

The impact of web check-in and service quality on reuse intention: The mediating role of passenger trust

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ABSTRACT

The intention to reuse Garuda Indonesia Airline became the leading indicator in the minimum standard of air transport services. The main problems in this research were the less attractive promotion efforts that hindered passengers from reusing Garuda Indonesia Airline and unclear web check-in procedures, which were difficult for some passengers to understand. This research aimed to know the direct and indirect influences of service quality and web check-in on the intention to reuse Garuda Indonesia Airline mediated by passenger trust at Soekarno-Hatta Airport. The research was quantitative, with the data collecting method using a questionnaire distributed online through a purposive sampling technique to 210 passengers of Garuda Indonesia Airline. The data was analyzed using the partial least squares-structural equation modeling (PLS-SEM) method. This research showed five direct influences: the influence of service quality and web check-in on passenger trust, the influence of service quality, web check-in, and passenger trust on the intention to reuse Garuda Indonesia Airline. Passenger trust could mediate the influence of service quality and web check-in on the intention to reuse Garuda Indonesia Airline at Soekarno-Hatta Airport. From the results of this research, it could be concluded that service quality and web check-in through passenger trust are needed to reach the intention of reusing Garuda Indonesia Airline.

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1. Introduction

Soekarno-Hatta Airport in Jakarta is the main gate for Garuda Indonesia to serve domestic and international passengers. It is also one of the busiest airports in Indonesia, and it has modern facilities. Soekarno-Hatta International Airport always provides prospective passengers with the best services and facilities. Starting from cleanliness with a solid commitment to a clean and organized environment, each area at this port is always well maintained. This makes passengers feel satisfied with the services provided by this airport. Soekarno-Hatta International Airport constantly evaluates whether the services it delivers have been satisfactory. Passenger service quality at an airport is an essential aspect of airport management. The recent performance model of airport terminal services divides the role of passenger's experience at the airport by evaluating the performance of specific service areas or certain stages of passenger's travel. So, it is essential to understand how Garuda Indonesia has grown and adapted to this port's operation area. Chang and Yeh (2023) stated that airlines have internal and external competitive advantages, especially in service quality. Ricardianto et al. (2022) prove that service quality influences passenger loyalty through passenger satisfaction. The service quality of Garuda Indonesia Airline is one of the critical factors influencing passenger experience.

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Passengers expect efficient, friendly, responsive service from the airline. The passenger's preference when using an airline is, of course, considering quality services (Samosir et al., 2022). So, it is essential to understand how such a service quality can influence passengers' intention to reuse the airline. The airline must ensure the passengers and encourage them to adopt self-check-in service (Lu et al., 2009; Adi et al., 2024). In their research, Purba et al. (2022) explain that airplane passengers' trust in an airport can enhance their loyalty. Escobar-Rodríguez and Carvajal-Trujillo (2013) found that the leading predictor is based on interest and intention to buy online tickets. The recent condition of airlines is that they are still functioning well and reliably, keeping their promises and commitments (Suh & Han, 2003). Trust in an airline brand as mediation is closely related to customer satisfaction, brand image, and customer loyalty (Câm et al., 2023; Mansur et al., 2021).

The service quality issues of Garuda Indonesia Airline at Soekarno-Hatta Airport, such as passenger services, starting from check-in counter service, onboard service, or interaction with flight crew to baggage claim, perhaps do not fulfill passenger expectations and passenger service quality, including the response to complaints and requests. In line with technology development, web check-in has become one of the most essential features of the passenger travel experience. Passengers expect simplicity and smoothness of web check-in before departure. So, it is essential to understand how this feature can influence passenger's intention to reuse. The issues of communication and providing information for passengers can also become a factor influencing all aspects. In addition to the intention to reuse, it is essential to understand the level of passenger satisfaction with their experience using Garuda Indonesia Airline. This research will provide valuable insights for Garuda Indonesia to improve its services and maintain its loyal passengers. Some problems are found, namely (1) high ticket price becomes an obstacle for passengers to choose Garuda Indonesia Airline again, (2) less attractive promotions become an obstacle for passengers to choose Garuda Indonesia Airline again, (3) previous cases of inconvenience have destroyed passenger trust on this airline, (4) passenger service quality includes the response toward complaints and requests, (5) technical problems or system failures in the process of web check-in become an obstacle for passengers, and (6) the unclear procedure or it is hard to understand the procedure of web check-in for some passengers.

The research novelty is that, up to now, limited research has analyzed comprehensively the passenger trust that mediates the influence of service quality and web check-in on the intention to reuse Garuda Indonesia Airline at Soekarno-Hatta Airport. In contrast, previous research only analyzed two independent variables with different loci. In the previous research, the variable of passenger trust mediates the influence of service quality and web check-in on the intention to reuse, carried out separately and using different analysis methods.

2. Literature Review

2.1 Service Quality

In service marketing, quality is conceptualized as perceived quality, which depends on assessing customer value (Koenig-Lewis et al., 2010). Quality is the conformity between customer perception and expectation (Zeithmal, 2018). Customers will maintain their relations with the existing service providers if they experience quality services (Parasuraman, 2010; Rahmasari et al., 2024). Cronin and Taylor (2014) show that service quality is the performance perceived by the consumers, and the consumers can only evaluate the service quality they perceive. Kotler (2018) stated that quality is the characteristics of a product related to its ability to fulfill the stated requirements. Lovelock and Wirtz (2011) explain that service is an intangible product that lasts for a certain period and can be perceived or experienced. According to Samosir et al. (2022), service quality at an airport can directly influence customer satisfaction, but it depends on the quality of airline personnel to deliver services to consumers. Airline companies that want to achieve a higher level of customer satisfaction should offer a high level of service quality (Adeola, 2014),

2.2 Web Check In

Recently, digital marketing, in general, has been adopted by companies to spread their business digitally throughout the world (Chatterjee, 2022). Schiffman and Kanuk (2007) stated that the intention of repeat purchase is the plan of consumers who intend to repurchase a product that has been purchased. According to Kuan-Yin et al. (2007), the excellent quality of a website will maintain customers' interest in continuously browsing the website, enhance customers' experiences, and increase the possibility of purchasing on the website. Rayport and Jaworski (2003) and Brown (2011) revealed that website quality can be measured through several attributes, such as context, content, community, and communication. Meanwhile, Li et al. (2017) study the quality of websites in terms of usefulness, ease of use, entertainment, and mutual completion. Internet applications have been used by companies providing flight services, and websites are essential to trigger the intention to purchase online (Mohd et al., 2009; Samosir et al., 2024). Specifically in Spain, product categories such as airplane tickets, trains, and ships are among those purchased online (Escobar-Rodríguez & Carvajal-Trujillo, 2013). The intention to buy online depends on passengers' habit of using the websites by getting direct price savings from airline companies' websites (Ricardianto et al., 2023a).

2.3 Passenger Trust

Theoretically, trust is someone's confidence in fulfilling the expected commitment (Luhmann, 2018). The business relies on repeat business from customers who highly need it from the customers who much need to trust the company's brand (Siqueira et al., 2023). Mayer and Kenter (2015) state that the three elements of passenger trust in other persons are competency, integrity, and trust. Schoorman et al. (2007) state that one of the most critical aspects of communication is intense and direct communication among some people. Improved trust and social norms will result in favorable impacts on airline management, such as obligation and willingness (Nakagawa & Shaw, 2004; Walker, 2021). Increased safety is the primary attention regarding airport passenger trust (Lamb et al., 2021; Ricardianto et al., 2023b).

2.4 Intention to Reuse

Kotler and Keller (2016) state that repeat purchase is the behavior of a consumer who will purchase a product, which will influence the following behavior: to make a repeat purchase. Intention is critical in determining how people act (Alharthey, 2019). Repeated purchase behavior is significant for marketing management. Many literatures have proved this. Based on the research by Huang et al. (2019), the intention to repeat purchase consists of some indicators: repurchase, recommend others to purchase, and loyal customer. Based on the results of both previous research and recent research, then the gaps of this research are the variables compared to previous research; the variable composition in this research has not been used in the previous research; the uniqueness of research lies in the existence of service quality variable, web check-in and mediating variable namely passenger trust as well as the dependent variable of intention to reuse. This research uses a quantitative causal model. The variables used are service quality and the net of check-in, which is analyzed together with the variable influencing passenger trust; the dependent variable is the intention to reuse. Based on some studies in the previous research above, the research novelty, where the focus on this research, namely, passenger trust and intention to reuse, can be seen from the provided information.

2.5 Hypothesis Development

The hypothesis development is based on four variables, including exogenous, intervening, and endogenous variables, with seven hypotheses that need description from some previous research, which also become the basis for formulating each research hypothesis. Some previous research is relevant to the influence among variables, mainly the first hypothesis, namely service quality and passenger trust. Technology-based service quality can build passenger trust (Hou, 2005). Some researchers like Park and Kim (2019), Nugraha and Ramadhanti (2021), and Ricardianto et al. (2023b) say that service quality has a significant influence on passenger trust. The result of research by Song et al. (2019) also reveals that airline companies' service quality significantly influences passenger trust. Based on the research hypothesis testing by Rizan et al. (2016), Yilmaz et al. (2021), Dewi and Praswati (2024), and Griseldis and Mesta (2024), trust in general has an increasing influence on the relations among the qualities perceived.

The second hypothesis concerns the variable of web check-in and passenger trust. In his study, Davis (1989) explains the relationship between the operational dimension of web check-in and the availability of information on passenger trust. The result of hypothesis testing in airline companies, Anggrayni et al. (2020), states that the quality of pre-flight, in-flight, and post-flight services contribute positively and significantly to passenger trust. In another research, Ehbara and Shukor (2016), Fajariah et al. (2018), and Setiawan et al. (2020) state the positive relationship between service quality and passengers' trust in airlines. Another research on airlines states that the responsiveness and reliability of service quality contribute significantly to passenger trust (Priyanto et al., 2023). Based on previous research findings, service quality and web check-in influence passengers' trust positively. Therefore, the formula of the first and second research hypotheses are:

H₁: *Service quality positively influences passenger trust.*

H₂: *Web check-in positively influences passenger trust.*

Concerning the variables of service quality and intention to reuse in the third hypothesis, Cronin and Taylor (2014) examine the correlation between quality and intention to reuse and find that the correlation is significant and positive. Storbacka et al. (1994) also examine the effect of quality perceived by customers and passenger trust on the intention to reuse. The findings of all these researches are interrelated; they consistently show a significant and positive influence. According to Zeithaml (2018) and Zeithaml et al. (1996), service quality correlates positively with the desire to pay more. Customers are willing to pay more for better service quality. From the service perspective, quality as an individual construction predicts the intention to reuse (Li et al., 2007). Likewise, the research by Putri and Ramadhan (2022) says that service quality significantly influences the intention to reuse.

The fourth hypothesis is that the variable of web check-in positively influences the intention to reuse. Based on the opinion of Hwang et al. (2023), the offer of online reservation for food onboard, including ensuring passenger satisfaction, is a beneficial experience and related to the intention to reuse (Hwang et al., 2023). In general, it shows that the behavioral intention after purchase

relates to the high tendency of consumers to reuse the website (Chan, 2020; Hossny, 2021). Based on previous research findings, in the sixth and seventh hypotheses, service quality and web check-in positively influence the intention to reuse. So, the formulas of the two hypotheses of this research are:

H₃: *Service quality positively influences the intention to reuse.*

H₄: *Web check-in positively influences the intention to reuse.*

In the fifth hypothesis, based on previous research findings, passenger trust positively influences the intention to reuse (Al Fatah et al., 2023). The previous research carried out by Grewal et al. (2004) discusses passengers' high intention to reuse related to passenger trust. Other research by Maharani et al. (2021) and Jyoti and Sharma (2012) state that passenger trust in airlines positively and significantly influences the intention to reuse. So, the hypothesis formula of this research is:

H₅: *Passenger trust positively influences the intention to reuse.*

The sixth hypothesis is that passenger trust mediates the influence of service quality on the intention to reuse, and the seventh hypothesis is that passenger trust mediates the influence of web check-in on the intention to reuse. Service quality significantly influences the intention to reuse mediated by passenger trust (Salsabila et al., 2020). The findings of Chang and Chen (2008) and Wilson and Christella (2019) indicate that the quality of the website positively impacts passenger trust. Based on previous research findings, service quality influences passenger trust and impacts the intention to reuse (Zaeni, 2022). The seventh hypothesis, related to the quality of the website and the intention to reuse, is informed by Keni et al. (2018) that the website's quality significantly influences the intention to reuse. In another research concerning e-service quality, customer trust is interrelated to reuse (Nafisah & Albari, 2024; Oraei et al., 2014; Agusinta et al., 2024).

H₆: *Service quality positively influences the intention to reuse mediated by passenger trust.*

H₇: *Web check-in positively influences the intention to reuse mediated by passenger trust.*

This research aims to know and analyze how big the direct and indirect influences of service quality and web check-in are on the intention to reuse mediated by the passenger trust of Garuda Indonesia Airline at Soekarno–Hatta Airport. Based on the existing theory and previous research, this research is then expanded to reuse (Figure 1) with the formula of the seventh hypothesis for empirical testing.

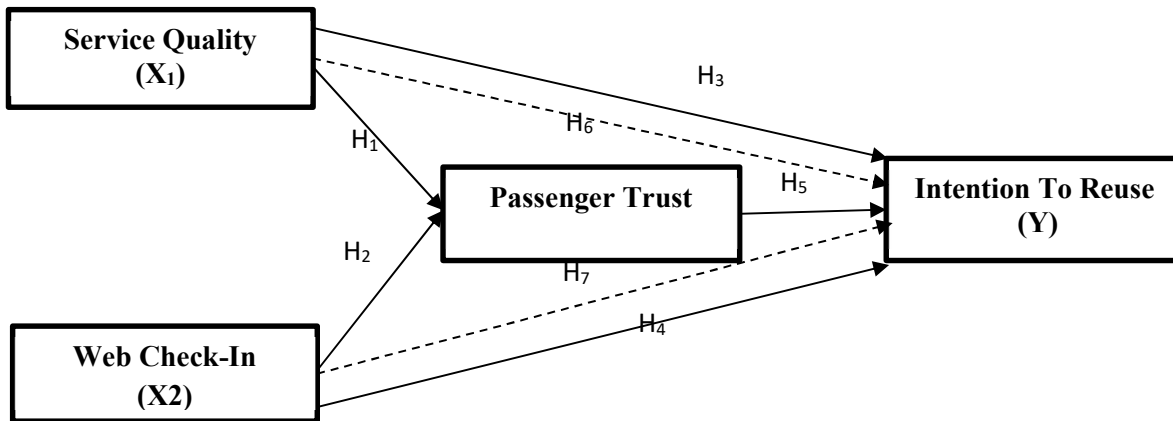


Fig. 1. Conceptual Model

In Fig. 1, this research paradigm explains the direct and indirect influences among the studied variables and the hypotheses that will appear in this research. In this research, the variables of service quality, web check-in, comfort, and convenience influence the variable of passenger trust. All the variables of service quality, web check-in, and the intention to reuse through the variable of passenger trust have influences. In line with this research's topic, the variables adhere to a structural model, where a set of exogenous variables determines each dependent variable.

3. Metode Research

Based on the aim of the research, quantitative empirical research was done through the survey technique using a close questionnaire to collect primary data from the research sample, as many as 210 passengers of Garuda Airline. This research used four variables with two exogenous variables of service quality and five operational dimensions, namely reliability, responsiveness,

assurance, empathy, and tangibles (Parasuraman, 2010; Parasuraman et al., 1998) and Web check-in using ten operational dimensions, namely the ease of use, flexibility, data security, compatibility with the equipment, integration with the corporate system, notification and confirmation, customer support, website performance, and information availability. Passenger trust is a variable that intervenes with four operational dimensions, according to Nguyen and Vo (2024): trustworthiness, benefit, promise, and job right. The endogenous variable of the intention to reuse used three operational dimensions, according to Huang et al. (2019), namely repurchase, recommendation to others to purchase, and loyalty to customers. The data processing method used was a validity test and a reliability test. The questionnaire comprised 56 statement items, resulting in data on service quality, web check-in, passenger trust, and intention to reuse. This was carried out so that the data collection could be representative and accurate and support the quantitative analysis of service quality, web check-in, passenger trust, and intention to reuse Garuda Airline at Soekarno-Hatta Airport. Trial research was conducted with 56 questions to 30 respondents. Based on the data processing on statistical reliability, the value of Cronbach's alpha was the same as or more significant than 0.60. So, it can be said that for all statements, the variable was reliable in the range of 0.966 – 0.973. This research used the method of Partial Least Squares-Structural Equation Modeling, a variance-based method frequently used by researchers in behavioral and social sciences (Hair et al., 2022). The next step was using the data analysis technique of structural problem modeling and Partial Least Square through a testing measurement model used to know the specification of the relationship between the latent variable and manifest. The testing included convergent validity, discriminant validity, reliability, the value of r -squared, predictive relevance of q -square (Q^2), and path coefficient that indicates the degree of relationship or the influence of latent construct conducted using a bootstrapping procedure.

4. Results and Discussion

4.1 Result of Inferential Statistical Test

In this research, service quality (X1) is measured using 17 statements, web check-in (X2) is measured using 18 statements, the intention to reuse Garuda Indonesia airline (Y) is measured using nine statements, and passenger trust (Z) is measured using 12 statements. The tool aid used is the Smart PLS program Version 3, designed especially for estimating the variance-based structural equation. The structural model of this research is displayed as the second step, where the indicators of X1.1, X1.2, X1.10, X1.13, and X1.5 are omitted because they are under 0.7, as shown in Fig. 2.

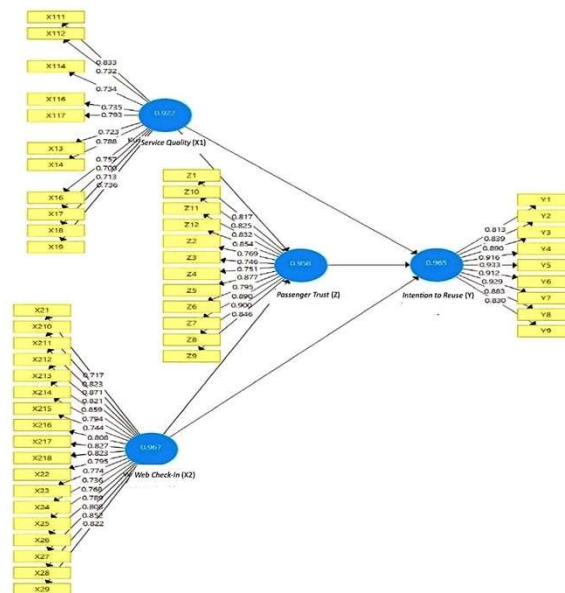


Fig 2. Structural Model (Outer Model)

a. Results of Convergent Validity and Discriminant Validity Tests

The value of the loading factor of all indicators is $>0,70$, in the range of 0.700 – 0.929. It means all indicators are valid for measuring the construct, and all the indicators of the research project/second stage can be used in the step of the subsequent measurement process by omitting the indicators of X1.1, X1.2, X1.10, X1.13, and X1.5 because of being under 0.70. The variable used in this research has good discriminant validity when constructing its variables. The measurement value of HTMT analysis in PLS has been determined as less than 0.85. Although there is a value higher than 0.85 up to a maximum of 0.90, it is still considered

adequate, with the criteria that HTMT has been <0.9 , at the range of $0.723 - 0.807$, then it has fulfilled the criteria of discriminant validity test. Based on the results of composite reliability at the range of $0.934 - 0.970$ and Cronbach's Alpha at the range of $0.922 - 0.965$, all have had a value above the range of 0.6 and 0.7 so that the value of all instruments can be said reliable, meaning that it can be relied on and is consistent over time as a measurement tool.

b. Inner Model Analysis

Internal or structural model testing is conducted to see the correlation between the research model's construct, significance value, and R_{square} . The structural model is evaluated using a t-test of R_{square} for the relevant construct and the significance of the parameter coefficient of the structural path. Based on the data processing using SmartPLS program 3.0, the values of R_{square} are obtained as follows:

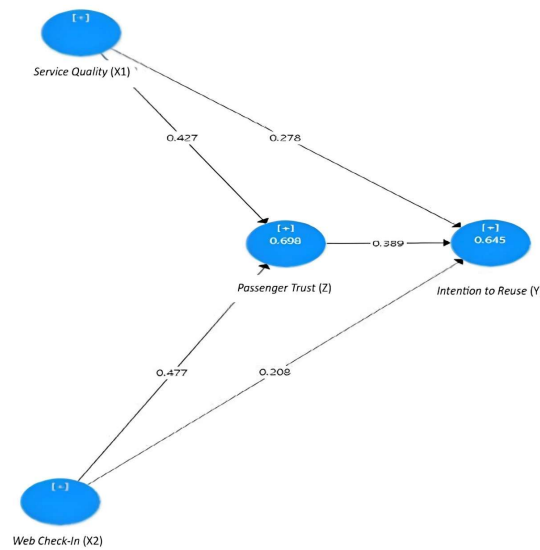


Fig. 3. Structural Model (Inner Model)

From the result of the analysis, the R_{square} value of the passenger trust variable is 0.698. This shows that the percentage of passenger trust is as significant as 69.8%. This means that the variables of service quality and web check-in influence passenger trust by as much as 69.8%. Meanwhile, the R_{square} value of the willingness to reuse the Garuda Indonesia variable is 0.645. This means that service quality, web check-in, and passenger trust influence the intention to reuse Garuda Indonesia by as much as 64.5%. After R_{square} testing, the following testing is Q² testing, one of the metrics used to evaluate the predictive quality of a model. The use of blindfolding in this testing removes one point in the data matrix and relates the removed point with the average and estimated parameter model (Sarstedt et al., 2017). In this way, the result obtained is a mix of predictions that can be explained outside the sample and inside the sample. Based on the analysis, the Q² value of the endogenous variable of passenger trust is obtained as big as 0.471, meaning that its predictive relevance is considerable. Likewise, the Q² value of the endogenous variable of intention to reuse is 0.493, meaning that its predictive relevance is also significant.

c. Results of Hypothesis Testing

Hypothesis testing in this research is carried out by seeing $t_{\text{statistics}}$ and p_{values} . The hypothesis is accepted if the value of $t_{\text{statistics}} > 1.96$ and $p_{\text{value}} < 0.05$. The following are the results that directly influence the path coefficient:

Table 1

Path Coefficients (Direct Influence)

Direct Effect	Original Sample (O)	statistics (O/STDEV)	P-values	Sig.
Service quality (X1) \rightarrow Passenger trust (Z)	0.427	5.906	0.000	Significantly and directly influence
Web Check-In(X2) \rightarrow Passenger trust (Z)	0.477	6.430	0.000	Significantly and directly influence
Service quality (X1) \rightarrow Intention to reuse (Y)	0.278	3.170	0.002	Significantly and directly influence
Web Check In (X2) \rightarrow Intention to reuse (Y)	0.208	2.765	0.006	Significantly and directly influence
Passenger trust (Z) \rightarrow Intention to reuse (Y)	0.389	4.100	0.000	Significantly and directly influence

Table 1 shows that out of five hypotheses directly influencing, five are accepted because the value of $t_{\text{Statistics}} > 1.96$ at the range of 2.765 – 6.430 or $p\text{-Values} < 0.05$. So, the direct influences are positive and significant, and no hypothesis is rejected.

Table 2
Path Coefficients (Indirect Influence)

Total Indirect Effect	Original Sample	statistics (O/STDEV)	P-Values	Sig.
Service quality (X1) → Passenger trust (Z) → Intention to reuse (Y)	0.166	3.598	0.000	Significantly and indirectly influence
Web check in (X2) → Passenger trust (Z) → Intention to reuse (Y)	0.185	3.346	0.001	Significantly and indirectly influence

d. Discussion

First hypothesis: The relationship between Service Quality and Passenger Trust

Table 1 shows that the influence of service quality on passenger trust is positive, with a coefficient of 0.427. In addition, the statistics of the first hypothesis is $5.906 > 1.96$, and the $p\text{-values}$ are $0.000 < 0.05$, indicating a significant impact of service quality on passenger trust. It can be concluded that the first hypothesis is accepted. Thus, service quality has a positive and significant direct influence on the passenger trust of Garuda Indonesia at Soekarno-Hatta Airport. The influence of service quality on passenger trust in the aviation industry can become a critical factor in building a long-term relationship between airlines and passengers. Good service quality can directly influence the passenger's perception of an airline's reliability, security, and professionalism. Based on this description, service quality has a positive and significant direct influence on passenger trust.

Second hypothesis: The relationship between Web Check-In and Passenger Trust

Table 1 shows that the influence of web check-in on passenger trust is positive, with a coefficient of 0.477. Then, the $t_{\text{statistics}}$ of the second hypothesis is $6.430 > 1.96$, and the $p\text{-values}$ are $0.000 < 0.05$, indicating that the influence of web check-in on passenger trust is significant. Thus, the second hypothesis is accepted: Web check-in positively and significantly influences Garuda Indonesia Airlines' passenger trust. The impact of web check-in on passenger trust can be traced from some perspectives. First, the ease and convenience the web check-in service provides can enhance passenger trust in the airline. Second, web check-in's security and privacy aspects also play an essential role in building passenger trust. Third, customer service responsiveness toward the problems occurring during the web check-in process can also influence passenger trust. Web check-in provides ease and convenience for passengers to do the check-in process before arriving at the airport. Using the web check-in service, passengers can avoid a long queue at the check-in counter at the airport. Based on this description, web check-in has a positive and significant direct influence on passenger trust.

The third hypothesis: The relationship between Service Quality and Intention to Reuse

Table 1 shows that the influence of service quality on passengers' intention to reuse Garuda Indonesia airline is optimistic with the coefficient of parameter 0.278. The statistics of the third hypothesis are $3.170 > 1.96$, and the $p\text{-values}$ are $0.002 < 0.05$, indicating that the influence of service quality on the passenger's intention to reuse is significant. Thus, the third hypothesis is accepted. There is a positive and significant direct influence of service quality on passenger's intention to reuse. By providing a satisfying experience for customers, such as on-time services, priority on safety, convenience during the flight, and friendly and responsive interaction, airline companies can enhance the intention to reuse. This also applies to the aviation industry, including services provided by companies like Garuda Indonesia at Soekarno-Hatta Airport. Based on this description, service quality has a positive and significant direct influence on the intention to reuse.

The fourth hypothesis: The relationship between Web Check-in and Intention to Reuse.

Table 1 shows that the influence of web check-in on passengers' intention to reuse Garuda Indonesia airline is optimistic with the coefficient of parameter 0.208. Then, the $t_{\text{statistics}}$ of the fourth hypothesis is $2.765 > 1.96$, and the $p\text{-value}$ is $0.006 < 0.05$, indicating that the influence of web check-in on the passenger's intention to reuse is significant. So, the fourth hypothesis is accepted. There is a positive and significant direct influence of web check-in on passenger's intention to reuse. Through web check-in, passengers can easily access information on their flight, such as information on emergencies, departure gates, and other updates through the application or the airline's official website. The web check-in process also helps reduce the stress level that may be experienced by passengers, especially those who have tight travel schedules or when they have to handle many things before departure. By doing a web check-in beforehand, passengers can reduce the time they spend at the airport, which can finally reduce the inconvenience and stress related to air travel. Based on this description, web check-in positively and significantly influences the intention to reuse.

The fifth hypothesis: The relationship between Passenger Trust and Intention to Reuse

Table 1 shows that the influence of passenger trust on passengers' intention to reuse is optimistic, with the coefficient of the parameter being as significant as 0.389. The $t_{-statistics}$ of the fifth hypothesis are $4.100 > 1.96$, and the p_{-value} are $0.,000 < 0.05$, indicating that the influence of passenger trust on the intention to reuse is significant. So, the fifth hypothesis is accepted. There is a positive and significant direction of passenger trust in the passenger's intention to reuse. This means that the higher the passenger trust, the higher the passenger interest in reusing Garuda Indonesia Airline at Soekarno-Hatta Airport. The influence of passenger trust on the operational safety and reliability of Garuda Indonesia Airlines becomes an essential factor in the intention to reuse that service. Suppose passengers believe that Garuda Indonesia has a good reputation for maintaining flight safety and reliable operation at Soekarno-Hatta airport. In that case, they are more motivated to choose that airline again for the next flight. Passenger trust is also closely related to the user's satisfying experience. Based on this description, passenger trust positively and significantly influences the intention to reuse.

The sixth hypothesis: The mediation effect of Passenger trust: Service Quality and Intention to Reuse

Table 2 shows that passenger trust mediates the influence of service quality on passengers' intention to reuse positively, with the parameter coefficient being as significant as 0.166. The $t_{-statistics}$ of the sixth hypothesis is $3.598 > 1.96$, and the p_{-value} is $0.000 < 0.05$, indicating that passenger trust mediates the influence of service quality on passenger's intention to reuse. So, the sixth hypothesis is accepted, and passenger trust can mediate the influence of service quality on passengers's intention to reuse. In turn, a higher level of passenger trust can influence passenger's intention to reuse the service of Garuda Indonesia in the future. Those with high passenger trust may feel sure that they will get satisfying experiences and can be relied on if they choose to reuse the airline. This mediation process indicates that passenger trust is an intermediary between passengers' direct experience and their decision to reuse the services of Garuda Indonesia Airline. Based on the description above, service quality indirectly positively and significantly influences passengers' intention to reuse, mediated by passenger trust.

The seventh hypothesis: The mediation effect of passenger trust: Web Check-In on Intention

Table 2 shows that passenger trust indirectly mediates the influence of web check-in on the passenger's intention to reuse positively, with the parameter coefficient being as significant as 0.185. Then, the $t_{-statistics}$ of the seventh hypothesis is $3346 > 1.96$, and the p_{-value} is $0.001 < 0.05$, indicating that passenger trust mediates the influence of web check-in on the passenger's intention to reuse. So, the seventh hypothesis is accepted, and passenger trust can mediate the influence of web check-in on the passenger's intention to reuse. Subsequently, the passenger trust built through experiences with web check-in can mediate the correlation between the reuse of web check-in and the intention to reuse. Those with high passenger trust in the airline tend to be more motivated to reuse their services in the future. The passenger trust obtained from the experiences with web check-in can influence the intention to reuse Garuda Indonesia Airline. Based on the description above, web check-in indirectly positively and significantly influences the passenger's intention to reuse, mediated by passenger trust.

The improved service quality has a positive and significant impact on passenger trust, confirming the importance of implementing high-standard services to strengthen the bond of passenger trust in Garuda Indonesia Airline at Soekarno–Hatta airport. The increased use of web check-in has a positive significant impact on passenger trust. The improving implementation of web check-in services enhances the efficiency of the traveling process and strengthens passenger trust in all of Garuda's services, creating more satisfying travel experiences. The improved service quality positively and significantly impacts the intention to reuse Garuda Indonesia Airline. The improvement also stimulates the desire to choose Garuda Indonesia Airline again as the leading choice for their travel. The increased use of web check-in also positively and significantly impacts the intention to reuse Garuda Indonesia Airline at Soekarno-Hatta Airport. The improving implementation of web check-in services also strengthens the web check-in experiences to reuse the airline. The passenger trust in Garuda Indonesia Airlines has a positive and significant impact on the passenger's intention to reuse Garuda Indonesia Airlines. This indicates the importance of enhancing passenger trust and positively impacts the intention to reuse Garuda Indonesia Airline.

5. Conclusion

Based on the results of hypothesis tests, there are five significant direct influences, namely the influences of service quality and web check-in on passenger trust and the influences of service quality, web check-in, and passenger trust on passengers' intention to reuse. In addition, passenger trust can mediate the influence of service quality and web check-in on passengers's intention to reuse. At the same time, the variables of service quality and web check-in have an indirect positive and significant influence on passengers' intention to reuse, which is mediated by the variable of passenger trust in Garuda Indonesia Airline at Soekarno-Hatta Airport. Passenger trust is identified as an influential mediating factor between service quality and intention to reuse Garuda Indonesia Airlines. This confirms that high service quality can enhance passenger trust, which, in turn, brings a positive impact,

namely the intention of Garuda Indonesia airline passengers to reuse the airline's services. Passenger trust is identified as an influential mediating factor between web check-in and passengers' intention to reuse Garuda Indonesia Airlines. This indicates that highly positive experiences with web check-in can enhance passenger trust, which, in turn, brings a positive impact, namely the intention of passengers to reuse the airline's services. From the result of this research, it can be concluded that service quality and web check-in through passenger trust are needed to reach good passengers' intention to reuse Garuda Indonesia Airline. The policy implies that if passengers feel treated well, get good services, and obtain positive experiences, they likely want to reuse Garuda Indonesia Airline. Passengers may use Garuda Indonesia services for their next trip rather than try other airlines. The easy access and quick check-in process can increase customer satisfaction and encourage the intention to reuse.

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