, receiving criticism and suggestions from customers as input or evaluation of the services that have been provided and overcoming problems faced by customers related to Lion Air flight services. To grow and increase the trust of Lion Air airline customers, the management should be able to monitor the feasibility of the aircraft used to operate every day to be able to continue to increase the integrity in growing the trust of customers.

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