

THE ROLE OF PERCEIVED PRICE, PERCEIVED VALUE, AND TRUST IN MEDIATING THE EFFECT OF BRAND IMAGE ON REPURCHASE INTENTION FOR AIRCRAFT TICKETS ONLINE

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Abstract: The purpose of this study is to determine the effect of brand image on perceived price, perceived value, trust and repurchase intention and the role of perceived price, perceived value and repurchase intention mediate the relationship between brand image and repurchase intention. This research uses quantitative data types that are analyzed associatively. The sampling technique in this study was purposive sampling, with a total sample of 130 respondents. Data collection techniques in the form of distributing questionnaires to Traveloka customers in Bali. The data analysis tool used is AMOS ver. 24. The results of this study indicate that brand image has a positive and significant effect on perceived price, perceived value, trust and repurchase intention. In addition, perceived price, perceived value and repurchase intention partially mediate the relationship between brand image and repurchase intention. The practical implication of this research is that this research can be used as a model for evaluating strategies on Traveloka's brand image, perceived price, perceived value, trust and repurchase intention. The theoretical implication of this research is that this research can complement the marketing literature and will add new knowledge about evaluating the influence of a variable on other variables based on the strength of the value of the five-variable relationship model (brand image, perceived price, perceived value, trust and repurchase intention) in business flight ticket sales online through Traveloka and reinforce previous research.

Keywords: brand image, price received by customers, benefits received by customers, trust and repurchase intention.

I. INTRODUCTION

High mobility has created a typical society that prefers technological sophistication such as by utilizing the internet network and gadgets as the main guidelines to be able to help all daily needs and business performance to be more efficient and effective. The development of the internet has also increased the number of social media users because in addition to spending free time interacting with each other, social media is also useful as a means of supporting promotion for business people and has a great influence on business growth, especially online-based businesses in Indonesia such as e-commerce. Based on information from TechinAsia which revealed that the online travel agency landscape in Indonesia is arguably still relatively small. However, growth continues to occur, because 10 percent (%) of total airline ticket sales in 2013 were made online and will continue to grow. In recent years, a statement from comscore.com that a company that provides market data and analysis from the United States has confirmed that Traveloka is ranked first for online flight ticket search and booking services outside of the official website of each airline. The rapid development of the Traveloka company, making Traveloka the most popular online ticket and hotel ticket media by comparing conversion rates, site visits, brand awareness and top of mind to other similar competitor sites. Traveloka is the No. 1 online site 1 (one) in

Indonesia and become an internet-based company providing local and international destination booking applications that won awards in two categories in the 2018 Top Brand Award. Positive brand image will make consumers love a product with the relevant brand continuously and for producers good brand image will strengthen its brand with competing brands. The study results explain that the Traveloka brand image has a positive and significant influence on customer repurchase intentions on Traveloka's online booking sites [17]. Traveloka offers very affordable prices without having to charge transportation costs to consumers. Various attractive promos offered by Traveloka are started from discounted flight ticket prices for domestic or international routes, to promo tickets for tourist destinations in several countries to attract customers' buying interest. Positive and significant brand image and price are important factors in shaping consumer repurchase intentions. Therefore, a good reputation and fair pricing in the eyes of consumers are important factors in brand image variables and prices received by customers in forming repurchase intentions. Also, price can also be said as a heuristic sign, more easily observed than quality.

In a competitive business environment, low prices (or fair prices) help to achieve sustainable excellence in the company's product market. In other words, the perceived price can be described as a customer's subjective assessment of the fairness of the price for a product or service compared to the competitor's reference price [22]. Therefore, Traveloka always offers affordable prices in the form of net prices or net prices without any additional transaction costs that are easily understood by consumers to buy plane tickets online. This makes Traveloka superior compared to other online travel agencies.

Prices directly affect consumers because they are considered products with high involvement. Based on previous research, it is suggested that the perceived price has a significant influence on consumer purchase intentions [15] and that prices have a positive significant effect on repurchase interest. Reasonable prices can also increase the value perceived by customers. Therefore, perceived prices may play an important role in determining the perceived value of consumers and this can be an important determinant when customers want to make a purchase decision (Chiang and Jang, 2014).

Traveloka provides benefits in the form of perceived value more to customers than through other online travel agencies, such as affordable prices in the form of a net price (nett price), a faster e-ticket process, a very easy payment method, and features the newest online check-in feature that really helps consumers without having to check-in through the airline directly. Empirical evidence explains that perceived value has a significant positive effect on repurchase intentions (Deonir De Toni et al, 2017). However, the problem or gap in this study is that the correlation between the perceived value of the customer with the repurchase intention is not significant (Mao and Lyu, 2017) and the perceived value of the customer has a low significance to the repurchase intention (Frendy, 2013). Perceived value is defined as the overall evaluation of consumers of the net benefits of a product or service based on consumer ratings (Chen and Chang, 2012). In addition, perceived prices may play an important role in determining the value perceived by customers and this can be an important determinant when they make purchasing decisions.

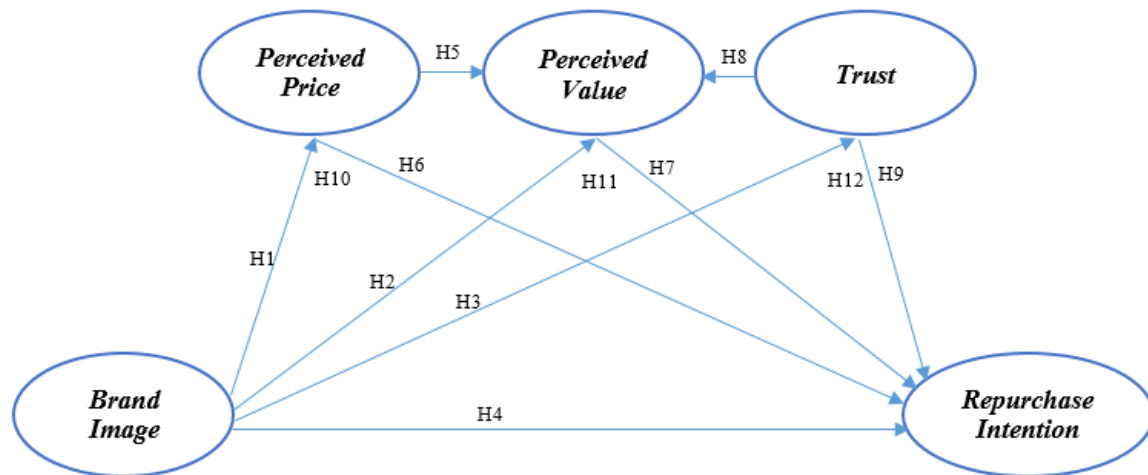
The two awards won by Traveloka will be a reference for management to continue to create various innovations that can enhance brand image and consumer confidence in Traveloka which has an effect on consumer purchase intentions for airplane tickets online. Trust is one of the main features of the buyer-seller relationship. The role of trust in social exchange relationships has become a major subject in increasing consumer purchase intentions [20]. The study results explain that trust has a positive and significant correlation to customer repurchase intention, because trust has the characteristics of a long-term relationship for customers [12].

However, this is inversely proportional to the opinions of [17] which suggest that trust has a negative effect on customer repurchase intentions. This study states that trust in Traveloka's online booking site has no significant effect on customer repurchase intentions. Consumer confidence in Traveloka does not always have an impact on consumer repurchase interest in the future [17]. Based on this explanation which makes one of the gap elements in this research, this research will discuss more deeply the role of trust in the intention to repurchase online airplane tickets through Traveloka.

The use of online sites will be closely related to the belief that information and internet transactions are trusted, interesting information that is since it was founded in March 2012 to July 2013 Traveloka has become the fastest, cheapest and most comprehensive online travel agent site and successfully holds the status as the No Flight Ticket Search site. 1 in Indonesia [16]. Repurchase intention is an important factor for a company to achieve profitability. The results of the study explain that the factors that influence customer repurchase intentions are very diverse, one of which is the perceived price, trust and value perceived by the customer. Overall these factors have a significant positive effect on influencing customers to repurchase intentions [12].

Perceived price, trust and perceived value are indeed significant triggers and influences that can increase customer repurchase intentions [12]. However, it is not uncommon for other opinions to state that customer trust in Traveloka does not always have an impact on consumer repurchase interest in the future [17], the perceived value of the customer has a low influence value on repurchase intentions [7], and perceived prices have a negative effect on perceived value. In addition, brand image also has a positive and significant correlation to customer repurchase interest. The gap or problem in this study is that there are differences of opinion on the results of previous studies which suggest that brand image has no significant effect on repurchase intentions [9]. However, recent empirical evidence explains that brand image positively and significantly influences repurchase intentions [11].

II. RESEARCH METHODS AND ANALYSIS



H1: Brand image has a positive and significant effect on perceived price.

H2: Brand image has a positive and significant effect on perceived value.

H3: Brand image has a positive and significant effect on trust.

H4: Brand image has a positive and significant effect on repurchase intention.

H5: Perceived price has a positive and significant effect on perceived value.

H6: Perceived price has a positive and significant effect on repurchase intention.

H7: Perceived value has a positive and significant effect on repurchase intention.

H8: Trust has a positive and significant effect on perceived value.

H9: Trust has a positive and significant effect on repurchase intention.

HM10: Perceived value mediates the relationship of brand image with repurchase intention.

HM11: Perceived price mediates the relationship of brand image with repurchase intention.

HM12: Trust mediates the relationship of brand image with repurchase intention.

This research uses a quantitative method approach. The scope of this research includes the location of the study, namely the Provision of Bali which will be represented by the City of Denpasar and the Badung Regency. Data in this study were collected using the online survey method, which is collecting data by giving a number of questions to individual respondents. The survey was conducted by distributing online questionnaires to each respondent regarding all indicator variables tested. The population of this research is the population in Denpasar City and Badung Regency. The population in Badung Regency in 2019 was recorded at 670,200 people and is estimated to have an increase in population growth of 1.97% in 2020 (source: badungkab.bps.go.id). The number of residents in Denpasar City in 2019 was 947,100 people (source: denpasarkota.bps.go.id). Based on the sample size criteria Echdar (2017) explains that the SEM (structural equation modeling) analysis requires a sample of at least 5 times the number of indicator variables. The number of indicators used in this study were 21 indicators, so the total number of samples was 105 samples. However, with the consideration that in the Chi-Square test required an ideal sample ranging from 100-200, then this study uses a total

sample of 130 samples that is above the minimum sample limit. Data analysis methods or techniques in quantitative research use statistics consisting of two types, namely descriptive statistical analysis and inferential statistical analysis (Sugiyono, 2017: 147). If the research is conducted on a sample, then the analysis can use both descriptive and inferential statistics (Sugiyono, 2017: 147). Therefore, two kinds of statistics are used in this study.

III. RESULT

Analysis of the overall structural equation model

Test the suitability of the overall model

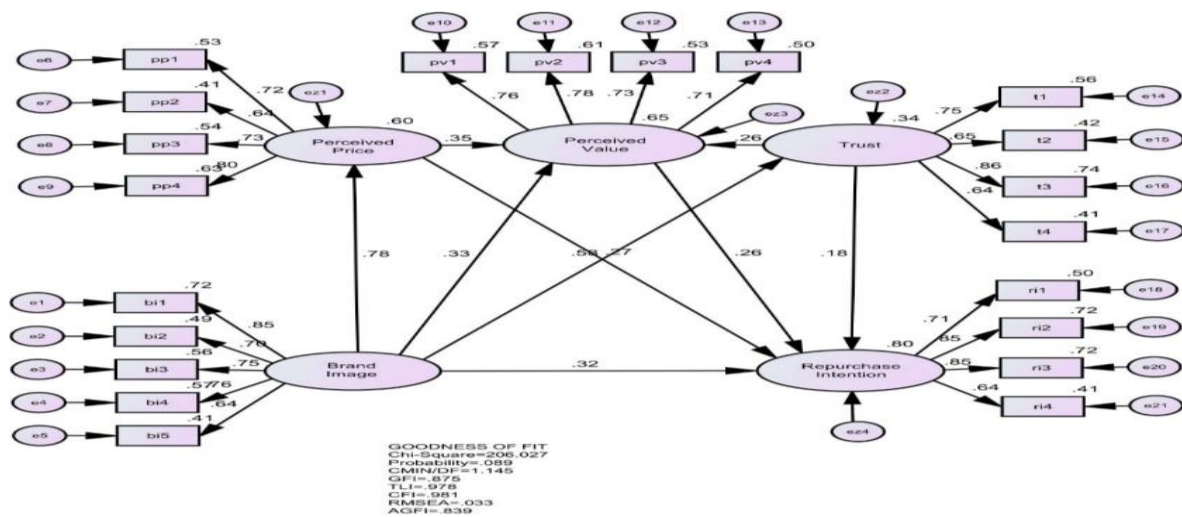


Figure 1: Structural Equation Model of the Role of Perceived Price, Perceived Value and Trust Mediating the Relationship of Brand Image with Repurchase Intention

Source: Data processed 2019

Based on the measurement model tests that have been carried out, each indicator that defines the construct of this study has met the SEM modeling requirements so that the estimation of structural equations with the full model analysis technique can be continued. The estimation aims to see the suitability of the model and the causal relationship between constructs that are developed.

Furthermore, the overall model goodness of fit test results, namely the role of perceived price, perceived value and trust mediate the relationship of brand image with repurchase intention online flight tickets to Traveloka customers in Bali are presented in Table 1. as follows:

Table 1: Goodness of Fit Indexes Model Keseluruhan

| Goodness of Fit Index (1) | Cut of Value (2) | Model Results (3) | Information (4) |
|------------------------------|---------------------|----------------------|--------------------|
| Probability (P) | ≥ 0,05 | 0,089 | Good |
| Chi-square | (df=2, α=0,05) | 206,027 | Good |
| CMIN/DF | ≤ 2,00 | 1,145 | Good |
| GFI | ≥ 0,90 | 0,875 | Marginal Fit |
| TLI | ≥ 0,95 | 0,978 | Good |
| CFI | ≥ 0,95 | 0,981 | Good |
| RMSEA | ≥ 0,08 | 0,033 | Good |
| AGFI | ≥ 0,90 | 0,839 | Marginal Fit |

Source: Data processed, 2019

Based on the data in Table 1, it can be explained that the criteria in the model as a whole have good value and marginal fit (close to good). This is reflected in one of the chi-square values which is quite high, 206.027 and a probability that exceeds 0.05 or 0.089, indicating that the model can be better accepted. Likewise, the CMIN / DF, TLI, CFI, and RMSEA indexes that show good grades, especially the TLI and CFI indices that are close to 1, indicate the model has a better suitability and is relatively insensitive to the size of the sample, and is less influenced by complexity / complexity of the model [6]. There are two indices, namely GFI and AGFI, which only reach marginal fit values, but these values are still acceptable because they approach the criteria of good value. Thus, in general the overall model can be stated in accordance with existing data.

Hypothesis test results

The following are the results of the regression weights estimation which shows the results of testing hypotheses or the relationship of endogenous and exogenous constructs built in the structural model:

Tabel 2: Regression Weight Model Keseluruhan

| | | | Estimate | S.E. | C.R. | P |
|-----------------|---|----------------------|----------|------|-------|------|
| Brand Image | → | Perceived Price | .885 | .142 | 6.231 | *** |
| Brand Image | → | Perceived Value | .326 | .162 | 2.008 | .045 |
| Brand Image | → | Trust | .521 | .115 | 4.545 | *** |
| Brand Image | → | Repurchase Intention | .342 | .152 | 2.244 | .025 |
| Perceived Price | → | Perceived Value | .301 | .130 | 2.319 | .020 |
| Perceived Price | → | Repurchase Intention | .251 | .127 | 1.973 | .048 |
| Perceived Value | → | Repurchase Intention | .280 | .140 | 2.010 | .044 |
| Trust | → | Perceived Value | .288 | .117 | 2.458 | .014 |
| Trust | → | Repurchase Intention | .219 | .107 | 2.037 | .042 |

Source: Data processed, 2019

Based on the results in Table 2, the results of testing the hypotheses built in this study are as follows.

- 1) Hypothesis 1 (H1) which states that brand image has a positive and significant effect on perceived price is accepted with a positive coefficient of 0.885 and a probability value of 0,000 (<0.05). This means that the hypothesis is declared significant if the p-value <0.05 [10].
- 2) Hypothesis 2 (H2) which states that brand image has a positive and significant effect on perceived value is accepted with a positive coefficient of 0.326 and a probability value of 0.045 (<0.05). This means that the hypothesis is significant if the p-value <0.05.
- 3) Hypothesis 3 (H3) which states that brand image has a positive and significant effect on trust is accepted with a positive coefficient of 0.521 and a probability value of 0.000 (<0.05). This means that the hypothesis is significant if the p-value <0.05.
- 4) Hypothesis 4 (H4) which states that brand image has a positive and significant effect on repurchase intention is accepted with a positive coefficient of 0.342 and a probability value of 0.025 (<0.05). This means that the hypothesis is significant if the p-value <0.05.
- 5) Hypothesis 5 (H5) which states that the perceived price has a positive and significant effect on perceived value is accepted with a positive coefficient of 0.301 and a probability value of 0.020 (<0.05). This means that the hypothesis is significant if the p-value <0.05.
- 6) Hypothesis 6 (H6) which states that the perceived price has a positive and significant effect on repurchase intention is accepted with a positive coefficient of 0.251 and a probability value of 0.048 (<0.05). This means that the hypothesis is significant if the p-value <0.05.
- 7) Hypothesis 7 (H7) which states that the perceived value has a positive and significant effect on repurchase intention is accepted with a positive coefficient of 0.280 and a probability value of 0.044 (<0.05). This means that the hypothesis is significant if the p-value <0.05.

8) Hypothesis 8 (H8) which states that trust has a positive and significant effect on perceived value is accepted with a positive coefficient of 0.288 and a probability value of 0.014 (<0.05). This means that the hypothesis is significant if the p-value <0.05.

9) Hypothesis 9 (H9) which states that trust has a positive and significant effect on repurchase intention is accepted with a positive coefficient of 0.219 and a probability value of 0.042 (<0.05). This means that the hypothesis is significant if the p-value <0.05.

Mediation variable test results

Testing mediating variables can be seen from the VAF value of each mediating variable. If the VAF value is above 80%, then show the role of the mediation variable as full mediation. If the VAF value ranges from 20% -80% is categorized as partial mediation and if the VAF value is less than 20% it can be concluded that there is almost no mediating effect (Hair et al, in Ferdinand 2002). The calculation results from testing each mediating variable can be seen from the value of the Variance Accounted For (VAF) in Table 3 as follows, namely:

Table 3: Result of Variance Accounted For (VAF)

| VAF | Value | (%) | Information |
|--|-------|------|-------------------|
| H ₁₀ : The role of perceived value mediates the relationship between brand image and repurchase intention | 0,405 | 40,5 | Partial Mediation |
| H ₁₁ : The role of perceived price mediates the relationship between brand image and repurchase intention | 0,527 | 52,7 | Partial Mediation |
| H ₁₂ : The role of trust mediates the relationship between brand image and repurchase intention | 0,426 | 42,6 | Partial Mediation |

Source: Data processed, 2019

Based on the results from Table 3, it shows that the results of the Variance Accounted For (VAF) value for testing perceived value, perceived price, and trust as mediating the relationship between brand image and repurchase intention and the relationship between perceived price and repurchase intention are between 20% to 80% that is equal to 0.405 (40.5%), 0.527 (52.7%), 0.426 (42.6%) and 0.358 (35.8%) so that they can be categorized as partial mediation.

- 1) Hypothesis 10 (H10) states that the value of the VAF coefficient is 0.405 (40.5%). It can be concluded that the role of perceived value partially mediates a positive relationship between brand image and repurchase intention.
- 2) Hypothesis 11 (H11) states that the value of the VAF coefficient is 0.527 (52.7%). It can be concluded that the role of perceived price partially mediates a positive relationship between brand image and repurchase intention.
- 3) Hypothesis 12 (H12) states that the value of the VAF coefficient is 0.426 (42.6%). It can be concluded that the role of trust partially mediates a positive relationship between brand image and repurchase intention.

IV. DISCUSSION OF RESEARCH RESULTS

The effect of brand image on perceived price

Based on the results of the H1 hypothesis test, it can be stated that brand image has a positive and significant effect on perceived price. The results of this study are in line with the results of previous research conducted by Kisang Ryu et al (2008) which explains that brand image can help in customer assessment of what is received and what is sacrificed, the price paid, and overall valuation.

Che-Hui Lien et al (2015) 's research results suggest that one of the indicators of price is a reasonable price and the suitability of the price with Traveloka product quality (appropriate price). The perceived price is a significant trigger and effect that can increase customer repurchase intentions [12]. Thus, the results of the hypothesis test (H1) in this study are in line with the research results of Che-Hui Lien et al (2015) which states that the brand image is positively and significantly affected by the price received by the customer. This indicates that the better the positive value of the brand image on Traveloka, the conformance to the prices received by customers will also be higher as the price of airline tickets offered becomes more affordable. Because, price directly affects customers because it is considered a product with high involvement (Manorek, 2016).

The effect of brand image on perceived value

Based on the results of the H2 hypothesis test, it can be stated that brand image has a positive and significant effect on perceived value. The results of this study are in line with the results of previous research conducted by Che-Huin Lien et al (2015) which suggests that brand image positively and significantly influences value received by consumers, because the image of a famous brand can increase the value of the product or service. The results of Kisang Ryu et al's (2008) study explained that value can be described as an overall assessment of the customer for the net value of the service received. Customers will provide value about what is received such as the benefits provided from the service, as well as the cost or sacrifice in obtaining and utilizing the service. The results of Kisang Ryu et al (2008) also showed that the brand image of a restaurant as a whole had a positive and significant effect on perceived value, as well as influencing the willingness of consumers to buy. Thus, the results of the hypothesis test (H2) in this study are in line with the research results of Che-Hui Lien et al (2015) and Kisang Ryu et al (2008) who suggest that brand image positively and significantly influences the value perceived by customers. This indicates that the better the positive value of the brand image on Traveloka, the benefits received by customers will also be greater such as satisfaction with the quality of services provided by Traveloka. Therefore, the perceived value of the customer has been considered as one of the most important concepts for understanding customers in the service industry.

The influence of brand image on trust

Based on the results of the H3 hypothesis test, it can be stated that brand image has a positive and significant effect on trust. The results of this study are in line with the results of previous research conducted by Che-Huin Lien et al (2015) which suggests that brand image has a positive and significant effect on trust. The results of Chiang and Jang's research (2014) explain that a good brand image not only shows that the brand has a positive image, but also shows a higher level of brand image strength than other brands. The results of the study by Wu, Chen, and Chung (2010) suggest that trust is the foundation and the main feature in building long-term business relationships and partnerships. Trust refers to the depth and certainty of feelings based on inconclusive evidence. Trust is also an important catalyst that facilitates social interaction and long-term relationships [20]. Thus, the results of the hypothesis test (H3) in this study are in line with the research results of Che-Hui Lien et al (2015) which suggests that brand image positively and significantly influences trust. This indicates that the better the positive value of the brand image on Traveloka, the higher the level of customer confidence in Traveloka. Therefore, a positive brand image can increase customer confidence in the products and services associated with the brand.

The effect of brand image on repurchase intention

Based on the results of the H4 hypothesis test, it can be stated that brand image has a positive and significant effect on repurchase intention. The results of this study are in line with the results of previous research conducted by Mendrofa (2012) which states that the better the brand image of the product, the more able to increase the intensity customers make a purchase. The results of this study are also in line with the results of previous studies conducted by Nuraini and Mudiantono (2017) explaining that brand image can positively and significantly influence customer repurchase intentions. Because, the existence of a brand image can be used by marketers to encourage consumers to have the desire to buy. Purchase intentions arising from within consumers are identical with positive brand images. Thus, the results of the hypothesis test (H4) in this study are in line with the results of research by Nuraini and Mudiantono (2017) which suggest that brand image positively and significantly influences customer repurchase intentions. This indicates that the better the positive value of the brand image on Traveloka, the higher the customer's interest to repurchase flight tickets online through Traveloka. Because, an increase in brand image reputation can strengthen consumer order intentions on the products offered and brand image can positively influence repurchase intentions [11].

The effect of perceived price on perceived value

Based on the results of the H5 hypothesis test, it can be stated that the perceived price has a positive and significant effect on perceived value. The results of this study are in line with the results of previous studies conducted by Davinindya Giffar (2017) suggesting that prices have a positive and significant value to the value received by consumers. Because, this shows that a reasonable price can increase the value perceived by consumers. The results of Chiang and Jang's research (2014) explain that in general, price is used as one of the main considerations in making purchasing decisions, and most consumers will evaluate the value between price and quality received in deciding to buy. The results of this study are also in line with the results of previous studies by which explains that promotion by lowering prices to consumers proved to be very positive greatly increasing the value of spending received by consumers. Thus, the results of

the hypothesis test (H5) in this study are in line with the results of Davinindya Giffar's research (2017) which suggests that prices have a positive and significant value to the value received by consumers. This indicates that the higher the price match received by customers from Traveloka, the benefits received by customers will also be even greater. Therefore, price directly affects customers because it is considered a product with high involvement [15] and reasonable prices can increase the perceived value of consumers (Che-Hui Lien et al, 2015).

The effect of perceived price on repurchase intention

Based on the results of the H6 hypothesis test, it can be stated that perceived price has a positive and significant effect on repurchase intention. The results of this study are in line with the results of previous research conducted by Davinindya Giffar (2017) which suggests that prices positively have a significant influence on buying interest consumer reset. The results of the research by Izzati and Puspitasari (2015) found that the perceived price was indeed a significant trigger and effect that was able to increase customer repurchase intentions. In addition, if prices are considered reasonable, consumers may tend to have greater intention to buy. Thus, the results of the hypothesis test (H6) in this study are in line with the results of research by Davinindya Giffar (2017) which suggests that price positively has a significant effect on consumer repurchase interest. This indicates that the higher the price match received by customers from Traveloka, the higher the customer's interest to repurchase flight tickets online through Traveloka. Because, price plays an important role in determining consumer value and can be an important determinant when consumers want to have an intention to make a purchase decision.

The effect of perceived value on repurchase intention

Based on the results of the H7 hypothesis test, it can be stated that perceived value has a positive and significant effect on repurchase intention. The results of this study are in line with research by Mao and Lyu (2017) which suggests that perceived value is also confirmed as one of the most significant drivers that positively influences repurchase attitudes and intentions. Thus, the results of the hypothesis test (H7) in this study are also in line with the research results of Deonir De Toni et al (2017) which states that there is a strong impact of perceived value having a positive and significant effect on repurchase intentions. This indicates that the greater the benefits received by customers from Traveloka, the higher the customer's interest to repurchase airplane tickets online through Traveloka. Because, value is an important concept in understanding customers and the benefits received by customers have a positive relationship with behavioral intentions (Ha and Jang, 2010).

The influence of trust on perceived value

Based on the results of the H8 hypothesis test, it can be stated that trust has a positive and significant effect on perceived value. The results of this study are in line with the results of previous research conducted by Che-Hui Lien et al (2015) which suggests that trust can positively and significantly affect the perceived value of consumers. Because, trust is one of the important factors that influence online-based purchasing decisions. The results of the study by Wu, Chen, and Chung (2010) explain that trust is also the foundation or main feature in building long-term business relationships. Improving the relationship of trust with consumers increases the perceived value of consumers which in turn will strengthen their buying intentions. Thus, the results of the hypothesis test (H8) in this study are in line with the research results of Che-Hui Lien et al (2015) which suggests that trust can positively and significantly influence the perceived value of consumers. This indicates that the higher the level of customer trust in Traveloka, the benefits received by customers will also be greater such as satisfaction with the quality of services provided by Traveloka. Because, trust in an online store positively influences the user's intention to buy from an online store.

The influence of trust on repurchase intention

Based on the results of the H9 hypothesis test, it can be stated that trust has a positive and significant effect on repurchase intention. The results of this study are in line with the results of previous studies conducted by Wijaya and Astuti (2018) who found that trust has a positive and significant correlation to customer repurchase intentions, because trust has a long-term relationship characteristic for customers [12]. The results of Chiang and Jang's research (2014) explain that trust is also a source of driving force for online consumer purchase intentions, and trust has a significant positive effect on consumer repurchase interest [9]. Thus, the results of the hypothesis test (H9) in this study are also in line with the results of Davinindya Giffar's research (2017) which suggests that trust as one of Traveloka's references in measuring the influence related to consumer repurchase interest. This indicates that the higher the level of customer trust in Traveloka, the higher the customer's interest to repurchase airplane tickets online through Traveloka. Because, trust has an important aspect especially on online ordering sites to create consumer purchase intentions.

The role of perceived value mediates the relationship between brand image and repurchase intention.

Based on the results of the H10 hypothesis test, it can be said that the value of the VAF coefficient is 0.405 (40.5%). It can be concluded that the role of perceived value partially mediates the relationship between brand image and repurchase intention. The results of this study are in line with the results of previous studies conducted by Davinindya Giffar (2017) which explains that the role of perceived value is the biggest influence on customer repurchase interest. Perceived value is built through the role of trust which is influenced by brand image as the biggest influence. This indicates that the better the positive value of the brand image on Traveloka and is supported by the greater benefits received by customers, the interest in repurchasing customers on plane tickets online through Traveloka is also higher. Because, perceived value is also confirmed as one of the most significant drivers that positively influences repurchase attitudes and intentions. Thus, based on this matter, this study shows that brand image has an influence on repurchase intention mediated by perceived value.

The role of perceived price mediates the relationship between brand image and repurchase intention.

Based on the results of the H11 hypothesis test, it can be stated that the value of the VAF coefficient is 0.527 (52.7%). It can be concluded that the role of perceived price partially mediates the relationship between brand image and repurchase intention. The results of this study are in line with the results of previous studies conducted by Davinindya Giffar (2017) which suggest that the role of perceived price is also positively and significantly able to mediate the relationship of brand image with repurchase interest. This indicates that the better the positive value of the brand image on Traveloka and supported by the higher price suitability received by customers from Traveloka, the customer's interest in making repurchases on airplane tickets online through Traveloka is also higher. Therefore, the perceived price is indeed a significant trigger and effect that can increase customer repurchase intentions [12]. Thus, based on this research, this study shows that brand image has an influence on repurchase intention mediated by perceived price.

The role of trust mediates the relationship between brand image and repurchase intention.

Based on the results of the H12 hypothesis test, it can be stated that the value of the VAF coefficient is 0.426 (42.6%). It can be concluded that the role of trust partially mediates the relationship between brand image and repurchase intention. The results of this study are in line with the results of previous studies conducted by Rahmi and Nizam (2017) which suggest that the role of trust mediates partially (partial mediation) the influence of brand image on purchase intentions. This indicates that the better the positive value of the brand image on Traveloka and is supported by the higher level of customer trust in Traveloka, the interest of customers to buy back on airplane tickets online through Traveloka is also higher. Because brand image has a positive and significant effect on trust and trust has a significant positive effect on purchase intentions. Thus, based on this research, this study shows that brand image has an influence on repurchase intention mediated by trust.

V. CONCLUSION

Based on the discussion on the results of the study, it is obtained some conclusions about the role of perceived price, perceived value and trust mediate the relationship of brand image with repurchase intention online flight tickets on Traveloka, namely brand image has a positive and significant effect on perceived price. This indicates that the better the positive value of the brand image on Traveloka, the conformity to the prices received by customers will also be higher as the price of airline tickets offered becomes more affordable. Brand image has a positive and significant effect on perceived value. Brand image has a positive and significant effect on trust. Brand image has a positive and significant effect on repurchase intention. Perceived price has a positive and significant effect on perceived value. This indicates that the higher the price match received by customers from Traveloka, the benefits received by customers will also be even greater. Perceived price has a positive and significant effect on repurchase intention. Perceived value has a positive and significant effect on repurchase intention. Trust has a positive and significant effect on perceived value. Trust has a positive and significant effect on repurchase intention. Perceived value partially mediates the relationship between brand image and repurchase intention. Perceived price partially mediates the relationship between image brand and repurchase intention. Trust partially mediates the relationship between brand image and repurchase intention.

Based on research conclusions about the role of perceived price, perceived value and trust mediate the relationship between brand image and repurchase intention, it can be suggested for further research, it is hoped that it can add other variables that might affect customer repurchase interests such as product quality and customer satisfaction. Future studies can make a comparison in the form of a comparative study of respondents' assessment of Traveloka through various

features available such as features of hotel booking services, transportation, train tickets, and several other features. Therefore, hotel booking services including part of Traveloka only have more in-depth specifications and are different as in terms of the type and category of hotels (star level hotels). In addition, further research can also make comparisons between customer repurchase interests in similar products or services between two different companies or on different demographics, as well as clustering research areas, for example, if they want to be done in Badung Regency, regional clusters are made into Badung. South, West, North and East.

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