Exploring Customer Loyalty from Customer Trust and Religiosity Memorable Customer Experience in Airline Industry

*NUGRAHA SAEFUDIN

*Universitas Widyatama, Bandung, Indonesia
Correspondance author: saenug5@gmail.com *

Article

Abstract

Loyalty is considered a deep commitment to repurchase or re-subscribe to the desired product or service in the future resulting in repeated purchases of the same set of brands or brands despite the situational influences and marketing efforts that have the potential to cause brand-switching behavior. This original study examines the impact of customer trust (CT) and Religiosity Memorable Customer Experience (RMCE) to develop customer loyalty in the airline industry. The unit of study was conducted on the quantity of one hundred eighty passengers United Nations agency flew overseas like six o'clock. Mainly flights with a flight time of more than six hours The main information is obtained from the results of the sphere via the table. Meanwhile, to determine the effect of customer trust and religiosity was analyzed using regression. The findings suggest that CT and RMCE did have an Institutional impact and formation of airline customer loyalty and was a good strategy for attracting passengers additional glad and additional loyal. we've got found a big impact of RMCE as an intermediator between CT and CL. The proof documented during this paper is initially better known to live the role of the intermediator between customer trust and customer loyalty.

Keywords: Customer Loyalty; Customer Trust; Religiousity; Memorable Customer Experience

Introduction

Various marketing publications discuss customer loyalty as a fundamental concept related to business performance. Customer relationship management and customer loyalty is a strategic issue for companies (Zhang, Fu, Cai, & Lu, 2014). Customer retention can create value in terms of increased competitive advantage (Rai & Srivastava, 2013), and key strategies (Prentice & Loureiro, 2017) including customer satisfaction and service quality (Ha & Park, 2013) allow loyal customers to guide companies to maintain and improve competitiveness in a competitive environment, describing it as a very fundamental aspect of managing a business part. The role of customer loyalty in the face of intense competition, slow market growth, and loyal customer retention is critical to a company's survival. On the other hand, (Bhat, Darzi, & Parrey, 2018), from a different perspective, customer loyality is essential for

businesses, organizations, and customers themselves. Loyalty is considered a deep commitment to repurchase or re-subscribe to the desired product or service in the future resulting in repeated purchases of the same set of brands or brands despite the situational influences and marketing efforts that have the potential to cause brand-switching behavior.

Customer loyalty is influenced by various factors, including corporate image, company brand, service quality, customers, emotional closeness, and customer satisfaction. In this study, the researcher sees and analyzes variables that have not been fixed. There is no research on religious experience and customer trust in forming customer loyalty before, specifically in the world of aviation. Previously, there have been several studies on religiosity and customer trust in customer loyalty, but not in the aviation industry; they were mostly conducted in other industries such as manufacturing, hospitality, banking, cooperation, culinary, and tourism. Thus, the novelty in this study is the experience of religiosity and customer trust that can build strong customer loyalty. Trust is a catalyst that can achieve customer satisfaction in accordance with expectations in various transactions between sellers and buyers. Other researchers said that trust drives increased purchases, basic considerations of attitudes and actions in the business world, characteristics related to integrity and competence, often faced with uncertainty, mitigating opportunism, and building long-term partnership relationships. This trust cannot be easily recognized and accepted by other parties but must be built from scratch and needs to be proven. It becomes the reason why studies on customer trust are important (Paparoidamis, Katsikeas, & Chumpitaz, 2019). Every individual understands the trust that is related to trust in people or other subjects, such as the behavior of mutual trust during a certain interdependent time process. Park, Lee, and Kim (2014) explain that customer trust is a set of expectations that are socially studied and socially confirmed as well as those of other people or organizational entities. This opinion was supported by Akhtar, Kim, Ahmad, Akhtar & Siddiqi (2019) on individual similarity, social exchange, and personal conditions.

Trust develops as a result of a strong belief that trustees are reliable, honest, and kind (Mayer, Davis & Schoorman (1995)). Trust is a multidimensional concept with three dimensions: ability, benevolence, and integrity. Correspondingly, (Park, Lee, & Kim, 2014) agree that customer trust can be defined in three dimensions, namely expertise, integrity, and social benevolence. Expertise trust is the customer's belief that the company has the competence or technical skills to produce and provide specific services and be able to perform according to business functions effectively. Customers expect that companies have the skills needed to produce products and services to satisfy consumer needs. Integrity trust is the belief of consumers that the company shows consistency between values and behavior with the moral principles of justice adopted. To get the trust of integrity from customers, the company needs to fulfill its moral and ethical responsibilities. Social benevolence trust is the customer's belief that the company cares about preserving and improving people's welfare. Thus, it can be stated that customer trust is a consumer perspective as consumers believe that the company will perform consistently with expectations related to the ability/expertise, integrity, and goodwill to adjust to customer expectations. Human memory always stores and contains emotional aspects. This aspect will determine whether someone is interested in an event and how interested he/she is.

The bond theory tends to investigate humans to form, maintain and cause bonds of affection with certain people. (Laming & Mason, 2014) says that customer experience is a physical and emotional experience that occurs through interactions with the product and/or brand service offerings from the first direct and conscious point of contact, through a total journey to the post-consumption stage. Cognitive recognition or perception arises from stimulated customer motivation after observing or engaging in (Chen & Lin, 2015). The more emotional aspects in one memory, then the more attention will usually be significant to an event related to these emotions. If the emotions are positive, then the interest in relevant events will be stronger. Research in psychology and marketing shows ordinary bonding theory that exceeds person-to-person relationships, which are ownership relationships with places, corporate relationships with companies, or brands with consumers (Park & Macinnis, 2006). Thus, it can be stated that the religiosity of a memorable customer experience is a cognitive and emotional reaction of consumers to interact with products/services received based on religious values held. Rai & Srivastava (2013) explained that the value of customer loyalty in the service industry has a potential effect on developing competitive advantage for service organizations or companies. Fundamentally, loyalty is considered a deep commitment to repurchasing a product or service that is consistently favored in the future, despite the situational influence and marketing efforts of competitors that can cause switching behavior. Ha & Park (2013) state that customer loyalty plays an important role in attracting and retaining customers; good words from customers are reliable information for other customers to make decisions, and ultimately, customer retention can reduce marketing and operational costs, thereby increasing a company's competitive advantage.

The loyalty of consumers can include consumer behavior (Jacoby & Chestnut, 1978) (Tucker, 1964), customer satisfaction, trust, psychological commitment, and loyalty program membership (Pan, Sheng, & Xie, 2012). Thus, it can be stated that customer loyalty has been considered as customer behavior that builds positive values and experiences, which leads to product purchases and even shows irrational buying behavior. Based on the theoretical and empirical description, the purpose of this study is to measure the influence of customer trust (CT) and religiously memorable customer experience (RMCE) in forming customer loyalty (CL). The paradigms and hypotheses will be tested are as follows:
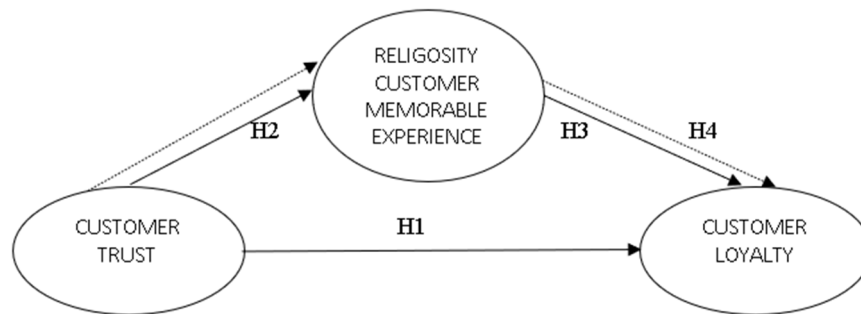

Figure 1: Mediation between customer trust and customer loyalty

H1. Customer trust significantly affect in shaping customer loyalty

H2. Customer trust significantly affect religiousity memorable customer experience in airline industry

H3. Religiousity memorable customer experience significantly affect in shaping customer loyalty

H4. Religiousity memorable customer experience partially mediates the relationship between customer trust and customer loyalty in the airline industry

Research Method

This analysis was conducted to answer the analysis question. The researcher determined the source data criteria in this study as follows: passengers with a flight time of more than 6 hours, passengers who fly more than 3 times with a flight time of more than 6 hours, the international airport used, and passengers over 17 years old. Factors analysis was conducted using principal components factor analysis with varimax rotation and Kaiser-Meyer-Olkin (KMO) and regression, and also applied SPSS v.25 to explore and analyze the influence of customer trust and religiosity memorable customer experience on customer loyalty. The researcher examined the internal scale reliability and it was found to have good internal consistency (alpha = 0.361). Three factors, with a cut-off factor loading of 5% and Cronbach's alpha exceeded the threshold value of 0.6, confirming the high reliability of the results. Samples of passengers were randomized, taken from 3 international airports in Indonesia with a total number of 180 respondents.

A questionnaire was designed to assess each indicator of variables. Participants involved in this stage of data collection process reflected a cross-section of passengers from several functional areas on site, e.g., Soekarno-Hatta International airport, Juanda International airport, and AdiSucipto Airport. Participants were asked to answer 18 items of questionnaires that included customer trust, memorable religious experience of customer, and customer loyalty. The questionnaire was assessed using a seven-point Likert scale (1 = worse and 7 = excellent).

Results and Discussion

This research was conducted to answer the research question of plane passengers with a flight time of more than 6 hours, passengers who fly more than 3 times, the international airport used, and passengers over 17 years old. The measured variables in this research were analyzed using SPSS version 25. Three factors, with a cut-off factor loading of 5% and Cronbach's alpha exceeded the threshold value of 0.6, confirming the high reliability of the results. Analysis of factors was conducted using principal components factor analysis with varimax rotation and Kaiser-Meyer-Olkin (KMO).

Table 1
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.749
Bartlett's Test of Sphericity	Approx. Chi-Square	176.248
	Df	3
	Sig.	.000

Table 1 showed Kaiser-Meyer-Olkin Measure of Sampling Adequacy 0.749 > 0.50 and Bartlett's Test of Sphericity (sig) = 0.000 < 0.005, which means, the factors analysis technique is possible because have met the requirement. A further result of Anti-Image Matrices shows that customer trust, religiosity memorable customer experience, dan customer loyalty are all feasible and should be used in the factor analysis because MSA value > 0.50.

Table 2
Anti-Image Matrices each factor

		CT	RMCE	CL
Anti-image Covariance	CUSTOMER TRUST (CT)	.371	-.172	-.159
	RELIGIOUSITY (RMCE)	-.172	.379	-.152
	CUSTOMER LOYALTY (CL)	-.159	-.152	.397
Anti-image Correlation	CUSTOMER TRUST (CT)	.739[a]	-.459	-.415
	RELIGIOSITY (RMCE)	-.459	.746[a]	-.392
	CUSTOMER LOYALTY (CL)	-.415	-.392	.763[a]
a. Measures of Sampling Adequacy(MSA)				

The total variance explained shows an initial Eigenvalues for the customer trust component = 82.044, whereas for religiosity memorable customer experience = 9.407, and customer loyalty = 8.550, where 82% of customer trust represents other factors affect customer loyalty such as honesty, sincerity, integrity, responsibility, on time, and rarely delay, thus all have already illustrated passenger loyalty developed.

Table 3
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.461	82.044	82.044	2.461	82.044	82.044
2	.282	9.407	91.450			
3	.256	8.550	100.000			
Extraction Method: Principal Component Analysis.						

It indicates all groups for RMCE such as passenger awareness of religious displays on the plane, attention of passengers to cabin crew, feeling safe flying with the 'religious airline', positive emotions, religious experience, and surprise experience as more of a positive outlook. On the other hand, customer loyalty shown from their awareness will make that airline their first choice, prioritize the airline as their air transportation, and recommend it to others (friends and family), so that they promote the airline directly or indirectly to others. who have identified the key factor of driving and testing the loyalty of the airline in Austria for flights to the Middle East and North America. The variables discovered include image of companies, reputation, ticket, and frequency of flight. (Geraldine & David, 2013) support and have identified 600 respondents in Nigeria and came to the conclusion that company image affects the loyalty behavior of passengers (Dolnicar, Grabler, Grun, & Kulnig, 2011).

Based on the result of data description of customer trust, it is known that a factor that makes airline passengers loyal is the responsible service; while for religious memorable customer experience, most of the passengers have good feelings and are comfortable flying with certain airlines. The dominant effect of customer loyalty on the airline is that they will promote that airline to others (See figure 2).

Figure 2. Description of results of each variable

This result contrasts with Forgas, Moliner, Sánchez & Palau (2010) has examined and discussed old and low values. This perceived price does not affect customer loyalty and scientific advice. This is a strategic key to developing airline passenger loyalty It's about maintaining the trust of our customers and providing them with spiritual customer expertise If you have a hypothesis that customer trust has a big impact Create customer loyalty.

Table 4
Coefficientsᵃ Customer Trust to Customer Loyality

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.421	2.783		.511	.611
	SUM_OF_CT	.899	.083	.728	10.781	.000
a. Dependent Variable: SUM_OF_CL						

Table 4 indicates the results below give a uniform worth of beta of CT to CL β=0.728 and a significance of 0.000 which implies that CT affects CL. In line with Rai & Srivastava (2013), that good service, satisfied customers, trust, commitment, a good corporate image, and good communication have a positive impact on customer loyalty. Customer trust as an intermediary creates procedural fairness and maintains customer loyalty (Hapsari, Hussein, & Handrito, 2020). That means, all indicators of customer trust like honesty, sincerity, integrity, responsibility, being on time, and infrequently delaying an additional positive impact to develop customer loyalty within the airline business.

Table 5
Coefficients Customer Trust to Religiosity Memorable Customer Experience

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.316	2.273	.743	2.339	.021
	SUM_OF_CT	.767	.068		11.261	.000
a. Dependent Variable: SUM_OF_RMCE						

Table 5 indicates the results below offer the same worth of beta of CT to RMCE β=0.743 and significance of 0.000 which suggests that CT affects RMCE. That means, all indicators of customer

trust like honesty, sincerity, integrity, responsibility, on time, and barely delay the additional positive impact to develop religiosity and unforgettable customer expertise within the airline business. It's contrary to Paitcika, Catzi, & Kissa (2020). World Health Organization argues that the responsiveness dimension didn't be extracted.

Table 6
Coefficients Religiosity Memorable Customer Experience to Customer Loyalty

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.508	2.558		1.762	.081
	SUM_OF_RMCE	.862	.082	.721	10.559	.000
a. Dependent Variable: SUM_OF_CL						

Table 6 indicates the results below offer the same price of the beta of RMCE to CL β=0.721 and a significance of 0.000, which implies that under CT to CL. whereas for the CT to CL price of standardized beta β=-0.728. whereas Briliana (2018) states that customer satisfaction, integrity image, and customer commitment affect customer loyalty in the country. Therefore, airlines must provide quality service to develop client awareness, attention, inner feelings, emotions, spiritual expertise, and a sense of wonder. Srivastava & Rai (2018) state that customer loyalty is seen as a twin concept with two main dimensions: willingness to repurchase and positive customer perception.

Table 7
Coefficients Customer Trust to Customer Loyalty mediated Religiosity Memorable Customer Experience to Customer Loyalty

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.134	2.640		-.430	.668
	SUM_OF_CT	.530	.115	.430	4.608	.000
	SUM_OF_RMCE	.481	.112	.402	4.309	.000
a. Dependent Variable: SUM_OF_CL						

Table 7 shows that CT and RMCE have significantly 0.000 smaller than sig. 0.05. Meaning that CT and RMCE have a positive effect on CL, but the beta value of CT is more rather than RMCE with a t-count equal to 4.608 rather than the t-table equal to 1.645. The coefficient values of standardized beta CT β=0.430 and significance of 0.000 and RMCE β=0.277 and significant of 0.037 and the standardized beta cultural competence for expatriate β=0.0402 and significance of 0.000 are all significant. That means customer trust and religiously memorable customer experience affect customer loyalty significantly. the rationale is that passengers like airline services like honesty, sincerity, integrity, responsibility, being on time, and infrequently delay. But also, passengers feel sensible from religiousism services like awareness, attention, inner feeling, emotions, non-secular expertise, and sense of surprise. And the result is drawn as follows:
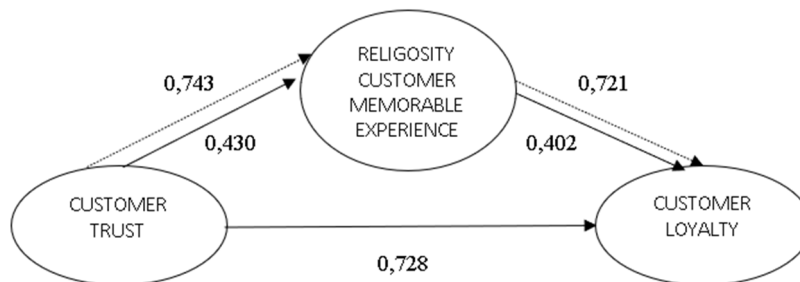

Figure 3: Mediation between customer trust and customer loyalty

Conclusions

This result provides empirical evidence showing that customer trust is not only a key aspect of the case but also supports the development of customer loyalty significantly for the airline industry. Nevertheless, on the other hand, religious memorable customer experience has the role to form customer loyalty mediates to customer trust and customer loyalty. This is an important implication since it supports stronger customer (passengers) trust, emphasizing that every airline must understand the needs of passengers on their flights. According to (Belobaba, Odoni, & Barnhart, 2009), government policy, news media, and millions of passengers should feel free to share their unusual flight experience, whether it's fun or not, safe, unsafe, comfortable, or uncomfortable, which eventually leads to loyalty.

There are several limitations that can be identified in this current research. First, generalizing these results to a wider population is problematic because the findings are based on small passengers and small areas, only focused on overseas flights from Indonesian International Airport. This study should be replicated with larger and more samples. Secondly, only passengers who have a minimum experience of 3-time flights more than 6 hours were observed. The last one is, other variables of emotional closeness and customer involvement have not been identified. Future studies should seek to expand and deeply analyze the unidentified variables (emotional closeness and customer involvement) that affect customer loyalty among airplane passengers.

References

Akhtar, N., Kim, W. G., Ahmad, W., Akhtar, M. N., & Siddiqi, U. I. (2019). Mechanisms of consumers' trust development in reviewers' supplementary reviews: A reviewer-reader similarity perspective. Tourism Management Perspectives, 31, 95-108.

Belobaba, P., Odoni, A., & Barnhart, C. (2009). The Global Airline Industry. Southern Gate, United Kingdom: John Wiley & Sons, Ltd.

Bhat, S., Darzi, M., & Parrey, S. (2018). Antecedents of Customer Loyalty in Banking Sector: A Mediational Study. Vikalpa, 4(32), 92-105.

Briliana, V. (2018). Consumer Satisfaction On Airline Passenger Loyalty: Antecedents And Outcomes. International Journal of Business, Economics, and Law, 16(5), 1-9.

Chen, S.-C., & Lin, C.-P. (2015). The impact of customer experience and perceived value on the sustainable social relationship in blogs: An empirical study. Technological Forecasting and Social Change, 96, 40-50.

Dolnicar, S., Grabler, K., Grun, B., & Kulnig, A. (2011). Key drivers of airline loyalty. Tour Manag, 32(5), 1020-1026.

Forgas, S., Moliner, M., Sánchez, J., & Palau, R. (2010). Antecedents of airline passenger loyalty: Low-cost versus traditional airlines. Journal of Air Transport Management, 16(4), 229-233.

Geraldine, O., & David, C. (2013). Effects of airline service quality on airline image and passengers loyalty: Findings from Arik Air Nigeria passengers. Journal of Hospitality Management and Tourism, 4(2), 19-28.

Ha, Y., & Park, M. (2013). Antecedents of Customer Satisfaction and Customer Loyalty for Emerging Devices in the Initial Market of Korea: An Equity Framework. Psychology & Marketing, 30(8), 676-689.

Hapsari, R., Hussein, A. S., & Handrito, R. (2020). Being Fair to Customer: A Strategy in Enhancing Customer Engagement and Loyalty in the Indonesian Mobile Telecommunication Industry. Service Marketing Quarterly, 41(1), 49-67.

Jacoby, J., & Chesnut, R. (1978). Brand Loyalty: Measurement and Management. New York: Wiley.

Laming, C., & Mason, K. (2014). Customer experience — An analysis of the concept and its performance in airline brands. Research in Transportation Business & Management, 10, 15-25.

Mayer, R., Davis, J., & Schoorman, F. (1995). An Integrative Model of Organizational Trust. The Academy of Management Review, 20(3), 709-734.

Paitcika, E., Catzi, S., & Kissa, D. (2020). Service Quality Expectations in the Fitness Center Context: A Validation of the Expectations Component of the SERVQUAL Scale in Greece. Service Marketing Quarterly, 41(2), 89-104.

Pan, Y., Sheng, S., & Xie, F. (2012). Antecedents of customer loyalty: An empirical synthesis and reexamination. Journal of Retailing and Consumer Services, 19(1), 150-158.

Paparoidamis, N. G., Katsikeas, C. S., & Chumpitaz, R. (2019). The role of supplier performance in building customer trust and loyalty: A cross-country examination. Industrial Marketing Management, 78, 183-197.

Park, J., Lee, H., & Kim, C. (2014). Corporate social responsibilities, consumer trust, and corporate reputation: Journal of Business Research, 67(3), 295-302.

Park, W. C., & Macinnis, D. J. (2006). Beyond Attitudes: Attachment and Consumer Behavior. Seoul Journal Business, 12, 3-34.

Prentice, C., & Loureiro, S. (2017). An asymmetrical approach to understanding configurations of customer loyalty in the airline industry. Journal of Retailing and Consumer Services, 38, 96-107.

Rai, A., & Srivastava, M. (2013). The Antecedents of Customer Loyalty: An Empirical Investigation in Life Insurance Context. Journal of Competitiveness, 5(2), 139-163.

Srivastava, M., & Rai, A. (2018). Mechanics of engendering customer loyalty: A conceptual framework. IIMB Management Review, 30(3), 207-218.

Tucker, W. (1964). The Development of Brand Loyalty. Journal Of Marketing Research, 1(3), 32-35.

Zhang, H., Fu, X., Cai, L., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. Tourism Management, 40, 213-223.