An analysis of antecedents and consequences of trust in a airline industry

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Abstract

Objective. The thesis is to analyze the antecedents of trust, how to make trust and the consequences of trust itself, the pre and post of trust to the customer evaluation on international and domestic airline industry in Jakarta. It is an adaptation of previous study by Christina Sicthmann, (2007).

Method. This study employed a quantitative research methodology and data were gathered from consumers randomly with self-completed survey. 200 questionnaires were distributed. Several methods of data analyzing were used in this research, they are simple regression analysis, paired sample T-Test, anova.

Results. 190 valid samples were collected, the finding show almost all variables have strong relation to each others. The credibility and competency have significantly impact trust and trust also significantly affect the purchase intensions, loyalty, and word of mouth. Then, purchase intension also significantly affects the loyalty and word of mouth and loyalty also has great influence on world of mouth.

Conclusion. This research suggests ways in which trust has the important role in the business industry. However, limitation such research sample size and models of research dimension should be taken into consideration in the future research.

Key words. Trust, Credibility, Competences, Airline Industry, Loyalty, WOM, Purchase Intensions.