THE INFLUENCE OF REPUTATION, SERVICE QUALITY, AND TRUST ON CONSUMER DECISIONS IN USING BLUEBIRD SERVICES AT SHIA

Riama Juliana Tambunan*
University of Prof. Dr. Moestopo (Beragama), Jakarta
Ibnu Hamad
Universitas Indonesia, Depok
Prasetya Yoga Santoso
University of Prof. Dr. Moestopo (Beragama), Jakarta

*Correspondence: juliepru66@gmail.com

ABSTRACT
The objective of this research is to analyze the influence of reputation, service quality and trust on consumer decisions in using PT transportation services. Blue Bird at Soekarno-Hatta Airport. The research was conducted quantitatively with an explanatory research design and a sample size of 100 respondents. The sample population includes various demographic groups with a minimum age of 20 years, male and female with various educational backgrounds, and used Blue Bird transportation services either regularly or occasionally in the last 6 months. The data collection technique in this research was a structured questionnaire and sampling used non-probability sampling with the snowball technique. Statistical analysis and data processing were conducted using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach, utilizing the PLS-SEM version 4.0 software. The research results show that: (1) Reputation has a positive and significant effect on consumer decisions, (2) Service quality has a positive and significant effect on consumer decisions, (3) Trust has a positive and significant effect on consumer decisions (4) Trust is the dominant factor that influences consumer decisions.

INTRODUCTION

Soekarno-Hatta International Airport (SHIA) is known as the largest and busiest airport in Indonesia, serving as the main gateway for domestic and international passengers. Due to the very high passenger volume, taxi transportation services at the airport play a vital role in passenger mobility to various destinations within Jakarta and its surrounding areas. At SHIA, there are several types of taxi services operating, including regular taxis, executive taxis, and online taxis. PT. Blue Bird Tbk is one of the largest and most well-known transportation companies, especially in the taxi service segment (PT. Blue Bird Tbk, 2024).

The phenomenon where many people are willing to wait longer to get a Blue Bird taxi at Soekarno-Hatta International Airport can be explained through several important factors related to consumer perceptions of quality, trust, and reputation. A company's reputation plays a crucial role in shaping consumer perceptions. A solid reputation can be a significant competitive advantage for Blue Bird. However, Blue Bird's reputation as an established conventional taxi service provider is now facing challenges from other conventional

taxi companies and online taxi services that are increasingly in demand (Rachmaniar & Susanti, 2022) Various factors can lead to a negative reputation for Blue Bird, such as higher prices, slow adoption of technology, inconsistent service quality, longer waiting times, perceptions of monopoly, and bad incidents circulating in the media. (Suryani et al., 2018).

This research exploring on how Blue Bird's reputation in terms of safety, service quality, and reliability remains relevant and competitive amidst competition with more innovative and flexible online taxi services. Furthermore, this research will identify the extent to which reputation, service quality, and level of trust influence consumer decisions amidst the various transportation options available.

Problem Formulation

Based on the background and identification of the problems that have been put forward, the formulation of the problem in this study is: 1) Does reputation influence consumer decisions in using PT. Blue Bird transportation services at Soekarno-Hatta International Airport? 2) Does service quality influence consumer decisions in using PT. Blue Bird transportation services at Soekarno-Hatta International Airport? 3) Does consumer trust influence consumer decisions in using PT. Blue Bird transportation services at Soekarno-Hatta International Airport? 4) What are the dominant factors that shape consumer decisions in using PT. Blue Bird transportation services at Soekarno-Hatta International Airport?

Framework of Thought and Hypothesis
Reputation Management

Charles J. Fombrun defines reputation management as a strategic effort that focuses on creating and maintaining a positive image of an organization in the eyes of stakeholders. According to him, a good reputation is a valuable asset that can increase trust, loyalty, and financial performance of an organization. Reputation management is important because a good reputation can provide a competitive advantage, increase trust, and ensure long-term business continuity. Conversely, a bad reputation can damage the image and performance of an organization.

Reputation

A leading expert in reputation theory, known for his book "Reputation: Realizing Value from the Corporate Image", corporate reputation is an aggregate of public perceptions of an organization based on several attributes, such as performance, products, price fairness, innovation, leadership, and social responsibility. A good reputation allows companies to increase competitiveness, create added value, and build better relationships with various stakeholders.

According to Arianto (2018:83), service quality involves meeting customer needs, requirements, and expectations in a timely manner throughout all service interactions (Purba et al., 2023). Consumer needs in the transportation industry that are highly oriented towards customer satisfaction and experience include aspects such as punctuality, safety, comfort, and other service qualities that are important to service users at the airport. Service quality is measured through five dimensions: Reliability (accurate performance), Assurance (trust and security), Tangibles (physical aspects), Empathy (personalized care), and Responsiveness (fast assistance) (Jiang et al., 2002, dalam Kurniawan, 2008). According to Tjiptono (2019) in evaluating services that are intangible, variable, inseparable, and perishable, consumers generally use several attributes or factors: 1) Physical evidence (tangibles), including physical facilities, equipment, employees and means of communication 2) Reliability, namely the ability of staff and employees to provide the promised service promptly, accurately, and satisfactorily. 3) Responsiveness, namely the desire of staff and employees to help customers or provide services responsively 4) Assurance, which includes the knowledge, ability, courtesy, and trustworthiness of the staff free from danger, risk or doubt. 5) Empathy, including ease of doing relationships, good communication, personal attention, and understanding the needs of customers. (Adwimurti et al., 2022)

Trust

The theory of trust by Robert M. Morgan and Shelby D. first published in the article titled "The Commitment-Trust Theory of Relationship Marketing" (1994) defines trust as "the belief that one party can rely on the integrity and honesty of another party." Trust is a key element in building and maintaining long-term relationships between consumers and companies.

Trust encourages consumers to feel safe and confident that the company will meet their expectations consistently. In the context of transportation services such as Blue Bird, trust includes consumers' beliefs that the company can be relied upon in terms of safety, punctuality, and quality of service.

Consumer Decisions

According to Philip Kotler and Kevin Lane Keller (2016:194) consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and chooses one of them.

Consumer decisions in purchasing can be analyzed through 5 main dimensions, namely: 1) Problem Recognition 2) Information Search 3) Evaluation of Alternatives 4) Purchase Decision 5) Post-Purchase Behavior. Consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy needs and desires.
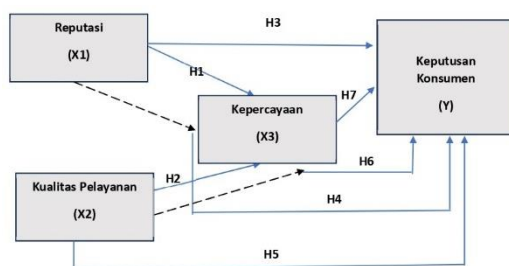

Figure 1.Frame of Thoughts

Based on Figure 1 above, the hypothesis proposal is explained as follows: H1: Reputation has a positive and significant effect on Trust. H2: Service Quality has a positive and significant effect on Trust. H3: Reputation has a positive and significant effect on Consumer Decisions. H4: Reputation has a positive and significant effect on Consumer Decisions through Trust. H5: Service Quality has a positive and significant effect on Consumer Decisions. H6: Service Quality has a positive and significant effect on Consumer Decisions through Trust. H7: Trust has a positive and significant effect on Consumer Decisions.

METHOD

This research targets visitors to Soekarno-Hatta Airport as respondents and was conducted in September-December 2024. The study population includes various demographic groups with a minimum age of 20 years, male and female gender with various educational backgrounds, and using Blue Bird transportation services either routinely or occasionally in the last 6 months. Quantitative research design with a positivist paradigm. The sampling procedure was implemented using non-probability sampling with the Snowball technique, where the small initial data source was expanded by looking for additional informants when the initial data did not meet the capacity (Sugiyono, 2017: 218-219). To collect data, questionnaires were distributed using the Google Forms platform to 100 target respondents who used PT. Blue Bird services. The data analysis technique used in this study is explanatory analysis. Statistical testing and data processing was carried out using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach, which is operated through PLS-SEM software version 4.0.

RESULTS AND DISCUSSION
Content of Results

This research focuses on PT. Blue Bird Tbk, a leading transportation company in Indonesia that provides conventional and technology-based taxi services, and was conducted from September to December 2024. PT. Blue Bird has built a strong reputation through safe, comfortable, and reliable services, especially at Soekarno-Hatta International Airport, one of the largest air transportation hubs in Southeast Asia. As the main provider of taxi services at the airport, Blue Bird faces stiff competition from online taxis and other modes of transportation, so it needs to continue to improve its reputation, service quality, and

consumer trust to remain competitive. With its high passenger volume, Soekarno-Hatta Airport is an ideal location to assess consumer preferences and factors that influence their decisions in choosing transportation services. This study uses data from 100 respondents who filled out a questionnaire related to reputation (X1), service quality (X2), trust (X3), and consumer decisions (Y). Measurements were made using a Likert scale (1–5), where 1 means "strongly disagree" and 5 means "strongly agree." The research instrument includes 28 items for reputation, 15 for service quality, 16 for trust, and 26 for consumer decisions. Of the total respondents, 47% were male and 53% were female, with the majority of respondents in this study being female.

Explanatory Analysis

Explanatory analysis with PLS-SEM is conducted to test the relationship between latent variables in a structural model, making it effective in explaining real-world phenomena, including the complex relationship between reputation, service quality, trust, and consumer decisions. Using a variance-based approach, PLS-SEM aims to maximize the prediction of dependent variables and can handle models with many latent variables and indicators, even when the sample size is small or the data is not normally distributed. The research data were collected through a questionnaire with a Likert scale, which allows quantitative measurement of respondents' perceptions. With this technique, researchers can explore direct and indirect influences and assess the predictive power of the model as a whole, thereby providing deeper insights into the factors that influence consumer decision making in the transportation sector.

Table 1. *Predictive Relevance* (Q^2)

	T statistics (|O/STDEV|)	P values	R-Squares	Q-Squares	SRMR
Reputasi (X1) -> Kepercayaan (X3)	2,332	0,010	0,393	0,353	
Kualitas Pelayanan (X2) -> Kepercayaan (X3)	2,314	0,011			
Reputasi (X1) -> Keputusan Konsumen (Y)	2,022	0,022			0,026
Kualitas Pelayanan (X2) -> Keputusan Konsumen (Y)	2,006	0,023	0,828	0,744	
Kepercayaan (X3) -> Keputusan Konsumen (Y)	3,559	0,000			
Reputasi (X1) -> Kepercayaan (X3) -> Keputusan Konsumen (Y)	1,718	0,043			
Kualitas Pelayanan (X2) -> Kepercayaan (X3) -> Keputusan Konsumen (Y)	1,673	0,047			

Source: Results, 2024

The Q-Squares (Q^2) value measures how well the PLS path model produces observation values and evaluates the model's predictive ability. Based on the table above, it proves that the Q^2 value> 0 indicates that this study has good observation values.

Part Least Square-Structural Equation Modeling (PLS-SEM) Analysis

PLS-SEM is a Structural Equation Modeling method that can handle complex relationships without relying on the assumptions of normality and multicollinearity, and allows the use of various data scales without requiring large sample sizes. This technique tests direct and indirect relationships between variables in one model, making it suitable for in-depth analysis of complex influence paths simultaneously. PLS-SEM consists of a measurement model (outer model), which describes how the observed variables represent the latent variables, and a structural model (inner model), which shows the relationships between latent variables (Ghozali & Latan, 2015: 7).

Measurement Model – Validity and Reliability Test

The outer model examines the relationship between indicators and latent variables, assessing the validity and reliability of the research instrument.

Convergent Validity Test

Table 2. *Average Variance Extracted* (AVE)

	Average variance extracted (AVE)
Kepercayaan (X3)	0.919
Keputusan Konsumen (Y)	0.912
Kualitas Pelayanan (X2)	0.938
Reputasi (X1)	0.910

Source: Results, 2024

Based on table 2 above, it is known that the Average Variance Extracted (AVE) value is >0.5, so it is stated that it meets the convergent validity requirements.
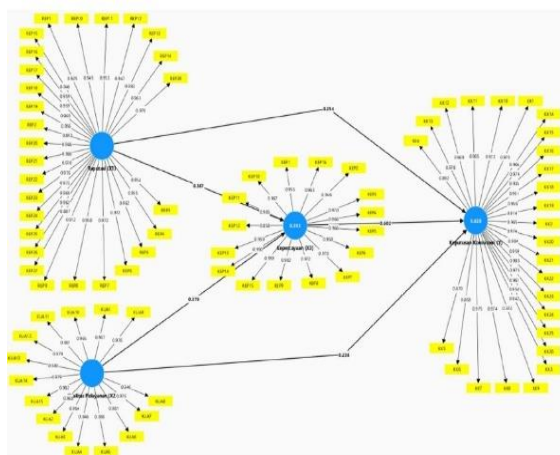
Figure 2.*Outer Loadings*
Source: Results, 2024

Based on Figure 2 above, it is known that all outer loading values >0.7 then it is stated that it meets the requirements of convergent validity. Convergent validity refers to how well a series of indicators represent latent variables. Loading factors above 0.7 and AVE values greater than 0.5 indicate valid predictors and substantial convergent validity, with latent variables explaining more than half of the indicator variance.

Discriminant Validity Test

Table 3.HTMT

	Kepercayaan (X3)	Keputusan Konsumen (Y)	Kualitas Pelayanan (X2)
Keputusan Konsumen (Y)	0.858		
Kualitas Pelayanan (X2)	0.512	0.632	
Reputasi (X1)	0.517	0.645	0.337

Source: Results, 2024

Based on table 3 above, the results of the discriminant validity test show that the Heterotrait-monotrait ratio (HTMT) <0.9, so the validity requirements are met.

Table 4.*Fornell-Larcker Criterion*

	Kepercayaan (X3)	Keputusan Konsumen (Y)	Kualitas Pelayanan (X2)	Reputasi (X1)
Kepercayaan (X3)	(0.959)			
Keputusan Konsumen (Y)	0.854	(0.955)		
Kualitas Pelayanan (X2)	0.510	0.631	(0.968)	
Reputasi (X1)	0.515	0.644	0.337	(0.954)

Source: Results, 2024

Based on table 4 above, the results of the discriminant validity test show that the $\sqrt{AVE}$ value of each construct has a higher value than the correlation value between the construct and other constructs in the model (Fornell-Larcker Criterion), so all validity requirements are met. Discriminant validity ensures that different concepts show significant differences conceptually. This tests the ability of the indicator to distinguish between various concepts, so that it does not only represent one dimension.

Table 5.*Cronbach's Alpha*

	Cronbach's alpha
Kepercayaan (X3)	0.994
Keputusan Konsumen (Y)	0.996
Kualitas Pelayanan (X2)	0.995
Reputasi (X1)	0.996

Source: Results, 2024

Based on table 5 above, the results of the reliability test show the Cronbach's Alpha value >0,7, which means it has met the reliability requirements.

Table 6
Composite Reliability

	Composite reliability (rho_c)
Kepercayaan (X3)	0.995
Keputusan Konsumen (Y)	0.996
Kualitas Pelayanan (X2)	0.996
Reputasi (X1)	0.996

Source: Results, 2024

Based on table 6 above, the results of the reliability test show that the Composite Reliability value is >0.7, which means that it has met the reliability requirements. Reliability refers to the consistency of an instrument in providing good results when used repeatedly.

Structural Model – Significance Test of Influence (Bootsrapping) (Hypothesis Test)
The structural model (inner model) analyzes collinearity between constructs and assesses their predictive power. R-Square (R^2) is used to measure the extent to which exogenous constructs explain endogenous constructs and is obtained through the PLS Algorithm analysis in Smart-PLS. Path evaluates the strength and nature of the relationship between variables. Model fit is used to assess the suitability of the model, which can be seen from the Standardized Root Mean Square Residual (SRMR) value; the model is said to be feasible if the SRMR value is <0.08 or can still be tolerated up to <0.1. Hypothesis testing is carried out using the bootstrapping resampling method to produce t-statistics that are compared with t-tables, with a confidence level of 90%, 95%, or 99%. If the

significance level (α) is set at 5% or 0.05, then a 95% confidence level is used. In addition to the direct effect test, the indirect effect test is also carried out to measure the relationship between independent variables and dependent variables through mediators, thus providing a more comprehensive picture of the influence pathways in the research model.

Table 6. Path Coefficient Test and Significance of Influence

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	R-Squares	Q-Squares	SRMR
Reputasi (X1) -> Kepercayaan (X3)	0,387	0,397	0,166	2,332	0,010	0,393	0,353	
Kualitas Pelayanan (X2) -> Kepercayaan (X3)	0,379	0,371	0,164	2,314	0,011			
Reputasi (X1) -> Keputusan Konsumen (Y)	0,254	0,246	0,126	2,022	0,022			0,03
Kualitas Pelayanan (X2) -> Keputusan Konsumen (Y)	0,238	0,218	0,119	2,006	0,023	0,828	0,744	
Kepercayaan (X3) -> Keputusan Konsumen (Y)	0,602	0,616	0,169	3,559	0,000			
Reputasi (X1) -> Kepercayaan (X3) -> Keputusan Konsumen (Y)	0,233	0,251	0,136	1,718	0,043			
Kualitas Pelayanan (X2) -> Kepercayaan (X3) -> Keputusan Konsumen (Y)	0,228	0,236	0,137	1,673	0,047			

Source: Results, 2024

Based on table 6 above, it is known: a) The R-Squares value of Trust (X3) is 0.393, which means that Reputation (X1), Service Quality (X2) can influence Trust (X3) by 39.3%. The Q-Squares value of Trust (X3) is 0.353 > 0, which means that Reputation (X1), Service Quality (X2) have predictive relevance to Trust (X3). b) The R-Squares value of Consumer Decision (Y) is 0.828, which means that Reputation (X1), Service Quality (X2), Trust (X3) can influence Consumer Decision (Y) by 82.8%. The Q-Squares value of Consumer Decision (Y) is 0.744 > 0, which means that Reputation (X1), Service Quality (X2), Trust (X3) have predictive relevance to Consumer Decision (Y).

Path coefficient is used to evaluate the nature and intensity of the relationship. This coefficient varies in value between -1 and +1. When the value approaches +1, it indicates that the relationship between the two constructs is stronger. From table 6 above, it is known: a) Trust (X3) significantly mediates the relationship between Reputation (X1) and Consumer Decision (Y), with T-Statistics = 1.718> 1.647 and P-Values = 0.043 <0.05 **(Mediation Hypothesis H4 Accepted)**. b) Trust (X3)

significantly mediates the relationship between Service Quality (X2) and Consumer Decision (Y), with T-Statistics = 1.673> 1.647 and P-Values = 0.047 <0.05 **(Mediation Hypothesis H6 Accepted)**.

Model fit is an indicator of the suitability of a model. To assess the suitability of a model in the fit model, it can be seen from the Standardized Root Mean Square Residual (SRMR) value. In this case, the model is said to be feasible or suitable to explain the relationship between the variables if the SRMR value is <0.08 or can be tolerated up to <0.1. It is known based on the results of the SRMR goodness of fit test, the SRMR value = 0.026 <0.1, so it is concluded that the model has FIT.

Content of Discussion
Relationship Between Variables
The Influence of Reputation on Trust

Based on the results of the analysis, it is known that there is a positive and significant influence of reputation on trust. The results of data processing show that Reputation (X1) has a positive influence on Trust (X3), with a coefficient value (Original Sample column) = 0.387, and significant, with T-Statistics = 2.332> 1.647 and P-Values = 0.010 <0.05 (**H1 is accepted**). The results of this study support previous research conducted by Riki Riswandi which states that reputation is a consideration that can influence the level of consumer trust (Riswandi, 2019) and other similar research conducted by Reonald (2016) also stated that company reputation has a positive and significant influence on consumer trust (Simamora & Celeste, 2017).

Blue Bird's reputation plays a role as a contributing factor in building trust. A positive reputation, which can be formed from the company's image, previous customer experience, or public evaluation, has the potential to increase the level of consumer trust in the company. Based on Morgan & Hunt's view, when a company has a good reputation, consumers tend to trust it more. Gotsi and Wilson's theory (2001) shows that reputation is a strategic asset that directly affects consumer trust. Therefore, companies must invest in building and maintaining their reputation

through consistent actions, transparent communication, and high-quality services to maintain consumer trust and loyalty.

The Influence of Service Quality on Trust

Based on the results of the study, it is known that there is a positive and significant influence of service quality on trust. This is proven by the results of hypothesis testing. Service Quality (X2) has a positive influence on Trust (X3), with a coefficient value (Original Sample column) = 0.379, and is significant, with T-Statistics = 2.314> 1.647 and P-Values = 0.011 <0.05 (**H2 is accepted**). The results of this study are in line with previous research conducted by I Gde Yogi Pramana (Yogi Pramana & Rastini, 2016) and Agustina Fajarini (Fajarini & Meria, 2020) who found that service quality has an impact on consumer trust.

The SERVQUAL model by Parasuraman, Zeithaml, and Berry (1990) defines service quality as the gap between consumer expectations and perceptions of the service received. High service quality meets or exceeds consumer expectations, resulting in satisfaction. Satisfaction occurs when consumer perceptions of the service are equal to or better than their expectations. Conversely, if the service does not meet expectations, dissatisfaction will occur. Trust is born from consistently positive experiences, especially related to reliability, assurance, and empathy. When consumers feel that a company is committed to providing services according to expectations, they will build long-term trust. In the context of Blue Bird, good service quality includes: a well-maintained fleet with modern technology (tangibles), punctuality and accuracy of service (reliability), the driver's ability to serve quickly and friendly (responsiveness), guaranteed safety during the trip (assurance), and understanding of the special needs of consumers (empathy).

The Influence of Reputation on Consumer Decisions

Based on the results of the study, it is known that there is a positive and significant influence of reputation on consumer decisions. This is proven by the results of hypothesis testing. Reputation (X1) has a positive influence on Consumer Decisions (Y), with a coefficient value (Original Sample column) = 0.254, and significant, with T-Statistics = 2.022> 1.647 and P-Values = 0.022 <0.05 (**H3 is accepted**). The results of this study are in line with previous research conducted by Simamora (Simamora & Celeste, 2017), and Yulandra (2020) who found that vendor reputation influences the speed of consumer purchasing decisions (Yulandra & Haryati, 2020).

The theory of corporate reputation according to Charles J. Fombrun emphasizes that reputation is an important intangible asset, which reflects the collective perception of various stakeholders towards the company. A company's reputation is formed through the accumulation of customer experience, service quality, corporate communication, and consistent corporate performance. With an established reputation as a reliable transportation company, PT. Blue Bird is able to attract consumers who want to avoid bad risks such as punctuality or unsafe services. PT. Blue Bird's positive reputation is related to a trusted brand and high-quality services. This influences consumer preferences, where they prefer to use the services of companies that are synonymous with quality and safety.

The Influence of Reputation on Consumer Decisions through Trust as a Mediating Variable (Intervening)

Based on the research results, it is known that there is a positive and significant influence of reputation on consumer decisions through trust. This is proven by the results of hypothesis testing. Trust (X3) significantly mediates the relationship between Reputation (X1) and Consumer Decisions (Y), with T-Statistics = 1.718 > 1.647 and P-Values = 0.043 < 0.05 (**H4 is accepted**). This finding is in line with Rosidah (Rosidah & Sudarwanto, 2016) and Pemayun (2015) who found that trust mediates the relationship between reputation and consumer purchasing decisions (Pemayun & Gede Suasana, 2015).

Consumer trust acts as a mediator in the influence of corporate reputation on purchasing decisions, as both contribute to shaping consumer choices. When corporate

reputation builds strong trust, consumers are more confident in making purchasing decisions because they believe that the company will meet their needs and expectations. In this context, trust strengthens the relationship between reputation and purchasing decisions, making it a key factor in building successful business relationships. Fombrun's theory also emphasizes that reputation is the main foundation in building consumer trust, which ultimately influences purchasing decisions directly or indirectly. Therefore, in the decision-making process, trust formed from reputation becomes the main consideration for consumers, because they tend to choose brands or companies with a good track record, thereby reducing doubts and increasing loyalty.

The Influence of Service Quality on Consumer Decisions

Based on the results of the study, it is known that there is a positive and significant influence of service quality on consumer decisions. Service Quality (X2) has a positive influence on Consumer Decisions (Y), with a coefficient value (Original Sample column) = 0.238, and is significant, with T-Statistics = 2.006> 1.647 and P-Values = 0.023 <0.05 (**H5 is accepted**). The results of this study are in accordance with previous research conducted by Riky Riswandi (Riswandi, 2019) states that service quality can drive the speed level in the consumer purchasing decision-making process. Other similar research results were conducted by Suparman Hi Lawu et al. (Hi Lawu et al., 2021) which states that service quality can influence a person's purchasing decision.

Service quality must be oriented to consumer needs and end with their perceptions, because what determines quality is not only the service provider's standards, but how consumers feel and evaluate the service. SERVQUAL theory emphasizes that consumer perception is the main factor in assessing service quality, so what is considered good by the provider may not necessarily be in accordance with customer expectations. Therefore, service providers must understand consumer needs, identify gaps between expectations and service reality, and ensure that the customer experience meets or exceeds expectations. Consumers at the airport, for example, requires secure, comfortable, and timely transportation, so Blue Bird needs to ensure that its services meet these standards. Positive perceptions of service quality, such as schedule reliability and ease of access, will increase customer satisfactions, encourage repeat orders, and strengthen word of mouth recommendations. Conversely, if there is a gap between expectations and reality, consumers may switch to other alternatives. In order to maintain positive perceptions, Blue Bird must continue to measure customer satisfaction through surveys, prioritize relevant SERVQUAL aspects, such as punctuality and empathy for the special needs of airport customers, and improve driver service skills through training. These steps will support consumers' decisions in choosing Blue Bird, especially in high-demand environments such as Soekarno-Hatta Airport.

The Influence of Service Quality on Consumer Decisions through Trust as a Mediating Variable (Intervening)

Based on the results of the study, it is known that there is a positive and significant influence of service quality on consumer decisions through trust. This is proven by the results of hypothesis testing. Trust (X3) significantly mediates the relationship between Service Quality (X2) and Consumer Decisions (Y), with T-Statistics = 1.673 > 1.647 and P-Values = 0.047 < 0.05 (**H6 is accepted**). This finding is in line with research by Yudhi Kurniawan et al. (Kurniawan et al., 2020) and Fatmawati et al. (2017), who highlighted the mediating role of trust in strengthening the influence of service quality on purchasing decisions.

Quality service plays an important role in building consumer trust, which ultimately drives their decision to continue choosing and using the service repeatedly. The SERVQUAL theory emphasizes that consistent service quality that meets customer expectations will increase positive perceptions of Blue Bird, so that consumers feel confident that the service can be relied on every time they need transportation at

the airport. According to Morgan & Shelby, trust in service is formed through credibility and integrity, where consumers believe that Blue Bird has a good reputation, meets service standards, and demonstrates a commitment to safety and comfort. The trust that is built from a quality service experience also strengthens the emotional connection between consumers and the company, so that they feel safe and comfortable to continue choosing Blue Bird. Referring to Kotler & Keller's theory, this positive experience not only creates satisfaction, but also drives customer loyalty, which ultimately increases the likelihood of consumers recommending Blue Bird to others and expanding the Company's market share.

The Influence of Trust on Consumer Decisions

Based on the results of the study, it is known that there is a positive and significant influence of trust on consumer decisions. This is proven by the results of hypothesis testing. Trust (X3) has a positive effect on Consumer Decisions (Y), with a coefficient value (Original Sample column) = 0.602, and is significant, with T-Statistics = 3.559> 1.647 and P-Values = 0.000 <0.05 (**H7 is accepted**). Trust has been shown to have a significant influence on consumer decisions, this is in line with previous studies conducted by Yudhi Kurniawan et al. (2020) and Taan (2019), both of which emphasize that trust increases purchasing decisions (Kurniawan et al., 2020).

According to Morgan & Hunt, trust plays a role in reducing consumer uncertatinty when choosing a service, especially in urgent situations such as airport transportation that require high reliability. Consumers who have positive experiences or see good reviews about Blue Bird tend to choose this service repeatedly. This trust is supported by Blue Bird's reputation as an organized transportation company with high service standards, where factors such as safety, professionalism, and positive experiences—such as friendly drivers and punctuality—strengthen consumer confidence. Referring to Kotler & Keller, in the alternative evaluation stage, strong trust in Blue Bird helps consumers

make decisions without hesitation, while in the post-purchase stage, satisfaction from quality service further strengthens trust and encourages loyalty to continue using Blue Bird in the future.

CONCLUSION

The results of the data analysis show that consumer decisions in choosing Blue Bird services at Soekarno-Hatta Airport are influenced by reputation, service quality, and trust. A good reputation, built through a positive company image and consistency in providing quality services, is the main factor in attracting consumer interest. In addition, service quality that includes aspects of comfort, safety, and friendliness plays an important role in shaping customer satisfaction, thus increasing their tendency in choosing Blue Bird. Consumer trust in Blue Bird, which is based on integrity, driver competence, and a sense of security during the trip, has also been shown to contribute significantly to the decision to use the service. Among the three factors, trust is the most dominant, highlighting consumers' priority on safety and professionalism when choosing airport transportation. A good reputation and previous positive experiences further strengthen this trust, making consumers tend to continue using Blue Bird without considering other alternatives. Therefore, preserving consistency in service quality and strengthening relationships with customers is the main strategy for Blue Bird in keeping consumer loyalty.

PT. Blue Bird can strengthen customer trust with a communication strategy based on the findings that trust is a dominant factor in consumer decisions. The PR campaign "Safe with Blue Bird" can highlight fleet safety, service standards, and driver training to emphasize commitment to safety. Collaboration with the media to feature success stories and customer testimonials will strengthen the positive image, while quick responses to complaints on social media maintain trust. Competitive advantage can be enhanced by highlighting track records, awards, and cooperation with airlines and airport operators. From an operational perspective, ongoing training

for drivers and the implementation of honesty and safety standards will increase passenger satisfaction. Loyalty programs, such as discounts and reward point systems, can encourage loyal customers. Finally, monitoring and evaluation through surveys and booking data analysis help Blue Bird optimize services to remain the main choice in airport transportation.

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