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The Roles of Brand Image, E-Recommendation Label, and Social Influence on Purchase Decision of TransNusa's Air Tickets on Traveloka's Platform: A Mediating Analysis of Trust

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Abstract: This research aims to find out and analyze the roles of brand image, e-recommendation label, and social influence on purchase decisions of TransNusa air tickets on Traveloka's platform, with trust as a mediating variable. A quantitative approach was employed by an online survey of 150 respondents of TransNusa's passenger who purchase the tickets via Traveloka platform. The collected data was analyzed using Structural Equation Model-Partial Least Square (SEM-PLS). Results indicate that brand image significantly influence purchase decisions. While e-recommendation label insignificantly influences purchase decision. However, social influence does not influence purchase decision. Trust partially mediates the relationships between brand image, e-recommendation label, social influence and purchase decisions. The findings contribute to the understanding of online purchase behavior, emphasizing the crucial role of trust in shaping consumer purchase decisions. This research provides valuable insights for TransNusa airlines seeking to enhance their marketing strategies.

Keyword: Purchase Decision, Trust, E-Recommendation Label, Brand Image, & Social Influence.

INTRODUCTION

In Indonesia, the domestic aviation market is dominated by lower-middle class passengers. Passengers from this segment account for around 69%, consisting of 55% LCC airline passengers and 14% medium-service carrier passengers. Meanwhile, the other 31% of passengers choose full-service carriers (Inaca, 2023). The highest passenger market share is dominated by LCC airlines, which is 68.8%, including Lion Air at 27.7%, Citilink at 17.0%, Super Air Jet at 15.5%, Wings Air at 5.0%, Airasia Indonesia at 3.1% and TransNusa at 1.2% (Kemenhub, 2023). This condition shows tight competition between airlines, this certainly poses a challenge for LCC airlines to continue to strive to maintain and increase market share and increase passenger occupancy (load factor) including TransNusa. An example of tight competition occurs on the CGK-DPS-CGK route, which is a route with a very dense number of passengers (>2 million passengers) per year (Kemenhub, 2023). Currently, LCC airline competitors on this route include: Citilink, Super Air Jet and Air Asia. In addition, Pelita Air

and Nam Air also fly this route. Both are MSC airlines. Meanwhile, the FSC airlines serving this route are Garuda Indonesia and Batik Air. According to Scheduled Commercial Air Transport Load Factor data for 2023, the industry average for the passenger load factor for the CGK-DPS-CGK route is 80.6%. However, in fact, during 2023 TransNusa only recorded a load factor of 78.19%. Although the figure is relatively small, this threatens the sustainability of TransNusa's business in the future. Hence, it is important for TransNusa to know the factors that influence it. Therefore, when talking about load factor, it means how airlines try to compete with competitors in selling empty seats to be filled by passengers. For this reason, it is necessary to study what factors influence consumers in their decision to choose TransNusa. So, this research can answer why the load factor is still below the industry average.

The main key to achieving business success is marketing strength. Therefore, every entrepreneur must understand how to implement a sustainable marketing strategy (Astini, Harwani, and Soelton, 2022). The author concludes that this includes utilizing digital distribution channel like Traveloka. Traveloka itself is an Online Travel Agent (OTA) that display many options of airlines of each destination. This capability is used by costumers as a platform to compare prices, flight hours, and even other services from an airline such as free baggage and even type of the aircraft. So that, this can detect competition between airlines on any route.

The literature shows that there are many factors affect consumer purchasing decisions. Then, the author conducted a pre-survey of 34 respondents with 8 questions. The results can indicate that brand image, recommendation label, social influence and trust are not yet strong enough to influence the decision to purchase TransNusa tickets on the Traveloka platform. The results of this pre-survey are supported by the results of previous studies that still found a gap related to the relationship between these variables and consumer purchasing decisions.

E-recommendation label in this research is a recommendation system from the Traveloka platform labeled "recommended" which places certain airlines at the top of the list of flight options when users or consumers search for flights. Suriyok (2022) found that recommendations significantly impact purchasing decisions, often being a key factor in product selection. However, Handojo and Santoso (2022) and Catarci *et al.* (2024) concluded that recommendations have no significant effect on purchasing decisions.

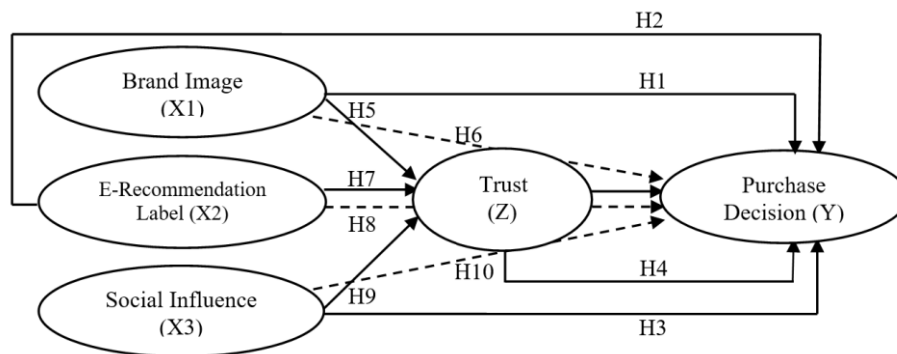
Brand image is a comprehensive representation of consumer perceptions towards a product's brand. It reflects consumers' responses to the information conveyed about the product through its brand (Wulandari and Calista, 2022). This perception embodies the product's value and can be developed over time through a learning process. As this process unfolds, it shapes the consumers' intentions, which ultimately leads to their purchasing decisions. In essence, brand image plays a crucial role in influencing consumer behavior and decisions by shaping how they view the product and its brand. Hidayat and Pudjoprastyono (2023) and Hanifah (2020) found that brand image positively and significantly influences purchasing decisions. Conversely, Pratyaharani *et al.* (2022) and Ashari *et al.* (2020) found no significant or only a weak positive impact of brand image on purchasing decisions.

Social factors, as explained by Somantri and Larasati (2020), are societal conditions influenced by the environment and the values of its members, such as reference groups, family, and social roles or statuses. Social factors encompass groups of individuals who collectively examine similarities in status or appreciation within a community, either formally or informally. These factors can be identified through interactions with friends, family, and parents, which can significantly influence purchasing decisions. According to Setiadi (2019), reference groups are an important social influence, affecting individual behavior both directly and indirectly. A reference group is typically a group of two or more people with a common goal, and it provides standards and values that influence an individual's behavior. Reference groups play a crucial role in shaping consumer decisions, affecting their knowledge, attitudes, and values, as well as influencing their purchasing choices and where they buy. Some common

types of reference groups related to consumers include friendship groups, shopping groups, work groups, virtual communities, consumer activist groups. These reference groups shape consumer preferences and can significantly affect their buying behavior. Hudani (2020) found no impact of social factors on purchasing decisions, which contrasts with Astria *et al.* (2021), who found a weak but positive effect. Octaviani *et al.* (2023) discovered that social factors have no direct impact on purchasing decisions, but the relationship is mediated by trust.

Brand trust is a fundamental element in maintaining long-term relationships between consumers and brands. Trust plays a crucial role in preserving a company's competitive advantage in a highly competitive market (Afriani and Syah, 2019). The primary goal of marketing activities is to establish a strong connection between consumers and the brand, with trust serving as its foundation. Additionally, the competence and capabilities of the company are essential in understanding consumer needs and outperforming the competition. A deep understanding of consumers is key to achieving and sustaining competitive advantage. Pratana and Harwani (2024) concluded that brand trust positively and significantly influences purchasing decisions. However, Alghifari and Rahayu (2021) found that while brand trust has a positive effect, it is not significant in affecting purchasing decisions. According to Das, Dhir, and Priyadarshi (2024), trust building is a fundamental aspect of customer relationships, especially in the travel agency and airline industries. Trust building is essential in customer relationships, particularly in the travel agency and airline industries, where it influences purchasing decisions. A strong, continuous trust-building process helps customers feel confident that a brand will meet their needs, fostering loyalty. This trust reduces uncertainty and encourages consumer reliance on the brand (Afriani and Syah, 2019)

This research aims to evaluate and to analyze how brand image, e-recommendation label, social influence affect purchase decision of TransNusa's air ticket through Traveloka's online platform and mediated by trust. Additionally, this research also investigates the role of trust in mediating those mentioned factors fully or partially towards the purchase decision.



Source: Research Result
Figure 1. Conceptual Framework

METHOD

This research uses a descriptive quantitative research design with a causal research method. The aim is to test hypotheses related to the influence of independent variables on a dependent variable. The data collection involves causal associative research through questionnaires, which is a component of quantitative research. The research employs statistical analysis to interpret numerical data, and causal associative research investigates the relationships between variables, including independent, dependent, and mediating variables.

The population consists of TransNusa passengers in the Jabodetabek area who purchased tickets via Traveloka. A non-probability sampling method is used, specifically purposive sampling, based on criteria such as location, usage of Traveloka, and having flown with

TransNusa. The sample size is determined using Hair's formula, with a minimum sample size of 150.

The data was collected through an online survey using a questionnaire distributed via Google Forms with a PLS-SEM (Partial Least Squares Structural Equation Modeling) method to analyze structural models, measurement models, and hypothesis testing in one integrated approach. The structural model is evaluated using R-Square, F-Square, and Q-Square for dependent variables and path coefficients for independent variables, with significance determined through t-statistics. The measurement model ensures the validity and reliability of the indicators, while hypothesis testing examines the proposed relationships. Hence, the hypotheses of this research are proposed as follows:

- H1 : Brand image has a positive and significant effect on purchase decisions.
- H2 : E-Recommendation label have a positive and significant effect on purchase decisions.
- H3 : Social influence has a positive and significant effect on consumer purchase decisions.
- H4 : Trust has a positive and significant effect on consumer purchase decisions.
- H5 : Brand image has a positive and significant effect on trust.
- H6 : Brand image has a positive and significant effect on consumer purchase decisions.
- H7 : E-Recommendation label have a positive and significant effect on trust.
- H8 : E-Recommendation label have a positive and significant effect on purchase decisions.
- H9 : Social influence has a positive and significant effect on trust.
- H10: Social influence has a positive and significant effect on consumer purchase decisions.

RESULTS AND DISCUSSION

The demographics profile of the respondents in this research can be described based on the following table:

Table 1. Demographic Profile of Respondents

Measure	Items	Frequency	%
Gender	Male	63	42,0
	Female	87	58,0
Age	<20	2	1,3
	20-30	56	37,3
	30-40	38	25,3
	40-50	37	24,7
	>50	17	11,3
Place of Residence	Jakarta	74	49,3
	Bogor	4	2,7
	Tangerang	21	14,0
	Depok	6	4,0
	Bekasi	28	18,7
	Bali	17	11,3

Source: Research Data

The outer model is used to ensure that the measurements are valid and reliable. Convergent validity is measured by the loading factor of latent variables with their indicators. A high reflective measure is indicated by a correlation of more than 0.60 with the construct being measured. According to Ghazali and Latan (2019), the convergent validity of a measurement model with reflective indicators is assessed based on the correlation between item scores and construct values. Indicators are considered reliable if the correlation is above 0.70. However, in scale development studies, loading values between 0.50 and 0.60 are acceptable. Additionally, convergent validity can also be assessed using the Average Variance Extracted (AVE) for each construct. A construct is considered valid if $AVE > 0.5$. In addition, reliability tests assess the consistency and stability of the items studied. In this research, composite

reliability and Cronbach's alpha are used to measure construct reliability. A construct is considered reliable if its composite reliability and Cronbach's alpha exceeds 0.7.

Table 2. Validity and Reliability Test

Variables	Indicators	Outer Loadings	AVE	Composite Reliability	Cronbach's Alpha
Brand Image	X1. 1	0.824	0.739	0.935	0.928
	X1. 2	0.910			
	X1. 3	0.710			
	X1. 4	0.869			
	X1. 5	0.902			
	X1. 6	0.925			
E-Recommendation Label	X2. 1	0.883	0.762	0.955	0.956
	X2. 2	0.859			
	X2. 3	0.851			
	X2. 4	0.878			
	X2. 5	0.875			
	X2. 6	0.893			
	X2. 7	0.869			
	X2. 8	0.876			
Social Influence	X3. 1	0.878	0.691	0.887	0.887
	X3. 2	0.832			
	X3. 3	0.899			
	X3. 4	0.793			
	X3. 5	0.744			
Purchase Decision	Y. 1	0.845	0.689	0.886	0.899
	Y. 2	0.882			
	Y. 3	0.725			
	Y. 4	0.822			
	Y. 5	0.867			
Trust	Z. 1	0.913	0.851	0.965	0.966
	Z. 2	0.933			
	Z. 3	0.939			
	Z. 4	0.901			
	Z. 5	0.919			
	Z. 6	0.930			

Source: Research Data

As shown in Table 2, all indicators for each variable have loading factor values greater than 0.5, meaning they are valid for measuring their respective constructs. All variables have AVE values greater than 0.5, indicating that they are valid. Therefore, the research model with 30 indicators meets the criteria for convergent validity. Furthermore, the table also describes the results of the reliability tests which indicate that all latent variables in this research have composite reliability and Cronbach's alpha values greater than 0.7. Therefore, all constructs are considered reliable for this research.

The inner model is evaluated using R-Square for dependent variables and path coefficient values for independent variables, with their significance assessed based on the t-statistic values for each path. R^2 represents the coefficient of determination for endogenous constructs. The adjusted R^2 is used to assess the extent to which independent variables influence dependent variables. Changes in R^2 values help determine if certain latent independent variables have a substantial effect on latent dependent variables. The R^2 value is a measure of the model's goodness of fit in the inner PLS-SEM model. R^2 values are expected to range from 0 to 1. Effect Size (F-square) assesses the model's quality. A value greater than 0.15 is considered at least moderately good. The Stone-Geisser Q-Square test evaluates predictive relevance and the T-test significance for structural path coefficients. Q^2 measures how well the observed values

align with the model and its parameters. A Q^2 value greater than 0 indicates predictive relevance, while a value less than 0 suggests poor predictive relevance (Sihombing & Arsani, 2022).

Table 3. Coefficient Determination (R-Square)

Variables	R ²	R ² Adjusted
Trust (Z)	0,841	0,838
Purchase Decision (Y)	0,738	0,730

Source: Research Data

As shown in Table 3, R-Square values indicate how much exogenous variables explain endogenous variables. A higher R^2 signifies a stronger explanatory power. In this research, R^2 values for Trust (Z) and Purchase Decision (Y) are 0.841 and 0.738, respectively, indicating a strong influence from exogenous variables (brand image, e-recommendation label, and social influence). While the remaining variance was attributed to other factors.

Table 4. Effect Size (F-Square)

Relationship Among Variables	F ²	Effect Size
Brand Image → Trust	1,140	Large
Brand Image → Purchase Decision	0,219	Medium
E-Recommendation Label → Trust	0,104	Medium
E-Recommendation Label → Purchase Decision	0,000	N/A
Social Influence → Trust	0,052	Small
Social Influence → Purchase Decision	0,024	Small
Trust → Purchase Decision	0,219	Medium

Source: Research Data

As shown in the Table 4, it is known that brand image has a large effect on trust, significantly impacting customers' perceptions of the brand. In the other hand, it also has a moderate effect on purchase decision, showing its role in shaping purchasing behavior. E-recommendation label has a moderate effect on trust but has no effect on purchase decision. Social influence has a small effect on trust and a minor effect on purchase decision. Trust has a moderate effect on purchase decision, suggesting that customers' trust in a brand influences their purchasing choices.

Table 5. Predictive Relevance (Q-Square)

Variables	Q ²
Trust (Z)	0,709
Purchase Decision (Y)	0,488

Source: Research Data

Based on Table 5, it can be observed that the trust variable has a Q^2 value of 0.709, while the purchase decision variable has a Q^2 value of 0.488. The calculation results indicate that the predictive relevance (Q^2) values for both endogenous variables are greater than zero (>0.000), which finds that the brand image (X1), e-recommendation label (X2), and social influence (X3) variables are appropriate and relevant when used as predictors for the endogenous variables of trust and purchase decision.

The testing of hypotheses is conducted through both direct and mediation tests. The path coefficient estimation is used to test the hypotheses that were formulated earlier in the study. The hypotheses are tested using a one-tail hypothesis test (one-tailed test), focusing on direct effects. The significance level is set at 5%, meaning that any path coefficient with a t-statistic greater than 1.645 or a p-value lower than 0.05 is considered statistically significant. If the t-statistic exceeds 1.96, the hypothesis is considered accepted (rejected null hypothesis, H_0), and if the p-value is below 0.05, the hypothesis is also accepted.

Table 6. Direct Path Coefficient Estimation

Relationship Among Variables	Original sample (O)	T statistics (O/STDEV)	P values	Result
Brand Image → Trust	0.670	10.993	0.000	Accepted
Brand Image → Purchase Decision	0.351	2.645	0.008	Accepted
Trust → Purchase Decision	0.601	3.939	0.000	Accepted
E-Recommendation Label → Trust	0.192	3.303	0.001	Accepted
E-Recommendation Label → Purchase Decision	0.014	0.154	0.877	Rejected
Social Influence → Trust	0.132	2.843	0.004	Accepted
Social Influence → Purchase Decision	-0.118	2.157	0.031	Rejected

Source: Research Data

Based on the direct test results in Table 6, it is observed that the e-recommendation label does not significantly influence the purchase decision, as the t-statistic value is only 0.154 (less than 1.96) and the p-value is greater than 0.05. Additionally, social influence has a negative and significant effect on the purchase decision, with an original sample value of -0.118, a t-statistic of 2.157 (greater than 1.96), and a p-value of 0.031 (less than 0.05). Meanwhile, the relationships between brand image and trust, brand image and purchase decision, trust and purchase decision, e-recommendation label and trust, social influence and trust are all showing a positive and significant effect, as each has a t-statistic greater than 1.96 and a p-value less than 0.05.

Table 7. Mediation Path Coefficient Estimation

Relationship Among Variables	Original sample (O)	T statistics (O/STDEV)	P values	Result
Brand Image → Trust → Purchase Decision	0.403	3.940	0.000	Accepted
E-Recommendation Label → Trust → Purchase Decision	0.116	2.267	0.023	Accepted
Social Influence → Trust → Purchase Decision	0.079	2.229	0.026	Accepted

Source: Research Data

Based on Table 7, the results of the mediation test shows that brand image, e-recommendation label, and social influence have a positive and significant impact on purchase decisions, mediated by trust. This is proven by t-statistic values greater than 1.96 and p-values less than 0.05.

Influence of Brand Image on Purchase Decision (H1)

The results of the PLS-SEM data analysis suggest that brand image positively and significantly affects purchase decision, leading to the acceptance of H1 in this research. This finding aligns with prior research by Hakim *et al.* (2021), who found a positive and significant impact of brand image on purchasing decisions, even identifying brand image as the most dominant factor influencing consumer choices. Similarly, the findings are supported by previous studies from Hidayat and Pudjoprastyono (2023), Hanifah (2020), Putra (2020), and Pradita (2020). Furthermore, Wulandari and Calista (2022) highlighted that brand image is a comprehensive representation of consumer perceptions of a product's brand. It reflects consumer responses to the information communicated about the product, which influences its perceived value. Hence, a strong brand image for TransNusa significantly contributes to consumer purchase decisions.

Influence of E-Recommendation Label on Purchase Decision (H2)

The PLS-SEM data analysis reveals that while e-recommendation label has a positive effect on purchase decision, the influence is not significant, leading to the rejection of H2 in this study. This result is consistent with the research by Handojo and Santoso (2022), which indicated that recommendations do not affect purchasing decisions. Similarly, Catarci et al. (2024) found that e-recommendation label has a negative impact on choice, meaning that, despite the presence of e-recommendation label, they do not necessarily influence consumer purchasing decisions. E-Recommendation label often does not represent the best options according to consumer preferences. While designed to assist decision-making, such label are frequently employed as marketing tactics, demonstrating that consumer purchase decisions are not easily swayed by e-recommendation label.

Influence of Social Influence on Purchase Decision (H3)

Based on the PLS-SEM data analysis, it is concluded that social influence negatively and significantly affects purchase decisions, resulting in the rejection of H3. This is in line with previous studies, including Hudani (2020), which found no significant relationship between social influence and purchase decisions. Additionally, Octaviani et al. (2023) also found no effect of social factors on purchase decisions, suggesting that consumers often make choices based on personal preferences, independent of others' opinions. In the context of flight choices, decisions are typically personalized, depending on individual needs such as flight schedule, aircraft type, services, and price. According to Kotler and Keller (2021), consumer buying behavior is influenced by cultural, social, and personal factors, with social factors not being the sole determinant of purchase decisions.

Influence of Trust on Purchase Decision (H4)

The analysis of the PLS-SEM data concludes that trust positively and significantly affects purchase decisions, supporting the acceptance of H4 in this study. This finding is consistent with various studies indicating the positive and significant impact of trust on purchase decisions (Hanifah, 2020; Fadly, 2019; Charles & Alvia, 2022; Hakim et al., 2021; Fadhilah et al., 2021). According to Trust Building Theory (Das et al., 2024), trust plays a crucial role in customers' purchasing decisions, particularly when they rely on the fulfillment of their travel needs and preferences. In the increasingly digital and dynamic world, trust goes beyond assurances and promises. As Afriani and Syah (2019) emphasized, trust-building is a continuous process aimed at ensuring that customers feel confident that a brand will meet their expectations.

Influence of Brand Image on Trust (H5)

The results from the PLS-SEM data analysis reveal that brand image positively and significantly influences trust, leading to the acceptance of H5. This finding is supported by Hanifah (2020), who suggested that a strong brand image fosters consumer trust, encouraging them to make purchases. Charles (2022) also argued that companies must maintain consistent product quality and deliver positive results to earn consumer trust, as customers are willing to buy from brands they trust. Therefore, a positive brand image for TransNusa enhances consumer trust, which is crucial for encouraging continued use of TransNusa services.

Influence of Trust in Mediating the Relationship between Brand Image and Purchase Decision (H6)

The PLS-SEM analysis suggests that brand image positively and significantly influences purchase decisions through trust, leading to the acceptance of H6. This finding aligns with the study by Hakim et al. (2021), which also highlighted that brand image significantly impacts purchase decisions through trust. This mediation is categorized as partial mediation, as brand

image has both a direct and indirect effect on purchase decisions via trust. A stronger brand image for TransNusa increases consumer confidence and willingness to make purchases.

According to Trust Building Theory (Afriani & Syah, 2019), trust-building is an ongoing process aimed at assessing how confident customers are in a brand's ability to meet their expectations. This trust ultimately increases consumer loyalty and reduces perceived risks, fostering positive emotional relationships between marketers and consumers.

Influence of E-Recommendation Label on Trust (H7)

The PLS-SEM analysis concludes that e-recommendation label positively and significantly affect trust, resulting in the acceptance of H7. This is a novel finding, as Catarci et al. (2024) previously indicated that e-recommendation label were ineffective in increasing consumer trust, especially when faced with many alternative choices. However, this study confirms that recommendation label can enhance trust in the TransNusa brand on platforms like Traveloka. When e-recommendation label are used, TransNusa's brand appears at the top of flight search results, improving consumer trust due to repeated visibility.

Trust Building Theory (Das et al., 2024) underscores the importance of trust in the travel and aviation industries. Key elements, such as responsive customer service, tailored recommendations, and post-purchase support, help build trust and solidify consumer relationships.

Influence of Trust in Mediating the Relationship between E-Recommendation Label and Purchase Decision (H8)

The PLS-SEM data analysis reveals that e-recommendation label positively and significantly affect purchase decisions through trust, supporting the acceptance of H8. This finding confirms the suggestion by Banyu and Purba (2024) that purchase decisions should be incorporated into recommendation systems research. It also aligns with the work of Evans et al. (2024), who indicated that consumers would trust e-recommendations they perceive as reliable, thereby enhancing their likelihood of making a purchase. Trust serves as a mediator that strengthens the influence of e-recommendation label on purchase decisions. The credibility and accuracy of e-recommendation label directly impact consumer purchasing behavior, especially when trust in the label is high.

Influence of Social Influence on Trust (H9)

The PLS-SEM analysis indicates that social influence positively and significantly affects trust, leading to the acceptance of H9. This finding is consistent with previous research by Octaviani et al. (2020), which showed a positive influence of social factors on trust. Further literature supports the idea that social influence positively impacts customer trust (Cai et al., 2023; Chen et al., 2021; Namahoot & Jantasri, 2023). Somantri and Larasati (2020) noted that social influence reflects societal conditions shaped by group values, including family, friends, and social status. Social influence often stems from individuals who share similar status or community recognition.

Trust Building Theory (Das et al., 2024) emphasizes that social and cultural contexts, along with evolving consumer behavior, influence trust formation. Understanding these dynamics is essential for fostering trust across diverse consumer groups.

Influence of Trust in Mediating the Relationship between Social Influence and Purchase Decision (H10)

The PLS-SEM analysis shows that social influence positively and significantly affects purchase decisions through trust, leading to the acceptance of H10. This supports the findings of Octaviani et al. (2023), which suggested that social influence affects purchase decisions indirectly, mediated by trust. Social influence, such as family, friends, and organizational roles,

interacts with media and online communities to shape consumer perceptions. Trust in social sources reduces perceived risks and encourages comfort in making purchase decisions. Thus, it is essential for TransNusa to build trust among consumers, as customer testimonials, positive reviews, and an active social media presence help influence purchasing decisions.

CONCLUSION

This research aims to find out and analyze the roles of brand image, e-recommendation label, and social influence on purchase decisions of TransNusa air tickets on Traveloka's platform, with trust as a mediating variable. The results reveal that brand image has a positive and significant impact on purchase decisions. This indicates that the better TransNusa's brand image, the higher the purchase rate on Traveloka. A strong brand image is crucial when consumers face several alternatives, as it directly influences their purchase decisions. E-Recommendation label has a positive but insignificant effect on purchase decisions. While e-recommendation label has a positive influence, it does not significantly affect ticket purchase. This label may be more useful for promotional purposes rather than directly increasing purchase decisions. Social influence has a negative or no effect on purchase decisions. This proves that the decision to purchase TransNusa's tickets on Traveloka is not directly influenced by social factors. Trust positively and significantly affects purchase decisions. TransNusa's good reputation makes it a reliable choice among other airlines, and trust is a key factor in consumers' decision to purchase tickets. Brand image positively and significantly affects trust. A good brand image boosts consumer trust in TransNusa flights. By a strong trust, TransNusa can ensure customer loyalty, making brand image a foundation for trust-building. Brand image positively and significantly impacts purchase decisions through trust. As discussed in point (5), brand image is the key to building consumer trust, which influences the purchase decision. Therefore, if TransNusa experiences a decline in sales, it may indicate issues with brand image and trust. E-Recommendation label positively and significantly affect trust. The presence of recommendation labels increases consumer trust in TransNusa. The more frequently TransNusa is labeled as recommended, the stronger consumer trust in the brand. E-Recommendation label positively and significantly affect purchase decisions through trust. While e-recommendation label itself does not directly influence purchase decision, however it is mediated by trust that has a positive and significant impact on purchase decisions. Social influence positively and significantly affects trust. Social influence can either increase or decrease consumer trust in TransNusa, which in turn affects their decision to purchase. Whereas social influence positively and significantly affects purchase decisions through trust. This confirms that social influence can enhance consumer trust, ultimately leading to a purchase decision. Trust acts as a mediator in the relationship between social influence and purchase decisions on Traveloka.

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