Factors Influencing Ticket Repurchase Intentions: A Study at an Indonesian Online Travel Agency

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ABSTRACT

The purpose of this study was to examine the relationship model of brand image factors, customer satisfaction, trust in the intention of buying tickets online at the Online Travel Agent (OTA), using an explanatory quantitative approach. Data were collected using a questionnaire from a sample of respondents selected by non-probability of convenience. Data were analyzed using Structural Equation Modeling based on sample respondent data (n = 273), employing AMOS software. The analysis results show that the effect of brand image on repurchase intention is not significant. In contrast, the brand image on customer satisfaction and consumer trust has a significant impact. The satisfaction variable mediates significantly on the effect of brand image on repurchase intention, while trust is not significant. The variables of confidence and customer satisfaction have a different role in mediating the impact of brand image on ticket repurchase intentions. Besides, testing the mediation of the two variables is a different idea from previous studies, so it becomes a novelty in this study

Keywords: *repurchase intention, trust, satisfaction, brand image, mediation*

INTRODUCTION

In recent times the tourism industry in Indonesia has beenincreasing. The tourism industry growth because ofinfrastructure support, the development of tourist destinations, and other factors. One of the supporting facilities is related to the provision of travel tickets. Along with the growth in internet use, the increasing number of smartphone users, ticket transactions for tourism, leisure, and traveling have shifted from offline or in-store ticket agents to online sales.

This online ticket transaction is increasing along with the growth of the tourism industry sector, traveling, and leisure activities. This condition encourages the emergence of various business sites through the internet engaged in the tourism and travel sector. Several e-commerce sales of travel tickets, commonly called online travel agents (OTA) in Indonesia,are well-known, including Traveloka.com, Pegi Pegi, Tiket.com, and Booking.com.

During the development of online travel agents (OTA), purchasing travel tickets online is more desirable than in-store purchases. The results of the Nielsen Global E-Commerce Report (2014) survey show that online purchase intentions for airline tickets and reservations have increased in the past five years. Consumers prefer to buy travel tickets online rather than in-store purchases. Meanwhile, the Nielsen Global Connected Commerce Report (2017) results stated that consumers who buy products related to travel products or services are more likely to buy in-store, with a percentage of 5%, while consumers who buy online more often are 69%. Consumers assume that purchasing tickets online is more manageable. They can buy in anywhere and anytime(1). In addition, the method of ordering and payment is easy and varied, and many promotional programs are offered to get cheaper prices(2). They make purchases simply by accessing via a smartphone connected to the internet, and its simple appearance makes it easy for visitors to access what they want(3).

So far, empirical evidence regarding the phenomenon of online ticket buying still leaves an exciting side to be reviewed. Empirically, purchasing decisions have a strong relationship with repurchase intentions(4). Consumers intend to buy more in the future at the same product or company(5). Someone decides to choose the same service provider or re-purchase the same place and service and repurchase the same effect

because of their experience, especially a memorable and good experience(6). An excellent experience will create satisfaction and ultimately form an image in the minds of consumers.

Regarding online purchases, Lien, Wen (7) states that when consumers want to make online purchases, some consumers first pay attention to the company's brand image. Brand image can help consumers identify their needs and want related to brands (8). The built brand image can be an identity and a reflection of the vision, excellence, quality standards, service, and commitment of service providers(9). A service provider with a good brand image will make consumers think that the brand is different from competitors(10). The impact of the brand image on customers' minds makes them loyal, which raises the reason to make repeat purchases(11).

However, several studies on repurchase intentions and brand image show non-uniform results. The relationship between brand image and repurchase intention varies from one researcher to another. Research byArista and Astuti (9),Ramadhan and Santosa (12) shows that brand image has no significant effect on repurchase intentions. The Consumer repeated purchases are not influenced bythe brand image of the product or service purchased by the consumer. Meanwhile, Ko, Lee (13)shows that brand image significantly affects repurchase intention. Likewise, Choi and Kim (14) stated that brand image significantly impacts repurchase intention. Ismoyo, Hadiwidjojo (15) also support these results, which say that brand image can influence consumer repurchase intentions to buy a product. The study suggests that the better the brand image, the higher the consumer's choice to repurchase.

The author realizes that the brand image of a company can influence consumers to make repeat purchases. But scientifically speaking, there are indications that the relationship between the two variables cannot be direct. This means that the brand image cannot directly lead to repurchase intentions. Instead, the quality of a brand that is reflected as a brand image will shape consumer satisfaction. The relationship between their image and repurchase intention requires a connecting or mediating variable. This link is customer satisfaction and consumer trust. For example, Neupane study (16)show that an ideal brand image always contributes to customer satisfaction. Research byJiménez and San Martín (17) also states that brand image can

build customer trust.Kim, Ferrin (18)indicated that satisfaction and trust are important factors in the success of e-commerce.

Several studies suggest that consumer satisfaction and consumer trust can be a link between brand image and repurchase intention. Research byNatasha Lolita, Suharyono (11) stated that brand image has a significant effect on repurchase intention through customer satisfaction. Neupane (16) also states that brand image has a significant effect on repurchase intentions through customer satisfaction. Therefore, it can be said that customer satisfaction is an important thing for consumers. Consumer satisfaction is related to the reuse of the same product or service(5). Khalifa and Liu (19) say that satisfied consumers will return to online shop sites which in turn will lead to a sense of loyalty and will make repeat purchases.Wen, Prybutok (20) also stated that satisfaction positively affects online repurchase intentions. Therefore, customer satisfaction is expected to be an essential determinant or factor in bridging the brand image to repurchase intentions.

Consumer trust, like consumer loyalty, is expected to play a role in establishing a connection between brand image and repurchase intention.Consumer trust is one of the main features of buyer and seller relationships(21). Trust is built when customers have confidence in the reliability and integrity of a brand image(22). Building customer trust is one way to get and retain customers (23). The higher the level of online store customer trust, the more profitable it will be for the online store, thereby increasing customer repurchase intentions (24). Other researchers, namely Norhermaya and Soesanto (25), state that consumer confidence affects consumer repurchase intentions. Chiu, Chang (26) also supports this opinion, stating that trust is positively related to online repurchase intentions.Rahmi and Nizam (1) also say that brand image significantly influences repurchase intention, and consumer confidence can mediate brand image on repurchase intention. Therefore, the researcher is interested in examining the effect of brand image on repurchase intention with consumer satisfaction and consumer trust as a mediation.

Purchasing travel tickets through an online travel agent (OTA) is indeed much in demand than purchasing through conventional ticket agents because OTA is considered a service that can make it easier for consumers to get what

they need to start a trip (27). However, that doesn't mean OTA doesn't have weaknesses. One of OTA's flaws is that transactions are managed by an online bookkeeping system, which means customers cannot communicate directly with the company (2). The absence of interaction between sellers and buyers of travel tickets can make it difficult for buyers if something untoward occurs (28). Dissatisfaction and a decrease in trust resulted in a reduction in the number of visits to OTA (29). Consumers can be dissatisfied with OTA because of this flaw. Consumers who aren't loyal will reconsider buying travel tickets from an online travel agency.

Aside from the clarification above, what factors influence the decision to repurchase travel tickets through an online travel agency? This paper specifically addresses these problems, exploring a model linking the desire to purchase tickets online at OTA with trust, customer satisfaction, and brand image. Furthermore, systematically, making it easy for readers, including introduction, literature review, methodology, research results and discussion, and finally, conclusions.

LITERATURE REVIEW AND HYPOTHESIS

Repurchase Intention

In general, in the buying process, after buying a product or service, the consumer will then evaluate the product or service he has bought. This evaluation will serve as the basis for consumers to make further purchases (24).Hellier, Geursen (5)Hellier et al. (2003) define repurchase intention as a manifestation of the results of a person's evaluation of something that has been used or consumed previously. Meanwhile, Ain and Ratnasari (30) define repurchase intention as a post-purchase action caused by the satisfaction felt by consumers for products that they have purchased. Repurchase intention is essential in marketing because it shows the possibility of consumers repeatedly buying goods or services in the future (31). Repurchase intention is an intention to repurchase a product or service, which occurs because the consumer has purchased a previous product or service(32). Lacey and Morgan (33) describe repurchase intention as a person's decision to buy a specific product or service from the same company for the second time. The reason why customers decide to choose the same service provider and buy back the same service is based on their past experiences (6) andBhattacherjee (34), namely: Intend to buy

back, Intend to continue to use rather than stop it, Prioritize online stores, Always make online purchases rather than buy in stores, Intend to become repeat customers.

Brand Image

When someone is going to buy a product or service, they generally first look at the product or company's brand. Therefore, brands have a substantial impact as a differentiator between products so that consumers find it easier to recognize the products offered(32). Therefore, companies need to have a good brand image. A good brand image helps create long-term relationships between companies and consumers. This is an effective way to make brands look better to increase sales(35).Brand image is defined as a set of unique associations in customers' minds about what brands are implied in a company (16). Brand image is what people think and feel when they hear or see a brand(32). Brand image is what people think and feel when they hear or see a brand(8). Brand image can be the primary driver that influences someone to buy a product or service(7), also Keller and Lehmann (36): Brands are easy to remember, meaning that the elements of the brand chosen should be easy to remember and mention, a brand is known through the message and how the product is packaged and presented to consumers, the brand has a good reputation, for the company image means the public's perception of the company's identity, the brand can be trusted and the brand can attract consumers.

Customer Satisfaction

Customer or consumer satisfaction is a fundamental concept in understanding a company's relationship with its customers and has an essential role in the market(10). Walker, Smither (37)define satisfaction as a condition in which customer needs, wants, and expectations can be fulfilled through the product or service purchased. Meanwhile, Paul, Mittal (38)argue that consumer satisfaction is a mental state that compares the results of expectations before and after buying. Consumer satisfaction is the extent to which the benefits of a product or service (39). Consumer satisfaction is felt after consumers make a purchase, which will then evaluate the product or service according to their expectations or not, if it is following expectations, consumers will feel satisfied (40).From some of the theories described above, it can be said that customer satisfaction is a feeling of pleasure or disappointment for

someone who has purchased. Hence, the comparison between the product or service purchased according to his expectations or not. Jiang and Rosenbloom (41)and Wen, Prybutok (20)mention the following indicators of consumer satisfaction: Ease of ordering, meaning that consumers can place orders anytime and anywhere. Product information, meaning that various pricing information is available. Website performance, meaning that the website has an attractive appearance. Customer service, which means having a buying and selling service according to consumer expectations. Timeliness of order, meaning orders can be made quickly.

Consumer Trust

Trust is the foundation in terms of building long-term business relationships (Wu et al., 2010). Trust is the belief that someone will find what they want when buying a product or service (T. T. Kim et al., 2009). Consumer trust involves a person's belief that a product or service benefits him (Sumarwan, 2011). Consumer trust plays an important role in making customer repurchase decisions (Norhermaya & Soesanto, 2016). Consumer trust is defined as a multidimensional concept related to various targets, including sales staff, products, companies, and trust in an online site (Wen et al., 2011). Consumer trust in online sites is one of the critical factors in buying and selling online (Koufaris & Hampton-Sosa, 2004). When a sense of trust arises to make buying and selling transactions online(Wijayajaya & Astuti, 2018). D. J. Kim et al. (2009) define consumer trust as consumer belief that online sellers will fulfill their transaction obligations. Indicators of consumer confidence according to Wen et al. (2011); online sellers can run online sites well, consumers think based on the shopping experience, consumers believe there will be no mistakes when making transactions on online sites, feel safe in dealings with online sites, believe online sites can protect consumer privacy, believe that online sites will provide accurate information

Trust is the foundation in terms of building long-term business relationships (21). Trust is the belief that someone will find what they want when buying a product or service (22). Consumer trust involves a person's belief that a product or service benefits him (42). Consumer trust plays an essential role in making customer repurchase decisions (25). Consumer trust in online sites is one of the critical factors in buying and selling online (20). Consumer trust in online sites is an essential factor in buying and selling online (43). When a sense of trust arises to make buying and selling transactions online, someone can make online purchases (24).Kim, Ferrin (18)define consumer trust as consumer belief that online sellers will fulfill their transaction obligations. According toWen, Prybutok (20); online sellers can run online sites well; consumers think based on the shopping experience.Consumers believe there will be no mistakes when making transactions on online sites, feel safe in dealings with online sites, believe online sites can protect consumer privacy, believe that online sites will provide accurate information. Base on empirical evidence above, the conceptual framework for this research, can be seen in Figure 1.
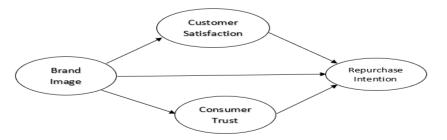

FIGURE1. *Conceptual Framework*

The relationship between brand image, customer satisfaction, and consumer trust in repurchase intentions.

Brand image is an essential factor in shaping consumer repurchase intention because consumers think that brand image is a perception of the customer's trust in a brand. Customers who believe in a brand will tend to want to repurchase, so a company needs to build a good brand image. Research conducted byKo, Lee (13) stated that brand image significantly affects repurchase intention. These results

suggest that when consumers want to make online purchases, some consumers pay attention to the company's brand image first. Wijayajaya and Astuti (24)also state that brand image has a significant effect on repurchase intention. These results explain that a strong attachment to the brand image to consumers will affect repurchase intentions. Ismoyo, Hadiwidjojo (15)also support these results, stating that brand image significantly affects repurchase intention. Besidesthe brand image, customer satisfaction is also an essential factor in attracting consumers to make repeat purchases. Customer satisfaction is considered the primary goal of a sale because when consumers are satisfied, they will intend to make a repeat purchase. This is following research by Khalifa and Liu (19)that consumers who are satisfied with online stores will increase their repurchase intention to return to online stores.Ismoyo, Hadiwidjojo (15) stated that customer satisfaction has a significant effect on repurchase intention. These results are also supported by Wen, Prybutok (20), which state that satisfaction positively affects online repurchase intentions.

Consumer trust is also considered an important factor in consumer repurchase intentions when consumers believe they will have the choice to repurchase. Consumer trust in e-commerce is a significant factor in buying and selling online (43). Research byLee, Moon (44)) which states that customer trust has a significant effect on repurchase intentions, where trust has the most decisive influence on repurchase intentions in online transactions. Chiu, Chang (26)also stated that trust is positively related to online repurchase intentions. The higher the level of online store customer trust, the more profitable it will be for the online store, thereby increasing customer repurchase intentions (24).Referring to the results of research that has been done by previous researchers, the researcher considers that the better the brand image of a company, the more consumers want to intend to repurchase products or services that have been previously purchased. In addition to a good brand image, customer satisfaction that has been felt before will also generate an intention to make repeat purchases. When consumers are satisfied, consumers will believe in the services they have bought. The more consumers feel confident, the more they have the desire to make repeat purchases. Based on previous research, the researcher draws the following hypothesis:

H1: Brand image has a significant effect on repurchase intention

H2: Consumer satisfaction is having a significant impact on repurchase intention

H3: Consumer trust has a significant effect on repurchase intention

The relationship between brand image and customer satisfaction

Besides being an important factor in consumer repurchase intentions, brand image is also essential in shaping consumer satisfaction. Neupane (16),in his research, said that the ideal brand image always contributes to customer satisfaction. This is also supported by research conducted by Thakur and Singh (45),which states that brand image significantly affects consumer satisfaction. The study says that marketing managers must focus on brand image to win customer satisfaction. Research by Natasha Lolita, Suharyono (11)also stated that to have a positive brand image in the minds of consumers. There must be special attention to customer satisfaction and all the factors that will lead to consumer satisfaction. Referring to the research results that have been described, the researcher draws the following hypotheses:

H4: Brand image has a significant influence on customer satisfaction

The relationship between brand image and consumer trust

In addition to being an essential factor in consumer purchase intentions, brand image is also an essential factor in shaping consumer trust. Research from Jiménez and San Martín (17)states that brand image can form customer trust. This was confirmed by the study of Kim, Kim (22),which says that brand image has a significant effect on consumer trust. Consumer trust is built when customers have confidence in the reliability and integrity of a brand image. The brand image obtained by consumers impacts consumer trust when the brand can create a sense of faith in the quality of the brand expected by consumers (8). Rahmi and Nizam (1)state that brand image has a significant influence on consumer trust. Referring to the research that has been done, the researcher draws the following hypothesis:

H5: Brand image has a significant influence on customer trust

The relationship between consumer satisfaction as a mediator of brand image on repurchase intention

The relationship between brand image and repurchase intention is a relationship based on

one variable factor directly. This relationship is expected to be better if other variables function as a liaison between the two variables. This variable is customer satisfaction. Research from Natasha Lolita, Suharyono (11)stated that brand image significantly affects repurchase intention through customer satisfaction. This is also supported by Neupane (16), which found that satisfaction can mediate between brand image and repurchase intention. Based on the results of research that have been researched previously, a hypothesis is formulated:

H6: Consumer satisfaction can mediate the effect of brand image on repurchase intention

The relationship between consumer trust as a mediator of brand image on repurchase intention

The relationship between brand image and repurchase intention is a relationship based on one variable factor directly. This relationship is expected to be better if other variables function as a liaison between the two variables. This variable is consumer trust. Rahmi and Nizam (1)) show that brand image significantly affects repurchase intention through faith. This is also supported by Kim, Ferrin (18)which state that

trust can mediate brand image and repurchase intention. Based on the research results described above, the research hypothesis is drawn:

H7: Consumer trust can mediate the influence of brand image on repurchase intention

METHODOLOGY

This research was conducted on several online travel agent (OTA) objects, namely online travel ticket sales agent companies, Traveloka, Pegi Pegi, Tiket.com, and Booking.com. The population is people who have made travel ticket purchase transactions online through one or more of these OTAs in the last 1 year. The sample was selected by non-probability for the type of convenience of as many as 300 online ticket buyers. The data were collected using a five-response Likert scale questionnaire (Stronly Agree, Agree, Neutral, Disagree, Strongly disagree), which had the validity and reliability, containing several demographic aspects and variable measuring items studied in this paper including brand image, satisfaction, trust. and repurchase intention, which relates to operational definitions and indicators of research variables. presented as Table 1.

Table1. *Variable Operasionalization dan Indicators*

Variable	Indicators	Code	References
Brand Image (BI) is a respondent's perception of a particular brand related to how the company builds a good image in the minds of consumers	1) Brands are accessible for consumers to remember 2) Consumers easily recognize brands 3) The brand has a good reputation 4) The brand can be trusted 5) Brands can attract consumers	BI1 BI2 BI3 BI4 BI5	Keller and Lehmann (36), Lien, Wen (7)
Repurchase Intention (RI) is a desire to repurchase tickets that have been previously purchased because they have felt the benefits in them	1) Intend to buy back 2) Intend to continue using rather than stopping it 3) Always make online purchases rather than buying in-store 4) Prioritizing online shops 5) Intend to become a regular customer	RI1 RI2 RI3 RI4 RI5	Wen, Prybutok (20) dan Bhattacherjee (34)
Customer Satisfaction (CS) is the level of customer feelings after comparing what is expected with what is received	1) Ease of ordering 2) Product information 3) Website performance 4) Customer service 5) Timeliness of ordering	CS1 CS2 CS3 CS4 CS5	Jiang and Rosenbloom (41), Wen, Prybutok (20)
Consumer Trust (CT)	1) Online sellers can run	CT1	

| is the belief that someone will find what they want when buying a product or service, and confidence in the reliability and honesty of their partners | online sites well
2) Consumers think based on their shopping experience
3) Feel safe in transactions with online sites
4) Believe online sites can protect consumer privacy
5) Trust that online sites will provide accurate information | CT2

CT3

CT4

CT5 | Wen, Prybutok (20), Gefen (46) |

The results of the validity and reliability tests with the number of samples are shown in Table 2:

Table2. *Validity and Reliability Tests of Construct Variable*

	Pearson Correlation	Corrected Item Total Correlation	Validity	Cronbach Alpha	Reliability
Brand Image (BI)					
BI1	0.698	0.619	Valid		
BI2	0.552	0.422	Valid		
BI3	0.681	0.572	Valid	0.749	Reliable
BI4	0.558	0.407	Valid		
BI5	0.736	0.666	Valid		
Customer Statisfaction (CS)					
CS1	0.696	0.618	Valid		
CS2	0.731	0.656	Valid		
CS3	0.636	0.514	Valid	0.759	Reliable
CS4	0.643	0.521	Valid		
CS5	0.598	0.481	Valid		
Consumer Trust (CT)					
CT1	0.535	0.410	Valid		
CT2	0.681	0.570	Valid		
CT3	0.775	0.708	Valid	0.771	Reliable
CT4	0.776	0.716	Valid		
CT5	0.695	0.618	Valid		
Repurchase Intention (RI)					
RI1	0.743	0.674	Valid		Reliable
RI2	0.645	0.563	Valid		
RI3	0.774	0.705	Valid	0.787	
RI4	0.705	0.630	Valid		
RI5	0.773	0.699	Valid		

Source: *SPSS Print out*

Table 2. shows that the indicators of the four variables can be declared valid because the Pearson Correlation value of all indicators is close to 1. The Corrected Item Total Correlation value can be good because it has a value above the critical value of r sample table 300, which is 0.113 at the 5% significance level, meaning that all research indicators are valid.

Cronbach Alpha also has a value> 0.60, meaning that all variables can be declared reliable. Thus, it can be said that the results of the validity and reliability tests of this study can measure the relationship between variables, so it is expected that the measurement results in this study can be trusted.The data collected is based on the existing questionnaire analyzed by Structural Equation Modeling (SEM), to test the suitability of the relational model between variables as shown in Figure 1, employing AMOS software.

The final model, discussed as findings, is evaluated in terms of goodness of fit (GOF). Namely, consisting of absolute fit measures, incremental fit measures, and parsimonious fit measures). The evaluation parameters of the GOF model are listed in Table 3. While testing the hypothesis, the direct influence between the variables being modeled is carried out

employing the T-test, at 5% alpha. Testing the indirect effect or role of the mediating variable is done by using the Sobel test.

Table3. *Goodness of Fit Model*

Parameter	Cut Off
Chi - Square	Low chi-square, probability (p)> 0.05
GFI (Goodness of Fit Indeks)	Expected > 0.90
RMSEA (Root Mean Square Error of Approximation)	RMSEA < 0.08
NFI (Normed Fit Index)	Expected > 0.90
TLI (Tucker-Lewis Index)	Expected > 0.90
CFI(Comparative Fit Index)	Expected > 0.90
RFI (Relative Fit Index	Expected > 0.90
CMIN/DF	Recommended CMIN/DF < 0.2

RESULT AND DISCUSSION

Respondent DemographyOne crucial aspect of supporting this research is the description of the respondents. From the collected data of respondents, the demographic aspects of the respondents can be described, as shown in Table 4.

Table4. *Demography data of Responden*

Gender	Responden	Percentage
Female	170	56.7%
Male	130	43.3%
Total	**300**	**100%**
Age Group **(years)**	**Responden**	**Percentage**
15 s/d 25	110	36.7 %
26 s/d 35	154	51.3 %
36 s/d45	28	9.30 %
46 s/d 60	8	2.70%
Total	**300**	**100%**
Education	**Responden**	**Percentage**
Junior Hight School	5	1.70%
Senior Hight School	39	13.0 %
Diploma	46	15.3 %
Graduate/Master	210	70.0%
Total	**300**	**100%**

Source: *Primary Data*

Evaluation of Latent Variable Measurement Model

The results of the validity and reliability test are shown in Table 5

Table5. *Confirmatory Factor Analysis Evaluation*

Variable / Code	*Loading Factor 1*	*Loading Factor 2*	Note
Brand Image (BI)			
BI1	0.69	0.70	
BI2	0.30	-	Excluded
BI3	0.67	0.69	
BI4	0.19	-	Excluded
BI5	0.81	0.79	
Customer Satisfaction (CS)			
CS1	0.65	0.61	
CS2	0.80	0.83	
CS3	0.33	-	Excluded
CS4	0.60	0.62	
CS5	0.32	-	Excluded
Consumer Trust (CT)			
CT1	0.30	-	Excluded

CT2	0.50	-	Excluded
CT3	0.77	0.75	
CT4	0.79	0.80	
CT5	0.65	0.66	
Repurchase Intention (RI)			
RI1	0.69	0.70	
RI2	0.51	-	Excluded
RI3	0.73	0.77	
RI4	0.59	-	Excluded
RI5	0.70	0.67	

Source: *AMOS Print out*

Table 5. above shows that the indicators measuring each variable have a loading factor value> 0.60, meaning that all indicators can be used for research. Researchers used four variables with at least three indicators and a sample of 300 cases, so a loading factor of 0.60 was used to get maximum results (Hair et al., 2010). The indicators BI2, BI4, CS3, CS5, CT1, CT2, RI2, and RI4 are removed because they have a loading factor higher than 0.60 and cannot be used for data analysis. Still, other indicators that have a loading factor higher than 0.60 can be used for research analysis.

MODELING ASSUMPTIONS TEST

At the initial stage, a complete model SEM test was carried out with as many as 300 data, testing many things that became the assumptions in modeling. These assumptions include normal distribution for each observable indicator item and outliers. . Data can be said to be expected if it has a critical skewness and kurtosis value between -2.5 to 2.5 at the 5% significance level (Hair, 2010). The results of the normality test are shown in Table 6. In the initial stage, testing using 300 data. The Multivariate Normality value was obtained 19,163. This condition illustrates that the modeling has not met the requirements. In the second stage (n = 273), the multivariate normality value was -0.617. Table 6. shows that both univariate and multivariate indicators do not meet the normal assumptions. The BI1, BI3, and BI5 indicators have not met the normal assumptions univariate, but other indicators have shown normally distributed data. The multivariate Data shows a value of -0.617, which means that all data used in this study have met the multivariate normal assumptions.

Table6. *Normality Evaluation*

Code of Variable Indicator	Step 1st (n=300)		Step 2rd (n=273)		Note
	Critical Skewness	*Critical Kurtosis*	*Critical Skewness*	*Critical Kurtosis*	
CT3	-6.209	6.030	-1.499	-1.448	Normal
CT4	-6.042	6.589	-2.238	1.548	Normal
CT5	-4.319	3.523	-1.784	-0.727	Normal
RI5	-9.438	10.002	-3.375	-1,421	Normal
RI3	-7.251	6.687	-2.678	-0.434	Normal
RI1	-5.295	3.389	-2.690	-1.173	Normal
CS4	-3.751	1.219	-1.136	-1.877	Normal
CS2	-5.661	6.712	-0.728	-2.617	Normal
CS1	-5.176	7.260	-1.492	0.251	Normal
BI1	-8.619	10.965	-2.402	-4.137	Non Normal
BI3	-2.510	-2.218	-1.360	-3.725	Non Normal
BI5	-5.550	7.677	-0.204	-4.911	Non Normal
Multivariate	19.163		-0.617		**Normal**

Source: *AMOS Print Out*

Evaluation of Goodness of Fit

The results of evaluating the goodness of fit index on SEM data processing that has been carried out can be seen in Table 7. In Table 7, all Goodness of Fit indicators, absolute, incremental, Parsimonious, and Hoelter, have met the modeling requirements. Modeling in the final hold, using a sample (n = 273), obtained a model that meets GOF, with valid and reliable

latent variable constructs, visually the model is   shown in Figure 1.

Table7. *Goodness of Fit Model Index Evaluation*

Chi – Square	Critical Value	1st Step (n=300)	2rd Step (n=273)	Note
Absolute				
Chi-square (X²)	Insignificant p value expected	106.151	88.646	
Significant Probability	>0.05	0.000	0.000	
GFI	>0.90	0.944	0.951	Good Fit
RMSEA	<0.80	0.062	0.054	Good Fit
Incremental				
NFI	>0.90	0.915	0.905	Good Fit
TLI	>0.90	0.935	0.938	Good Fit
CFI	>0.90	0.951	0.954	Good Fit
RFI	>0.90	0.885	0.872	Marginal Fit
Parsimonious				
CMIN/DF	< 2.00	2.166	1.809	Good Fit
Hoelter				
Hoelter 0.05		187	205	
Hoelter 0.01		212	231	

Source: *AMOS Print Out*

RELIABILITY

Reliability evaluation is used to determine the reliability value of a model. Construct reliability is said to be good if the construct reliability value is> 0.70 and the variance extracted value is> 0.50 (Hair, 2010). The description of the results of the reliability evaluation can be seen in Table 8.

Table8. *Validity and Reliability Evaluation*

Variable	CR	VE	Note
Brand Image (BI)	0.77	0.64	Valid & Reliable
Customer Statisfaction (CS)	0.70	0.52	Valid & Reliable
Consumer Trust (CT)	0.71	0.53	Valid & Reliable
Repurchase Intention(RI)	0.75	0.60	Valid & Reliable

Source: *Primary data*

Table 8. shows that all variables have a CR value> 0.70 and a VE value> 0.50, so it can be said that the four variables are valid and reliable, so they are suitable for use in structural modeling.
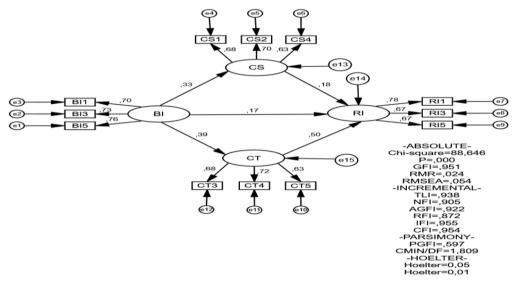

FIGURE4. *Full Model*

The final estimation loading factor and statistics indicat or of the variables is shown in Table 9.

Table9. *Regression weights*

	Path		*Estimate*	*S.E.*	*C.R.*	P	Note
CS	←	BI	0.323	0.084	3.849	***	Significant
CT	←	BI	0.394	0.088	4.460	***	Significant
RI	←	CS	0.233	0.104	2.246	0.025	Significant
RI	←	CT	0.633	0.121	5.233	***	Significant
RI	←	BI	0.215	0.110	1.960	0.055	Not Significant

Source: *AMOS Print Out*

In table 9 show that the effect of brand image (BI) on repurchase intention (RI) is not significant (probability value> 0.05).At the same time, the impact of brand image (BI) on customer satisfaction (CS) and the effect of brand image (BI) on trust consumers (CT) are significant. Meanwhile, the effect of customer satisfaction (CS) and consumer trust (CT) as a mediating variable on repurchase intention (RI) is substantial, with a probability value <0.05.

DIRECT AND INDIRECT INFLUENCE

This paper assumes that trust and satisfaction mediate the relationship between brand image and repurchase intention. In testing the alleged role of the mediation, it is carried out through a single test. The role of the mediating variable consumer satisfaction (CS) on the influence of brand image (BI) on repurchase intention (RI), obtained p-value 0.05289442> 0.05. The indirect effect of the brand image (BI) on repurchase intention (RI) through customer satisfaction (CS) is not significant. However, Wiyono (2011) states that the error tolerance level used in research is 10%. In other words, even though the p-value shows a number above 0.05, it is still indicated to have an influence. So that consumer satisfaction can mediate between brand image and repurchase intention. While the results for the role of the consumer trust variable (CT) in mediating the effect of brand image (BI) on repurchase intention (RI), the p-value (0.0006998) <0.05.

The meaning that the indirect influence of the brand image variable (BI) on repurchase intention (RI) through consumer trust (CT) is significant. The Sobel test calculation using the regression coefficient (a = 0.323; Sa = 0.084; b = 0.233 and Sb = 0.104) produces a p-value of 0.05289442> 0.05. The indication that this variable plays a mediating role. The indirect effect of the brand image variable on repurchase intention is through significant consumer satisfaction. In addition, the influence of brand image on repurchase intention through consumer trust with the single test, utilizing the regression coefficient (a = 0.394, Sa = 0.088 and b = 0.633, Sb = 0.121) obtained a p-value of 0.00066998 smaller than 0.05. Thus, the hypothesis that the brand image variable has an indirect effect on repurchase intention through consumer trust is proven to be significant.

SEM and Sobel's test indicates that brand image on repurchase intention has a beta coefficient of 0.168 and a probability of 0.055 or a p value> 0.05. Therefore, the hypothesis is that there is no significant influence between brand images. Thus, against repurchase intention was rejected. Meanwhile, in case of the effect of brand image on consumer satisfaction showeda coefficient of 0.329 (p= 0.000 less than 0.05).So there is a significant influence between the brand image on customer satisfaction.

The influence of brand image on consumer trust showed a coefficient of 0.391 (p= 0.000 e <0.05, so the hypothesis is accepted.We can state that there is a significant influence on the brand image on consumer trust. The effect of consumer satisfaction on repurchase intention with a beta coefficient of 0.179 (p = 0.025; p-value <0.05). The hypothesis that there is a significant influence between customer satisfaction on repurchase intention is accepted. Meanwhile, in the effect of consumer trust on purchase intentions, a beta coefficient of 0.499 (0.000 <0.05).The hypothesis that there is a significant influence between consumer confidence on repurchase intention is accepted.

The results of the analysis of this study are that brand image does not have a significant effect on ticket repurchase intentions. These results are supported or in line with research conducted by Ramadhan and Santosa (2017), which shows that brand image does not have a significant effect on repurchase intentions. Likewise, Arista and Astuti (2011) findings and Pham and Nguyen (2019). Thus, a good brand image on online travel agents (OTA) does not necessarily increase consumer intention to repurchase travel

tickets online. The brand image of the OTA does not determine the level of consumer repurchase.Therefore, a good illustration for OTA does not guarantee that it will generate repurchase intentions.

This study also confirms that brand image has a significant effect on customer satisfaction. The results of this study support the findings of Neupane (2015), which states that brand image has a substantial impact on consumer satisfaction and research by Thakur and Singh (2012), as well as Natasha Lolita et al. (2018). The better the brand image in the OTA, the higher the level of consumer satisfaction with online travel ticket purchases. In addition, this study found that brand image has a significant effect on consumer trust. These results are in line with the research. T. T. Kim et al. (2009) states that brand image has a significant effect on consumer trust, as well as Jiménez and San Martín (2010), and Rahmi and Nizam (2017). These findings indicate that the better the brand image in the OTA, the higher the level of consumer confidence in buying travel tickets online. Furthermore, the results of the analysis of this study indicate that customer satisfaction has a significant effect on repurchase intention. These results align with the research conducted by Khalifa and Liu (2007), which states that consumer satisfaction has a significant impact on repurchase intention, and study by Wen et al. (2011), Chiu et al. (2009), and Lee et al. (2015), Norhermaya and Soesanto (2016). These findings concluded that the more consumers trust OTA, the more they will increase their purchase of online travel tickets.

The Sobel test results show that customer satisfaction can mediate between brand image and repurchase intention. These results indicate an indirect effect of the brand image variable on repurchase intention through customer satisfaction. The results of this study support the findings of Neupane (2015), namely that consumer satisfaction can mediate between the influence of brand image on repurchase intention and Natasha Lolita et al. (2018), which also states that consumer satisfaction can mediate between brand image and repurchase intention. In addition, it is found from the Sobel test results that the hypothesis is that there is an indirect effect of the brand image variable on repurchase intention through consumer trust. Consumer trust as a mediation between brand image and repurchase intention has an important role and supports the research of Rahmi and Nizam (2017) and D. J. Kim et al. (2009).

CONCLUSION

This study concluded that Brand Image has a significant effect on Consumer Trust, has a substantialimpact on Customer Satisfaction, but has no significant effects on Repurchase Intention. Consumers do not care about the brand image in OTA (Traveloka, Pegi Pegi, Tiket.com, Booking.com) when they intend to repurchase travel tickets online. Consumer Satisfaction has a significant effect on Repurchase Intention and has a mediation rolein influencing Brand Image on Repurchase Intention. Consumer Trust has a considerableimpact on Repurchase Intention and can mediate the influence of Brand Image on Repurchase Intention.The willingness of foreign or domestic tourists to repurchase tickets through Online Travel Agents is affected by their faith in ticket brokers. The image of the ticket agent also influences it. As a result, the corporation must improve its website and appearance to rekindle tourist enthusiasm in purchasing tickets.

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