

# A Measurement Tool to the Antecedents and Consequences of Trust in Online Travel Services

Arlinda Meidina Shabila<sup>1</sup>, Indrawati<sup>2</sup>

<sup>1,2</sup>Faculty of Economics & Business, Telkom University, Bandung, Indonesia

**Abstract:** *The phenomenon of startup unicorn in Indonesia is developing rapidly. The title of unicorn is given to the startup that have a valuation of US \$1 Billion. One of five companies entitled as unicorn in Indonesia is came from an online travel services company, namely ABC Company that has valuation approximately US \$2 Billion. The development of digital marketing has brought that ABC online travel services company to become one of Indonesia's startups unicorn. The effects of customers toward the digital marketing that has been done by the online travel services company need to be understand in the purpose of predicting their loyalty to the ABC online travel services company. The antecedents and consequences of trust model by Filieri et al. (2015) is seen as the proper basis for this research. A modification in the proposed model was made to fulfil the objectives of this research by adding the loyalty dimensions which are referral, repurchase intention and reject other and the factors used are information quality, perceived website quality, user satisfaction with previous experiences and perceived website trust. The pilot test was conducted on 30 respondents to prove the validity and reliability of the model. Results show that 7 constructs and 35 items considered to be valid and reliable in the test. For that reason, the measurement tool is qualified to be used in further study.*

**Keywords:** Unicorn, digital marketing, the antecedents and consequences of trust, loyalty

## 1. Introduction

In this era, the growth of social media is a major trend in digital business that helps social media marketing develop time by time to monitor and facilitate customer interaction and participation throughout the web to encourage positive engagement with a company and its brands [1]. That condition leads to the emergence of startups company in Indonesia. There are several types of startups company in Indonesia which developed rapidly and make them categorized as unicorn startups company. Unicorn is a startup company which is worth over \$1 Billion [2]. The ABC online travel services company is one of other four startups companies entitled as unicorn. The ABC online travel services company become Indonesia's number one flight search and booking service.

The development of digital marketing has brought ABC online travel services company to become one of unicorn startups. Since ABC online travel services company provides the ease-of-use and convenience of user experience, one of the ways to predict the marketing activities carried out by ABC online travel services company through their digital marketing which makes them as one of the unicorn companies is through investigating consumer trust toward consumer-generated media (CGM). This proposed measurement model is expected to be an inclusive tool that can be used for further study to predict the customer loyalty toward online travel services company.

The Antecedents and Consequences of Trust Model proposed by Filieri et al. (2015) [3] is the proper basis model for this research with a few modifications. This model describes the constructs of information quality, perceived website quality, and user satisfaction with previous experiences towards loyalty with the dimensions of referral, repurchase intention, and reject other through perceived website trust as an intervening variable. The results are

expected to find an inclusive measurement tool for further investigation.

## 2. Literature Review

As the baseline theory of this research, the antecedents and consequences of trust model was developed by Raffaele Filieri, Salma Alguezaui, and Fraser McLeay in 2015 [3]. The research conducted to test a model of antecedents and consequences of trust for consumer-generated media (CGM) on an online review. Filieri et al. (2015) use independent variables of perceived source credibility (PSC), information quality (IQ), perceived website quality (PWQ), user satisfaction with previous experiences (US), user experience with proficiency (UE). Perceived website trust (PWT) as the intervening variable with recommendation adoption (RA) and word of mouth (WOM) as the dependent variables. This research modified the independent variables by only use the IQ, PWQ and US according to research conducted by Agag and Masry (2016) [4] who tested a model of antecedents and consequences of consumers' trust toward online travel websites. Wang 2017 [5] also explored the antecedents and consequences of consumers' trust to several factors in social media trust.

Perceived website trust is the influential factor towards loyalty in online travel services company. Data collection through questionnaires technique to 30 respondents conclude that 100% agreed that perceived website trust influence their loyalty toward ABC online travel services company as antecedents. Previous studies conducted by Agag and Masry (2016) [4] and Wang (2017) [5] discovered the construct to be influential toward online travel websites and social network service respectively.

Referring to Kotler & Keller (2006) [6] about loyalty perception, this research will be measured the loyalty of customers through the dimensions of referral, repurchase

intention, and reject other. Figure 1 shows the proposed the antecedents and consequences model of this research.

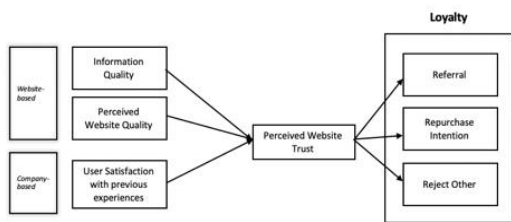


Figure 1: The antecedents of consequences model of trust as research framework

There are 7 constructs used in this research.

The definition of each variable explains as follows:

Information Quality refers to the degree of the quality of the information contained in ABC online travel services company. Performance Website Quality is the degree of customer perception of a website’s performance in information retrieval and delivery. User Satisfaction with previous experiences refers to the degree of customer’s general satisfaction, which is based on all cumulative experiences with a company. Perceived Website Trust is the degree of trust towards consumer generated media that can influence consumers’ intention. Referral is the degree to the confidence of consumer’s trustworthiness and motivate him/her to engage in WOM. Repurchase Intention is the degree to assess the consumers’ intention to remain with current online providers. Reject other is the degree on how customers maintain their choices among other options.

### 3. Methodology

To develop a good measurement tool, the validity and reliability test are conducted in this research. Validity tests are consisting of content validity, face validity, readability and pilot test. Indrawati (2015:47) [7] explains that content validity is the extent to which items are used to measure the research variables logically correspond to what is measured and conducted by adopting and modifying items related with what has been published. Face validity was conducted by expecting some suggestions and recommendations from the experts in the field of marketing. Readability was conducted through the results of respondents understanding toward the questionnaire. Table 1 shows the items of questionnaire.

Table 1: Items on Questionnaire

Variable	Items	Item Code
Information Quality (IQ)	The information in ABC’s online travel services company website was relevant to my needs.	IQ1
	The information in ABC’s online travel services company website was valuable.	IQ2
	The information in ABC’s online travel services company website is accurate.	IQ3
	The information in ABC’s online travel services company website is reliable.	IQ4
	The information in ABC’s online travel services company website is consists of	IQ5

	high quality.	
Perceived Website Quality (PWQ)	ABC’s online travel services company website is accessible from different media.	PWQ1
	ABC’s online travel services company website is easy to use.	PWQ2
	ABC’s online travel services company website is guarantees users’ privacy.	PWQ3
	The features of ABC’s online travel services company website are very complete.	PWQ4
	The quality of ABC’s online travel services company website meets my expectations.	PWQ5
User Satisfaction with previous experiences (US)	I am satisfied with the information I have received from ABC online travel services company.	US1
	I am satisfied with my previous experiences with ABC online travel services company.	US2
	The choice to use ABC online travel services company was wise.	US3
	If I had to choose again, I would make the same choice for ABC online travel services company.	US4
	I am sure made I made the right choice in using ABC online travel services company.	US5
Perceived Website Trust (PWT)	The information contained on the ABC’s online travel services company website was trusted.	PWT1
	The recommendations given on ABC’s online travel services company website are made in search of mutual benefit of both the reviewer and customers.	PWT2
	ABC’s online travel services company website is trustworthy.	PWT3
	ABC’s online travel services company website gives the impression that it keeps promises.	PWT4
	In terms of usability, I know what to expect from ABC’s online travel services company website.	PWT5
Referral (REF)	I recommend ABC’s online travel services company website to close personal friends.	REF1
	I mentioned to others that I seek travel information from ABC’s online travel services company website.	REF2
	I made sure that others know that I rely on ABC’s online travel services company website for travel information.	REF3
	I would tell others positive things about ABC’s online travel services company website.	REF4
	I am likely to encourage others to use ABC’s online travel services company website.	REF5
Repurchase Intention (RI)	If I were to buy the travel service again, I would likely to buy it from ABC’s online travel services company website again.	RI1
	If I could, I would like to reuse ABC’s online travel services company website for my next travel service purchase.	RI2

	I would like to revisit the ABC’s online travel services company website to purchase services in the near future.	RI3
	I would like to continue the purchasing relationship with ABC’s online travel services company website.	RI4
	I will make my next travel reservation from ABC’s online travel services company website again.	RI5
Reject Other (RO)	I prefer ABC’s online travel services company website over other travel alternatives.	RO1
	In my opinion, ABC’s online travel services company website is the best website for buying a travel.	RO2
	I will consider ABC’s online travel services company website as my first choice for travelling.	RO3
	I believe that ABC’s online travel services company website is my favorite website among others.	RO4
	My preferences for ABC’s online travel services company website would not willingly change.	RO5

4. Results

The pilot test was conducted on 30 respondents through Google forms online questionnaire. All respondents are representatives of those have domiciled in Indonesia. And they have been using the ABC online travel services company for at least three times. The data collected was calculated by using SPSS Software. Refers to Friedenberg and Kaplan in Indrawati (2015:149) [8] the items are considered to be valid if the “Corrected Item – Total Correlation” (CITC) is greater than 0.3. All of the items on seven constructs in this research are considered to be valid. As well as, the reliability test is where the Cronbach-Alpha (CA) score greater than 0.7. All seven constructs in this research is satisfy the reliability test. The results of the pilot test present in the following Table 2.

Table 2: Pilot Test Result

Item Code	CITC	Cronbach Alpha
IQ1	0.791	0.838
IQ2	0.530	
IQ3	0.456	
IQ4	0.584	
IQ5	0.446	
PWQ1	0.786	0.752
PWQ2	0.495	
PWQ3	0.534	
PWQ4	0.576	
PWQ5	0.454	
US1	0.724	0.882
US2	0.682	
US3	0.736	
US4	0.555	
US5	0.689	
PWT1	0.611	0.795
PWT2	0.630	
PWT3	0.754	
PWT4	0.597	
PWT5	0.518	
REF1	0.686	

REF2	0.702	0.871
REF3	0.683	
REF4	0.560	
REF5	0.609	0.859
RI1	0.802	
RI2	0.799	
RI3	0.596	
RI4	0.679	
RI5	0.528	0.895
RO1	0.554	
RO2	0.685	
RO3	0.760	
RO4	0.807	
RO5	0.536	

5. Conclusion

The conclusion that can describes based on the pilot test results is there are 7 constructs and 35 items which considered to be valid and reliable. This means that the measurement tool to the antecedents and consequences of trust model in ABC online travel services company can be proposed to be used for further investigating.

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**Author Profile**

Arlinda Meidina Shabila

Indrawati