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The Role of Trust as a Mediator of Web Quality Perception, Risk, Reputation on The Intention to Repurchase Garuda Indonesia Ticket Online

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Abstract: This study seeks to empirically investigate the factors influencing online repurchase intention for Garuda Indonesia's domestic airline tickets, with trust serving as a mediating variable. The study encompassed 201 participants, predominantly Millennials and Gen Z, who acquired tickets through Garuda Indonesia's official website or online travel agencies (OTAs). Data were analyzed with PLS-SEM. The results indicate that performance expectancy, information quality, perceived ease of use, and reputation have a favorable and significant effect on online repurchase intention. Trust also positively affects online repurchase intention. Nonetheless, trust does not facilitate the connections between design quality and perceived risk regarding online repurchase intention. Furthermore, design quality and perceived risk exhibit no significant direct consequences. These insights provide strategic implications for improving the effectiveness, efficiency, and competitiveness of Garuda Indonesia's digital platforms in the local market.

Keyword: Trust, Performance Expectancy, Information Quality, Ease of Use, & Reputation

INTRODUCTION

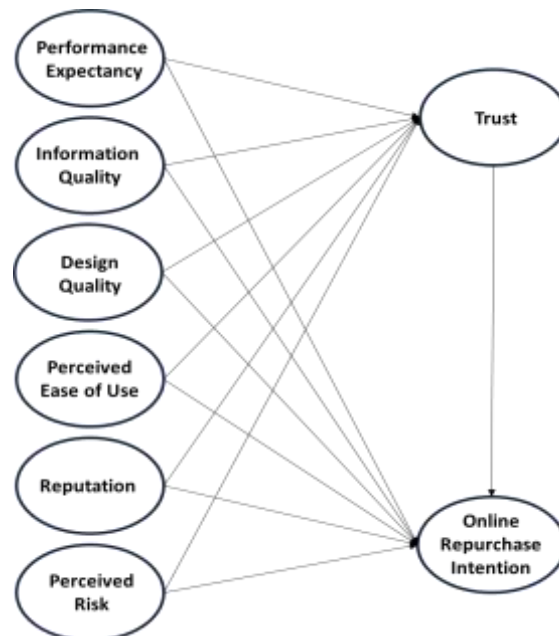
In the current era of digitalization, advancements in information technology have significantly transformed the aviation industry's landscape, particularly in how consumers purchase airline tickets. Today, consumer preference for purchasing airline tickets—especially for domestic flights—is predominantly through digital platforms such as official airline websites, mobile apps, and Online Travel Agents (OTAs). In Indonesia, online ticket purchases have continued to rise. For instance, ticket purchases for Garuda Indonesia through digital platforms have increased significantly. During the 2022–2023 period, the number of passengers purchasing tickets through OTAs grew by 180%, while growth on Garuda Indonesia's official platform (GA Online) was lower. This growth disparity widened from 2023 to August 2024, with OTA sales surging by 1,027%, whereas the official platform also grew, albeit at a slower rate than OTAs.

Interestingly, despite competitive pricing between official airline platforms and OTAs, consumers still prefer OTAs. For example, based on data retrieved on December 25, 2024, for

a one-way ticket from Jakarta to Yogyakarta on January 13, 2025, Garuda Indonesia's official website offered a price of IDR 1.209 million, while OTAs offered prices ranging from IDR 1.185 million to IDR 1.232 million.

This phenomenon indicates that although Garuda Indonesia offers competitive ticket prices, consumers tend to favor OTAs over the airline's official platform. This suggests that factors beyond price influence consumer choices. A preliminary survey revealed several variables that determine consumer loyalty for repeat purchases, including performance expectancy, information quality, design quality, perceived ease of use, perceived risk, and reputation. Additionally, trust was identified as a mediating factor influencing online repurchase intention for airline tickets. The selection of the variables in this study is based on previous research.

This research aims to gain a deeper understanding of the factors affecting the online repurchase intention for Garuda Indonesia tickets. Using the Continuance Intention Theory (CIT) as the theoretical foundation, this study integrates elements such as performance expectancy, information quality, design quality, perceived ease of use, reputation, and perceived risk, with trust as a mediating variable (Figure 1). The findings are expected to provide strategic recommendations for Garuda Indonesia to enhance its digital platform's competitiveness in the domestic market.



Source: Research Result

Figure 1. Conceptual Framework

The Continuance Intention Theory (CIT) explains users' intention to continue using a product, service, or technology after initial adoption. The theory focuses on post-adoption usage, emphasizing user experience and other factors influencing the decision to continue usage. CIT is defined as consumers' intention to keep using a product, service, or system based on their previous experiences (Bhattacharjee, 2001). The concept integrates various theories to provide a comprehensive understanding of user behavior, including TAM, UTAUT, ECT, and TPB. In the Technology Acceptance Model (TAM) proposed by (Davis, 1989), perceived ease of use and perceived usefulness are critical variables influencing the intention to use technology. The Unified Theory of Acceptance and Use of Technology (UTAUT), developed by (Venkatesh et al., 2003), extends TAM by incorporating variables such as performance expectancy, effort expectancy, social influence, and facilitating conditions. The Expectation-

Confirmation Theory (ECT) highlights the importance of post-usage expectation confirmation in shaping satisfaction and continuance intention (Oliver, 1980a). Variables such as information quality and trust are closely related to this theory. The Theory of Planned Behavior (TPB) proposed by (Ajzen, 1991). In the context of systems usage, attitude is reflected in trust, demonstrating users' confidence in the system's capabilities, which fosters positive attitudes driving continued use. Social norms are represented by reputation, reflecting societal perceptions of the system that encourage users' intention to reuse it. Behavioral control is reflected in perceived ease of use and perceived risk, helping users manage the system effectively and fostering trust that influences continuance intention.

METHOD

This research adopts a quantitative methodology to systematically collect and analyze objective data. A causal research approach is utilized to examine the relationships among independent variables, mediating variables, and the dependent variable. Partial Least Squares Structural Equation Modeling (PLS-SEM) is employed using SmartPLS version 4.1, which is ideal for complex models with small to medium sample sizes. The study involves 201 participants selected through purposive sampling, focusing on Millennials and Gen Z individuals who purchased Garuda Indonesia domestic airline tickets via official channels or OTAs. Data were collected using a questionnaire with a Likert scale (1 = strongly disagree to 5 = strongly agree), covering indicators for performance expectancy, information quality, design quality, perceived ease of use, reputation, perceived risk, trust, and online repurchase intention. Hypotheses were tested via PLS-SEM, evaluating both the outer model (validity and reliability) and the inner model (causal relationships and hypotheses) to ensure robust and reliable insights.

Hypothesis Development

Performance Expectancy and Online Repurchase Intention

Studies (e.g., Chen *et al.*, 2021), (Adiratna & Wulansari, 2021) show a positive impact of performance expectancy on online repurchase intention, though some (Mariani & Lamarauna, 2017) found no effect. Overall, performance expectancy significantly influences repurchase intentions.

H1: Performance expectancy positively and significantly influences online repurchase intention.

Performance Expectancy and Trust

Performance expectancy enhances trust by increasing users' confidence in a system's efficiency (Singh *et al.*, 2017), (Chen *et al.*, 2021).

H2: Performance expectancy positively and significantly influences trust.

Trust Mediates Performance Expectancy and Online Repurchase Intention

Trust strengthens the link between performance expectancy and repurchase intentions (Singh *et al.*, 2017), (Chen *et al.*, 2021).

H3: Trust mediates the relationship between performance expectancy and online repurchase intention.

Information Quality and Online Repurchase Intention

Accurate and relevant information fosters repurchase intentions (Sam & Tahir, 2009), (Huy *et al.*, 2019).

H4: Information quality positively and significantly influences online repurchase intention.

Information Quality and Trust

High-quality information builds trust by enhancing transparency and reliability (Mohamed & Al-Azab, 2017), (Guntur *et al.*, 2023).

H5: Information quality positively and significantly influences trust.

Trust Mediates Information Quality and Online Repurchase Intention

Trust bridges the relationship between information quality and repurchase intention (Chang *et al.*, 2014), (Huy *et al.*, 2019).

H6: Trust mediates the relationship between information quality and online repurchase intention.

Design Quality and Online Repurchase Intention

Effective platform design directly enhances repurchase intentions (Utama *et al.*, 2022), (Qalati *et al.*, 2021).

H7: Design quality positively and significantly influences online repurchase intention.

Design Quality and Trust

Well-designed platforms improve trust by enhancing user experience (Chandra & Martini, 2021), Huy *et al.*, 2019).

H8: Design quality positively and significantly influences trust.

Trust Mediates Design Quality and Online Repurchase Intention

Trust mediates the link between design quality and repurchase intentions (Qalati *et al.*, 2021), (Utama *et al.*, 2022).

H9: Trust mediates the relationship between design quality and online repurchase intention.

Perceived Ease of Use and Online Repurchase Intention

User-friendly platforms encourage repurchase intentions (Primanda *et al.*, 2020), (Giao & Tuan, 2021).

H10: Perceived ease of use positively and significantly influences online repurchase intention.

Perceived Ease of Use and Trust

Ease of use fosters trust by reducing effort and complexity (Huy *et al.*, 2019), (Safitri & Ariyanti, 2019).

H11: Perceived ease of use positively and significantly influences trust.

Trust Mediates Perceived Ease of Use and Online Repurchase Intention

Trust mediates the impact of ease of use on repurchase intentions (Primanda *et al.*, 2020), Qalati *et al.*, 2021).

H12: Trust mediates the relationship between perceived ease of use and online repurchase intention.

Reputation and Online Repurchase Intention

A strong platform reputation enhances repurchase intentions (Mohamed & Al-Azab, 2017), (Qalati *et al.*, 2021).

H13: Reputation positively and significantly influences online repurchase intention.

Reputation and Trust

Reputation builds trust by fostering credibility (Palementaria *et al.*, 202), (Alhamdina & Hartono, 2023).

H14: Reputation positively and significantly influences trust.

Trust Mediates Reputation and Online Repurchase Intention

Trust mediates the relationship between reputation and repurchase intentions (Mohamed & Al-Azab, 2017), (Qalati *et al.*, 2021).

H15: Trust mediates the relationship between reputation and online repurchase intention.

Perceived Risk and Online Repurchase Intention

Higher perceived risk reduces repurchase intentions (Chen *et al.*, 2021), (Ilhamalimy & Ali, 2021).

H16: Perceived risk negatively and significantly influences online repurchase intention.

Perceived Risk and Trust

Perceived risk negatively impacts trust by increasing user concerns (Chen *et al.*, 2021), (Siu & Ismail, 2022).

H17: Perceived risk negatively and significantly influences trust.

Trust Mediates Perceived Risk and Online Repurchase Intention

Trust mitigates the negative impact of perceived risk on repurchase intentions (Chen *et al.*, 2021), (Siu & Ismail, 2022).

H18: Trust mediates the relationship between perceived risk and online repurchase intention.

Trust and Online Repurchase Intention

Trust directly and positively influences repurchase intentions (Cuong, 2020), (Guntur *et al.*, 2023).

H19: Trust positively and significantly influences online repurchase intention.

RESULTS AND DISCUSSION

The study involved a survey of 458 respondents, but only 201 met the criteria for inclusion. These criteria required respondents to be passengers of Garuda Indonesia who had flown more than once on domestic routes in the past 12 months and had purchased their tickets through Garuda Indonesia's digital e-commerce platforms, including the website, contact center, mobile applications, direct non-IATA travel agents, and online travel agents (OTAs). The survey targeted Garuda Indonesia passengers departing from Terminal 3 at Soekarno-Hatta International Airport as well as members of WhatsApp groups who frequently traveled by air. The questionnaire was distributed online via Google Forms. Among the respondents, 53% were women, and 47% were men, with 83% aged between 21 and 45 years, representing Millennials and Generation Z. Regarding educational attainment, 81% of respondents held undergraduate or postgraduate degrees. A majority (77%) reported a monthly income exceeding IDR 5 million and were predominantly employed in the private sector. Most respondents (76%) funded their ticket purchases independently and used OTA platforms to make their transactions.

The survey data were initially examined for potential outliers using Reflective Indicator Reliability, with a threshold value of greater than 0.708 (Hair *et al.*, 2022). Following two iterations of outer loading, during which outlier data were removed, the final results (Table 1) indicated that all indicators achieved values exceeding 0.708, confirming their ability to accurately reflect their respective constructs.

Table 1. Outer Loading

	DSQ	INQ	OPI	PCR	PEU	PEX	RPT	TRS
DSQ1	0,760							
DSQ4	0,837							
DSQ5	0,795							
INQ2		0,746						

	DSQ	INQ	OPI	PCR	PEU	PEX	RPT	TRS
INQ3		0,802						
INQ6		0,766						
INQ7		0,794						
OPI1			0,852					
OPI2			0,767					
OPI3			0,783					
OPI4			0,811					
PCR1				0,850				
PCR2				0,770				
PCR3				0,850				
PCR4				0,805				
PCR5				0,711				
PCR6				0,765				
PEU1					0,741			
PEU2					0,847			
PEU3					0,831			
PEU4					0,831			
PEU6					0,721			
PEU7					0,712			
PEX1						0,849		
PEX2						0,834		
PEX3						0,729		
RPT1							0,825	
RPT2							0,822	
RPT3							0,870	
TRS1								0,806
TRS2								0,833
TRS3								0,718
TRS4								0,807
TRS5								0,821
TRS6								0,748

Source: Processed Survey Data via SEM-PLS (2024)

Next, reliability was tested using Internal Consistency Reliability and Convergent Validity. The results (Table 2) indicate that all indicators are reliable, as they consistently measure the same construct and do not exhibit redundancy. This conclusion is supported by the Cronbach's Alpha, Rho_A, and Composite Reliability values, which all fall within the acceptable range of 0.70–0.90 (or up to 0.95, as tolerated) (Hair *et al.*, 2022). Additionally, convergent validity testing confirmed that all variables had an AVE value exceeding 0.5, demonstrating that the latent constructs explained more than 50% of the variance in their respective indicators.

Table 2. Internal Consistency Reliability and Convergent Validity

	Cronbach's alpha	Rho_A	Composite reliability	AVE
DSQ	0.715	0.722	0.840	0.637
INQ	0.782	0.785	0.859	0.605
OPI	0.818	0.826	0.880	0.646
PCR	0.881	0.888	0.910	0.630
PEU	0.872	0.878	0.904	0.612
PEX	0.729	0.744	0.847	0.649
RPT	0.790	0.789	0.877	0.704
TRS	0.879	0.882	0.908	0.624

Source: Processed Survey Data via SEM-PLS (2024)

Discriminant validity was evaluated using the Fornell-Larcker Criterion and Cross Loading. Fornell-Larcker analysis confirmed that the square root of the AVE for each construct was greater than the correlations with other latent variables (Hair *et al.*, 2022), satisfying the

criterion for discriminant validity (Table 3). Similarly, the Cross Loading test showed that all indicators loaded more strongly on their respective constructs than on others, further confirming discriminant validity (Table 4).

Table 3. Fornell-Larcker

	DSQ	INQ	OPI	PCR	PEU	PEX	RPT	TRS
DSQ	0,798							
INQ	0,642	0,778						
OPI	0,624	0,719	0,804					
PCR	0,696	0,648	0,710	0,807				
PEU	0,697	0,611	0,696	0,703	0,778			
PEX	0,553	0,593	0,641	0,551	0,579	0,806		
RPT	0,697	0,716	0,770	0,773	0,690	0,620	0,839	
TRS	0,729	0,755	0,786	0,791	0,751	0,655	0,793	0,790

Source: Processed Survey Data via SEM-PLS (2024)

Table 4. Cross Loading

	DSQ	INQ	OPI	PCR	PEU	PEX	RPT	TRS
DSQ1	0,760	0,504	0,451	0,508	0,532	0,414	0,518	0,531
DSQ4	0,837	0,516	0,539	0,548	0,567	0,423	0,572	0,637
DSQ5	0,795	0,519	0,498	0,610	0,571	0,489	0,579	0,572
INQ2	0,443	0,746	0,536	0,415	0,385	0,493	0,535	0,520
INQ3	0,523	0,802	0,566	0,537	0,491	0,458	0,577	0,609
INQ6	0,492	0,766	0,568	0,480	0,465	0,440	0,519	0,540
INQ7	0,534	0,794	0,565	0,571	0,550	0,458	0,592	0,669
OPI1	0,571	0,651	0,852	0,679	0,646	0,520	0,710	0,720
OPI2	0,458	0,502	0,767	0,457	0,491	0,553	0,584	0,544
OPI3	0,446	0,514	0,783	0,492	0,482	0,526	0,587	0,544
OPI4	0,517	0,626	0,812	0,628	0,599	0,473	0,584	0,697
PCR1	0,625	0,612	0,632	0,872	0,622	0,473	0,689	0,746
PCR3	0,625	0,583	0,641	0,843	0,634	0,478	0,701	0,679
PCR4	0,488	0,478	0,492	0,809	0,549	0,419	0,595	0,629
PCR5	0,512	0,436	0,516	0,731	0,489	0,356	0,517	0,537
PCR6	0,542	0,479	0,570	0,773	0,528	0,489	0,597	0,580
PEU1	0,421	0,402	0,529	0,491	0,754	0,446	0,511	0,531
PEU3	0,698	0,546	0,585	0,650	0,799	0,552	0,620	0,648
PEU4	0,578	0,547	0,592	0,622	0,853	0,481	0,610	0,645
PEU6	0,492	0,454	0,501	0,457	0,748	0,368	0,488	0,542
PEU7	0,501	0,412	0,492	0,491	0,733	0,389	0,436	0,543
PEX1	0,502	0,563	0,597	0,495	0,544	0,849	0,529	0,585
PEX2	0,479	0,463	0,504	0,416	0,425	0,834	0,487	0,507
PEX3	0,341	0,391	0,433	0,415	0,419	0,729	0,482	0,482
RPT1	0,635	0,635	0,641	0,718	0,614	0,495	0,825	0,719
RPT2	0,559	0,566	0,663	0,605	0,532	0,555	0,822	0,633
RPT3	0,556	0,598	0,632	0,618	0,588	0,511	0,870	0,639
TRS1	0,613	0,594	0,643	0,650	0,642	0,504	0,625	0,806
TRS2	0,618	0,619	0,639	0,703	0,611	0,575	0,658	0,833
TRS3	0,494	0,537	0,553	0,530	0,531	0,497	0,606	0,718
TRS4	0,550	0,641	0,621	0,591	0,567	0,518	0,631	0,807
TRS5	0,634	0,644	0,664	0,704	0,653	0,542	0,636	0,821
TRS6	0,536	0,536	0,598	0,553	0,544	0,461	0,601	0,748

Source: Processed Survey Data via SEM-PLS (2024)

Model fit was assessed using the Standardized Root Mean Square Residual (SRMR). The estimated SRMR value of 0.061 was below the threshold of 0.08, indicating a good fit between the proposed model and the observed data (Hair *et al.*, 2022). (Table 5) provides the results of the model fit analysis.

Table 5. Model Fit

	Saturated model	Estimated model
SRMR	0.061	0.061

Source: Processed Survey Data via SEM-PLS (2024)

Collinearity was tested for both the outer and inner models using the Variance Inflation Factor (VIF). For the outer model, all indicators demonstrated VIF values below 5, ensuring no substantial collinearity among indicators (Hair *et al.*, 2022). Similarly, the inner model revealed VIF values below 5 for all latent variables, confirming the absence of multicollinearity and strong correlations among constructs ((Hair *et al.*, 2022). The results of the collinearity tests are presented in (Table 6) and (Table 7).

Table 6. Collinearity Outer Model

Indicator	VIF
DSQ1	1,346
DSQ4	1,487
DSQ5	1,399
INQ2	1,462
INQ3	1,638
INQ6	1,516
INQ7	1,562
OPI1	2,104
OPI2	1,760
OPI3	1,799
OPI4	1,940
PCR1	2,542
PCR3	2,172
PCR4	2,116
PCR5	1,658
PCR6	1,728
PEU1	1,684
PEU3	1,789
PEU4	2,242
PEU6	1,624
PEU7	1,565
PEX1	1,566
PEX2	1,626
PEX3	1,290
RPT1	1,579
RPT2	1,637
RPT3	1,964
TRS1	2,162
TRS2	2,343
TRS3	1,644
TRS4	2,150
TRS5	2,216
TRS6	1,745

Source: Processed Survey Data via SEM-PLS (2024)

Table 7. Collinearity Inner Model

Variable	VIF
DSQ -> OPI	2,633
DSQ -> TRS	2,586
INQ -> OPI	2,639
INQ -> TRS	2,393
PCR -> OPI	3,371
PCR -> TRS	3,061
PEU -> OPI	2,742
PEU -> TRS	2,584

Variable	VIF
PEX -> OPI	1,916
PEX -> TRS	1,852
RPT -> OPI	3,617
RPT -> TRS	3,487
TRS -> OPI	4,762

Source: Processed Survey Data via SEM-PLS (2024)

The Coefficient of Determination (R-Square) test was conducted to determine the proportion of variance in the dependent variables that can be explained by the independent variables in the model. A higher ability of the independent variables to explain the dependent variables indicates a better model fit. According to (Hair *et al.*, 2022)., the standard R-Square value ranges between 0 and 1.

Table 8. Coefficient of Determination (R-Square)

	R-square	R-square adjusted
Online Repurchase Intention (OPI)	0.714	0.703
Trust (TRS)	0.790	0.783

Source: Processed Survey Data via SEM-PLS (2024)

The adjusted R-Square (Table 8) value for OPI is 0.703, indicating that 70.3% of the variance in the dependent variable OPI can be explained by the independent variables. Similarly, 78.3% of the variance in the dependent variable TRS can be explained by the independent variables. The adjusted R-Square is a modified version of R-Square that accounts for the number of independent variables included in the model, making it more accurate for evaluation. All dependent variables in the model are adequately explained by their respective independent variables, satisfying the requirements of the Coefficient of Determination test.

The Effect Size (f-Square) test was conducted to evaluate the contribution of exogenous variables to endogenous variables, specifically measuring the extent to which independent variables influence dependent variables. According to (Hair *et al.*, 2022)., an effect size of 0.020 indicates a small effect, 0.150 indicates a moderate effect, and 0.350 indicates a large effect, while values below 0.020 are considered to have no effect. Based on these criteria, the relationships between independent and dependent variables are summarized in (Table 9).

Table 9. Effect Size (f-Square)

Variables	f-square	Results
DSQ -> OPI	0.009	No Effect
DSQ -> TRS	0.018	No Effect
INQ -> OPI	0.045	Small Effect
INQ -> TRS	0.103	Small Effect
PCR -> OPI	0.007	No Effect
PCR -> TRS	0.101	Small Effect
PEU -> OPI	0.029	Small Effect
PEU -> TRS	0.061	Small Effect
PEX -> OPI	0.029	Small Effect
PEX -> TRS	0.035	Small Effect
RPT -> OPI	0.064	Small Effect
RPT -> TRS	0.037	Small Effect
TRS -> OPI	0.043	Small Effect

Source: Processed Survey Data via SEM-PLS (2024)

The Predictive Relevance (Q-Square) test was conducted to assess the predictive capability of the model concerning the dependent variables, thereby determining whether the model is relevant and useful for predictive purposes. A Q-Square value less than 0 indicates

that the model has limited predictive ability for the dependent variables (Hair *et al.*, 2022). As shown in (Table 10) presents the results of the Predictive Relevance (Q-Square) test, showing a Q-Square Predict value of 0.436 for OPI and 0.478 for TRS. Both values exceed 0.40, indicating strong predictive relevance for these two variables. Thus, the model can predict these variables with a satisfactory degree of accuracy.

Table 10. Predictive Relevance (Q-Square)

Variable	Q ² predict
OPI (Online Repurchase Intention)	0.436
TRS (Trust)	0.478

Source: Processed Survey Data via SEM-PLS (2024)

The Path Coefficient analysis was conducted to determine the significance of the relationships between variables as hypothesized in the study. Path coefficient values range from -1 to +1, with values closer to +1 indicating a stronger positive relationship and values closer to -1 indicating a stronger negative relationship (Hair *et al.*, 2022). This study examines two types of relationships: (1) direct effects, (2) indirect effects. A total of 13 direct effects were tested (Hypotheses 1, 2, 4, 5, 7, 8, 10, 11, 13, 14, 16, 17, 19), along with 6 indirect or mediated effects (Hypotheses 3, 6, 9, 12, 15, 18).

The direct effect analysis was conducted to determine the magnitude of the direct influence of independent variables on the dependent variables.

Table 11. Direct Effect

Hypothesis	Variables	Path Coefficient	T-Statistics	P-Values	Decision
H1	PEX -> OPI	0,126	1,947	0,026	Accepted
H2	PEX -> TRS	0,116	2,416	0,008	Accepted
H4	INQ -> OPI	0,185	2,696	0,004	Accepted
H5	INQ -> TRS	0,228	4,049	0,000	Accepted
H7	DSQ -> OPI	-0,083	1,519	0,064	Rejected
H8	DSQ -> TRS	0,099	1,733	0,042	Accepted
H10	PEU -> OPI	0,151	2,089	0,018	Accepted
H11	PEU -> TRS	0,182	2,897	0,002	Accepted
H13	RPT -> OPI	0,258	2,758	0,003	Accepted
H14	RPT -> TRS	0,166	2,365	0,009	Accepted
H16	PCR -> OPI	0,083	1,187	0,118	Rejected
H17	PCR -> TRS	0,255	4,423	0,000	Rejected
H19	TRS -> OPI	0,241	2,665	0,004	Accepted

Source: Processed Survey Data via SEM-PLS (2024)

Based on the direct effect test results presented in (Table 11) there are 10 significant direct relationships between latent variables. These relationships are identified by P-values below 0.05 and T-statistics greater than 1.65 (one-tailed) (Hair *et al.*, 2022). The significant relationships include Hypotheses H1, H2, H4, H5, H8, H10, H11, H13, H14, and H19. For Hypothesis 17 (PCR -> TRS), despite a P-value of 0.000 (below 0.05) and a T-statistics of 4.423 (above 1.65), the hypothesis was rejected because the positive path coefficient (+0.255) indicates a positive relationship, which contradicts the hypothesis statement that perceived risk negatively affects trust. Additionally, two other direct relationships, H7 (DSQ -> OPI) and H16 (PCR -> OPI), were rejected due to P-values greater than 0.05 and T-statistics below the threshold of 1.65. These results indicate no significant direct effects for these hypotheses.

Table 12. Indirect Effect

Hypothesis	Variables	Path Coefficient	T-Statistics	P-Values	Decision
H3	PEX -> TRS -> OPI	0,028	1,651	0,049	Accepted
H6	INQ -> TRS -> OPI	0,055	2,244	0,012	Accepted
H9	DSQ -> TRS -> OPI	0,024	1,406	0,080	Rejected
H12	PEU -> TRS -> OPI	0,044	2,002	0,023	Accepted
H15	RPT -> TRS -> OPI	0,040	1,684	0,046	Accepted
H18	PCR -> TRS -> OPI	0,062	2,206	0,014	Rejected

Source: Processed Survey Data via SEM-PLS (2024)

Referring to (Table 12), four indirect relationships between variables exhibit P-values below 0.05 and T-statistics exceeding 1.65 (one-tailed) (Hair J. F., Hult, Ringle, & Sarstedt, 2022). This demonstrates that the independent variables have a significant influence on the dependent variable through the mediating variable, as evidenced in H3, H6, H12, and H15. Therefore, the Hypothesis H3, H6, H12, and H15 are accepted. However, for H18, while the statistical values meet the threshold, the path coefficient of +0.062 indicates a positive relationship. This contradicts the hypothesis, which posits that trust mediates the negative relationship between perceived risk and online repurchase intention. As such, H18 is not supported and is rejected.

The result of Hypothesis 1 (H1), highlight the significant positive role of performance expectancy in driving online repurchase intention. Higher perceptions of platform performance led to stronger consumer intent to repurchase online. The Continuance Intention Theory explains that decisions to reuse a digital service are influenced by factors such as performance expectancy and trust. In this context, performance expectancy reflects the extent to which digital services, such as Garuda Indonesia's platform, meet expectations for ease, speed, and efficiency. When consumers perceive these benefits significantly, they are more likely to develop strong online repurchase intentions. This study's respondent demographics—83% Millennials and Gen Z with higher education levels (81%)—further emphasize the importance of performance expectancy in influencing purchase behaviour. Additionally, the preference for OTA platforms like Traveloka (used by 76% of respondents) reflects the importance of convenience, time efficiency, and positive past experiences in shaping repurchase intentions.

In Hypothesis 2 (H2), the study findings reveal that performance expectancy positively and significantly influences trust, is validated and accepted. The findings suggest that higher user perceptions of a platform's performance led to higher levels of trust in the platform. According to the Continuance Intention Theory, the intention to continue using a service is influenced by both performance expectancy and trust. Consumers expect digital platforms, including OTAs and Garuda Indonesia's digital platform, to deliver speed, accuracy, and comprehensive information. Trust plays a crucial role in reinforcing consumers' intention to continue using a service, and this trust is further strengthened through positive user experiences. The majority of respondents (79%) use Garuda Indonesia for domestic flights, with 66% of these purchases funded personally. Among these respondents, 76% prefer OTAs such as Traveloka, while the remainder use Garuda Indonesia's digital platform. This preference for OTAs reflects the perception of convenience and accessibility, aligning with performance expectancy. Additionally, the dominance of self-funded purchases (66%) underscores the importance of trust as a critical factor influencing repurchase intentions and decisions on digital platforms, demonstrating how trust significantly shapes consumer behaviour and loyalty.

The result of Hypothesis 3 (H3), the study findings confirm that trust acts as a mediator in the relationship between performance expectancy and online repurchase intention. This finding underscores that trust, as a partial mediator, enhances the overall impact of performance expectancy on online repurchase intention. Therefore, strategies to improve performance

expectancy, combined with efforts to strengthen trust, are essential for effectively increasing consumers' intention to repurchase online. The Continuance Intention Theory emphasizes that performance expectancy, satisfaction, and trust in a platform influence customers' decisions to continue using a service, based on their previous experiences. In this study, the high rate of repeat purchases (76%) through OTAs reflects trust in performance expectancy, as shaped by prior purchasing experiences. These findings align with the characteristics of the respondents, who are predominantly aged 21–45 (83%) and have a high level of education (81% with a bachelor's degree or higher). This demographic is more digitally adaptive, with higher expectations of platform performance. They tend to be critical and are more likely to trust platforms that consistently meet their performance expectations. Regarding trust, younger generations exhibit stronger loyalty to platforms that have proven reliable based on positive past experiences. This is evident in the preference of 76% of respondents to purchase through OTAs, indicating loyalty to these platforms. Additionally, the prevalence of self-funded purchases (66%) suggests that respondents are more selective, prioritizing platforms that meet their performance expectations, with trust being a key factor influencing repurchase decisions.

Based on result of Hypothesis 4 (H4), the research findings indicate that information quality has a positive and significant impact on online repurchase intention, is supported and accepted. These results demonstrate that higher-quality information provided on a platform strongly encourages customers to repurchase tickets online. The confirmation of this hypothesis highlights that reliability, clarity, completeness, and relevance of information, delivered through effective communication channels, significantly influence consumers' intention to make online purchases. According to the Continuance Intention Theory, positive past experiences with accurate, relevant, and easy-to-understand information enhance trust in the platform. Trust in the quality of information provided strengthens customers' intention and decision to repurchase domestic flight tickets from Garuda Indonesia using the platform. The study also reveals that the majority of respondents, predominantly younger generations (83%), are particularly critical of the information quality provided by both OTA platforms and Garuda Indonesia's platform, with 79% frequently using Garuda Indonesia for domestic flights. Additionally, 81% of respondents, who hold at least a bachelor's degree, have the ability to evaluate the accuracy and relevance of the information presented. This demographic, with high levels of digital literacy, is adept at verifying information across various sources using technological tools.

In Hypothesis 5 (H5), the research findings that information quality significantly affects consumer trust, a critical factor in determining online purchase decisions or intentions. The Continuance Intention Theory emphasizes the intention to reuse a service, particularly digital platforms, based on trust derived from prior positive experiences with the quality of information provided. In the context of this study, consumers purchase tickets through OTAs and Garuda Indonesia's platform based on their evaluation of the information quality. If the information meets their expectations, it strengthens their trust in the platform. The study also reveals that the majority of respondents, predominantly younger generations (83%), tend to critically assess digital platforms' trustworthiness based on the quality of information provided, particularly by OTAs and Garuda Indonesia. Additionally, with 79% frequently using Garuda Indonesia for domestic flights, respondents demonstrate a high reliance on these platforms. Their high level of education (81% holding at least a bachelor's degree) equips them with the ability to evaluate the trustworthiness of platforms based on their experiences and expectations. For this digitally literate and educated demographic, verifying the validity and relevance of information using technology is straightforward, which significantly contributes to their trust in digital platforms. The preference for OTAs, chosen by 79% of respondents for purchasing Garuda Indonesia tickets, indicates that consumers trust the information quality provided by OTAs more than Garuda Indonesia's own platform.

Based on Hypothesis 6 (H6), the research findings confirm that trust acts as a mediator in the relationship between information quality and online repurchase intention. Therefore, strategies to improve information quality alongside efforts to strengthen trust are essential for effectively increasing consumers' intention to make repeat purchases online. According to the Continuance Intention Theory, trust plays a pivotal role in linking positive experiences with information quality to the intention or decision to continue using a platform. High-quality information fosters trust, which serves as the foundation for customers' sustained intention to repurchase on the same platform. The majority of respondents in this study belong to the Millennial and Gen-Z generations (83%) and have a high level of education (81% holding at least a bachelor's degree). Respondents with such characteristics are more critical when evaluating the quality of information provided by digital platforms. When they perceive the information as accurate, relevant, and easy to understand, their trust in the platform increases, subsequently strengthening their repurchase intention. Furthermore, as most respondents use personal funds (66%) to purchase tickets, trust becomes a crucial factor in reinforcing their intention to repurchase on the same platform, such as OTAs. This is evident in the preference of 76% of respondents for purchasing tickets through OTAs.

In Hypothesis 7 (H7), the findings of this study reveal that design quality does not influence online repurchase intention. Therefore, H7, which posits that design quality positively and significantly affects online repurchase intention, is not supported and is rejected. The Continuance Intention Theory explains that decisions to reuse a platform are based on confirmation of expectations, satisfaction, and trust, which are evaluated through previous experiences. While an appealing platform design may create initial attraction, repeated use of the platform for future purchases is more influenced by factors such as satisfaction, trust, and functional benefits, including performance expectancy and the availability of accurate, transparent, and relevant information. This study demonstrates that platform design alone is insufficient to drive consumers' repurchase intentions. The majority of respondents, who are Millennials and Gen Z aged 21–45, generally value aesthetic design and digital platform experiences. However, the findings indicate that design quality alone is not enough to influence their repurchase intentions without being supported by other critical factors such as relevant information (information quality) and trust. The respondents, 81% of whom hold at least a bachelor's degree, tend to critically evaluate the functional aspects of design (performance perception) rather than focusing solely on aesthetics. In other words, they prioritize ease of navigation and efficiency (functional performance) over the visual appeal of the platform. Platforms like Traveloka or Agoda, preferred by 76% of respondents, typically feature intuitive designs. However, their strength lies in providing high-quality information and diverse features, not merely in their visual design. This explains why design quality does not have a significant impact on online repurchase intention. Although Garuda Indonesia's platform (used by 24% of respondents) may offer a more exclusive design and benefit from strong brand recognition, this alone is insufficient to encourage consumers to make repeat purchases through the platform.

Based on Hypothesis 8 (H8), the findings of this study indicate that design quality has a positive and significant impact on trust. These results confirm that design quality significantly influences consumer trust in the platform. In the context of the Continuance Intention Theory, trust serves as a fundamental factor in driving repeated platform use. This study's findings suggest that design quality influences trust by creating a positive first impression that builds consumer confidence in the platform. A well-designed platform not only enhances aesthetic appeal but also establishes trust in the platform's overall reliability and quality. The majority of respondents in this study, primarily Millennials and Gen Z with high educational backgrounds, are particularly sensitive to aesthetics and user experience. According to the findings, these respondents evaluate platforms based on design, especially the initial impression during their first interaction. They hold high expectations for intuitive and

functional platform designs. A good design, while emphasizing aesthetics, should also reflect the platform's quality, thereby enhancing trust.

In Hypothesis 9 (H9), The research findings reveal that trust does not act as a mediator in the relationship between design quality and online repurchase intention. Therefore, it can be concluded that H9, which posits that trust mediates the relationship between design quality and online repurchase intention, is not supported and is rejected. The Continuance Intention Theory seeks to explain why users continue using a platform repeatedly. In the context of this study, although design quality influences trust, trust in the platform's design quality is not strong enough to significantly impact consumers' intention to repurchase tickets using the platform. The respondents, predominantly younger generations (83%) with a high level of formal education (81% holding at least a bachelor's degree), tend to be more sensitive to digital platform design. The findings suggest that while respondents may have trust in the platform's design, this trust alone is insufficient to mediate the relationship between design quality and the intention to reuse the platform for future purchases. This may be due to previous usage experiences that have not fully met consumer expectations.

Based on Hypothesis 10 (H10), This study finds that perceived ease of use has a positive and significant effect on online repurchase intention. These results suggest that the easier consumers perceive a platform to use, the stronger their intention to make repeat purchases online. Thus, H10, is supported and accepted. According to the Continuance Intention Theory, decisions to continue using a platform are influenced by perceived ease of use (PEU) through evaluations formed after initial use or purchase. This study confirms that previous experiences with a platform that is perceived as easy to use directly strengthen consumers' intention to repurchase online. The results are consistent with the theory, highlighting the importance of ease of use in sustaining platform adoption. The majority of respondents, who are younger (83%) and highly educated (81% holding at least a bachelor's degree), demonstrate a strong level of technological literacy. This demographic expects user-friendly systems or platforms that are easy to navigate. The study findings show that perceived ease of use significantly impacts consumers' intention to reuse a platform for ticket purchases. If consumers perceive a platform as difficult to use, they are likely to reconsider using it for future transactions. This perception is often shaped by prior experiences with the platform.

In Hypothesis 11 (H11), the findings suggest that the higher the consumer's perception of the platform's ease of use, the greater the trust in the platform. Consequently, H11, which posits that perceived ease of use positively and significantly influences trust, is supported and accepted. Confirmation of expectations, satisfaction, and trust are critical elements of the Continuance Intention Theory, which highlights their influence on the continued use of a platform. These factors enhance consumers' evaluations of their platform usage experiences. In this study, the perception of ease of use directly impacts consumers' intention to repurchase tickets through the platform. Given that the majority of respondents in this study are digitally proficient consumers, they perceive the platform as user-friendly and not difficult to use. This underscores the importance of ensuring that platforms are intuitive and accessible. The findings reveal that respondents view the ticket purchasing platform as meeting their expectations for ease of use, thereby encouraging their intention to reuse the platform for future purchases.

Based on Hypothesis 12 (H12), this finding demonstrates that trust partially mediates and strengthens the overall influence of perceived ease of use on online repurchase intention. Therefore, strategies to enhance perceived ease of use, accompanied by efforts to strengthen trust, are critical in effectively increasing consumers' intention to make repeat online purchases. Expectations, satisfaction, and trust are essential elements of the Continuance Intention Theory, which influence platform reuse. These factors enhance consumers' evaluations of their platform usage experiences. In this study, trust in the perceived ease of use of the platform significantly impacts the intention to repurchase tickets through the platform. Based on the findings, respondents, who are predominantly young and highly educated, perceive minimal difficulty

in using digital platforms. Thus, trust in the platform's ease of use strongly influences online repurchase intention. Respondents' trust in the platform is primarily shaped by positive usage experiences.

Based on Hypothesis 13 (H13), higher reputation positively encourages online repurchase intention. Consequently, H13 that reputation positively and significantly influences online repurchase intention is supported and accepted. Reputation refers to consumers' perceptions of product quality associated with a brand name. A strong reputation reflects consumers' trust in a brand, motivating them to engage in transactions with the brand owner. In the context of this study, the reputation of Garuda Indonesia significantly influences respondents' intentions to purchase tickets online. According to the Continuance Intention Theory, post-usage evaluations—including expectation confirmation, satisfaction, and trust, play a critical role in determining whether consumers will reuse a platform for future purchases. Reputation represents how consumers perceive a product or service. The findings of this study indicate that consumers view the platform used for purchasing Garuda Indonesia tickets as having a strong reputation, which suggests that the airline's services and products are well-regarded. As a result, reputation drives online repurchase intention in this context. The study's respondents, primarily Millennials and Gen Z individuals with higher education levels, tend to prefer platforms with strong reputations. These respondents are heavily influenced by user reviews and the platform's brand image in the market, making them more critical of a platform's reputation. Reputation reflects service quality consistency and trustworthiness, which are essential factors for this demographic.

Based on Hypothesis 14 (H14), Higher reputation strengthens consumer trust. Therefore, H14, which states that reputation positively and significantly influences trust, is supported and accepted. The Continuance Intention Theory posits that after an initial purchase, users evaluate their platform experience, and this evaluation determines whether they will continue using the same platform for future purchases. The findings of this study confirm that a strong reputation enhances trust by providing confidence that the platform can deliver services that meet user needs, including high performance expectations, accurate, relevant, and transparent information, and ease of system use. These factors ultimately increase the intention to continue using the platform. The respondents, primarily from a generation with strong digital literacy and high educational backgrounds, tend to trust platforms with well-established reputations. Reputation is often shaped by customer reviews, ratings, and the platform's track record. These respondents are adept at validating information using technology and are more sensitive to reputation due to their high expectations of digital platforms.

Based on Hypothesis 15 (H15), confirms that the partial mediation of trust strengthens the overall relationship. Therefore, strategies to enhance reputation, coupled with efforts to build trust, are crucial for effectively increasing consumers online repurchase intention. (H15), which states that trust mediates the relationship between reputation and online repurchase intention, is supported and accepted. Reputation builds a foundation of trust, which is critical for the long-term continuity of platform usage, as suggested by the Continuance Intention Theory. This study demonstrates that, although the mediating effect of trust is relatively small, it enhances consumers' perceptions of the platform's reputation, ultimately strengthening their intention to continue using the platform. According to this study, the younger generation, which dominates the respondent pool, tends to trust platforms with strong reputations. Respondents derive trust in a platform's reputation through customer reviews, awards, or brand credibility on social media. The findings reveal that the direct influence of reputation on online repurchase intention is stronger than the indirect influence through trust; however, the mediating role of trust still has a meaningful impact. A platform's reputation reduces the hesitation of respondents, who are typically more critical of platforms, encouraging them to repurchase without extensive deliberation. In the context of this study, the strong reputation of OTA platforms like Traveloka and Garuda Indonesia's official platform is likely influenced by past

experiences or information from social media reviews, which reinforce trust and subsequently drive online repurchase intention.

In Hypothesis 16 (H16), based on the research findings, perceived risk does not significantly influence online repurchase intention. Therefore, H16, which posits that perceived risk negatively and significantly influences online repurchase intention, is not supported and is rejected. According to the Continuance Intention Theory, high perceived risk generally acts as a barrier to continued platform usage as it affects expectation confirmation, satisfaction, and trust. However, the findings of this study suggest that users' perceived risk does not significantly hinder their intention to repurchase. This outcome is likely due to positive prior experiences (expectation confirmation) that have successfully built strong trust among users. Supporting this argument, the data reveals that 79% of respondents frequently use Garuda Indonesia for domestic flights. The respondents in this study reported frequent use of Garuda Indonesia flights within a year, often purchasing tickets through digital platforms. Positive experiences with the platform's services may have influenced their perception of the relationship between risk and repurchase intention on the same platform. This outcome could be attributed to the platform's effective risk management, which has fostered user comfort and confidence in purchasing Garuda Indonesia tickets through the platform. Another plausible explanation is that the majority of respondents (83%) are young and digitally literate, often displaying greater trust in technology. As a result, their perceived risk tends to be lower compared to older respondents.

In Hypothesis 17 (H17), while the statistical values meet the critical cut-off thresholds, the hypothesis is not supported as the direction of the relationship is inconsistent with the hypothesis. Therefore, H17, which posits that perceived risk negatively and significantly influences trust, is not proven and is rejected. According to the Continuance Intention Theory, high perceived risk in using a platform typically negatively impacts the level of trust in that platform, subsequently reducing the intention to continue using the platform in the future. However, the findings of this study reveal that consumers' perceived risk in using digital platforms does not diminish their trust in the platform. This result is likely attributable to effective risk mitigation strategies implemented by platform providers or positive prior experiences that have built consumer confidence. The respondents, primarily younger, highly educated individuals with strong digital literacy, tend to be more tolerant of risks when conducting digital transactions. Their familiarity and experience with technology enable them to perceive risks as less threatening. Based on the findings of this study, risks may not be considered a significant concern if users have developed a level of comfort and familiarity with the platform.

The result of Hypothesis 18 (H18), since the hypothesis proposed a negative relationship, the mediation effect cannot be accepted. Thus, it can be concluded that H18, which posits that trust mediates the relationship between perceived risk and online repurchase intention, is not supported and is rejected. According to the Continuance Intention Theory, users' high perception of risk when using a platform typically leads to reconsideration of their intention to repurchase, as it creates uncertainty and diminishes trust in the platform. However, the findings of this study reveal that the mediation effect of trust on repurchase intention through the platform is positive and significant. This implies that trust in the platform mitigates concerns over high perceived risk, enabling consumers to proceed with online repurchases despite perceived risks. These findings contradict the hypothesis, which was based on previous research. The majority of respondents in this study are young individuals who are accustomed to technology and tend to have a higher tolerance for the risks associated with online transactions, particularly on platforms with a strong reputation. Trust established through prior positive experiences reduces the impact of perceived risks. Factors such as platform reputation, reliability, and the provision of accurate and transparent information play a more dominant role in building trust, even in the presence of perceived risks.

In Hypothesis 19 (H19), based on the research findings, trust significantly influences online repurchase intention. Thus, H19, which states that trust positively and significantly influences online repurchase intention, is supported and accepted. In the Continuance Intention Theory, trust is a key factor influencing consumers continued use of a platform. Trust is built upon prior positive experiences with the platform or service. It fosters consumer confidence that using the platform will provide sustainable benefits, thereby strengthening their intention to repurchase online using the same platform. Trust reduces uncertainty and minimizes perceived risks, further solidifying the consumer's relationship with the platform. This study finds that the majority of respondents, who are young, highly educated, and digitally literate, view trust in a platform as a critical determinant of their loyalty to the platform. These respondents have high expectations regarding the platform's security and reliability. As a result, a high level of trust in the platform strengthens their decision to continue using the same platform. Factors such as a strong reputation, fulfilled performance expectations, high-quality information, system usability, and reliability contribute to building respondents' trust in the platform.

CONCLUSION

This study concludes that performance expectancy, information quality, and perceived ease of use positively and significantly influence online repurchase intention, both directly and indirectly through trust. Trust plays a crucial role in enhancing the relationship between these factors and consumer loyalty to digital platforms. Reputation also demonstrates a significant direct and indirect effect on online repurchase intention, emphasizing its importance in building consumer trust and driving repeat purchases. While design quality positively influences trust, it does not significantly impact online repurchase intention either directly or indirectly. Similarly, perceived risk has no significant effect on online repurchase intention or trust, likely due to effective risk mitigation by platform providers. Overall, trust emerges as a key determinant of online repurchase intention and partially mediates the effects of performance expectancy, information quality, perceived ease of use, and reputation. However, trust does not mediate the relationships between design quality and perceived risk with online repurchase intention, indicating these variables have limited influence in this context.

Academically, this research suggests that future studies could explore trust as a mediator in broader contexts, such as international ticket purchases on digital platforms. Additional research could also investigate the limited impact of design quality and perceived risk by considering external factors such as regulations or consumer preferences. A qualitative approach could provide deeper insights into how trust is formed among consumers with varying levels of digital literacy. Practically, Garuda Indonesia should prioritize enhancing its digital platform by simplifying transaction processes, improving system speed and stability, and ensuring ease of navigation to enhance user experience. Providing accurate, relevant, and transparent information is crucial for building trust and fostering positive consumer experiences. Promoting customer satisfaction and achievements, such as awards, through social media campaigns and collaborations with influencers could further strengthen the company's reputation and trust. The platform's design should reflect the airline's reliability and quality to reinforce its reputation. Additionally, maintaining transaction security and protecting user data are essential for minimizing perceived risk and preserving trust. Lastly, introducing exclusive loyalty programs with attractive benefits for users of Garuda Indonesia's official platform could encourage more frequent use and preference over competing platforms.

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