THE INFLUENCE OF BRAND IMAGE AND TRUST ON THE DECISION TO USE SERVICES AT PT ANGKASA TOUR & TRAVEL

Yusuf Hermawanto[1], Nur Hayati[2]
[1, 2] Program Studi Manajemen, STIE STAN Indonesia Mandiri
[1] yusuf.hermawanto@gmail.com, [2] nurhanifaris77@gmail.com

Abstract

This study aims to explain the variable brand image and consumer trust that affects purchase decisions (decisions to use the service) at PT. Angkasa Tour and Travel, Jakartal. This type of research in this study includes causal research, which is research finding and describing the relationship (cause and effect). The population of Instagram followers of PT Angkasa Tour and Travel (@angkasatour.id). This study used a type of quantitative research using the method of causality. The data collection method used was using a questionnaire. This sampling in this study was conducted using purposive sampling technique so that the sample of 110 respondents was obtained. The method of data analysis used the multiple linear regression using SPSS version 26. The results of the research were conducted using multiple linear regression tests. The results show that partially the two independent variables of this study (brand image=X1) and consumer trust=X2), each variable (brand image=X1) is a significant positive effect on the decision to use the service (Y) and the variable (consumer trust= The findings of this research can serve as a foundation for understanding the brand image and customer trust associated with PT Angkasa Tour & Travel. This understanding may inform the company's strategies aimed at enhancing sales by improving decision-making regarding the use of its services.
Keywords: Brand Image, Customer Trust, And Decisions to Use the Service.

Abstrak

Penelitian ini ditujukan untuk menjelaskan perbedaan citra merek dan kepercayaan konsumen yang mempengaruhi keputusan pembelian (menggunakan jasa) pada PT. Angkasa Tour and Travel, Jakarta. Jenis penelitian dalam penelitian ini termasuk penelitian kausal, yaitu penelitian yang menemukan dan menjelaskan hubungan (kausalitas). Populasinya adalah followers Instagram PT Angkasa Tour and Travel (@angkasatour.id). Penelitian ini menggunakan jenis penelitian kuantitatif dengan menggunakan metode kausalitas. Metode pengumpulan data yang digunakan adalah dengan menggunakan kuesioner. Sampel yang diambil dalam penelitian ini yang dilakukan dengan memakai teknik target sampling (purpossive sampling) sehingga didapatkan sampel sejumlah 110 responden. Metode analisa datanya adalah regresi linier berganda dengan menggunakan SPSS versi 26. Hasil penelitian dilakukan dengan menggunakan uji regresi linier berganda. Hasil tersebut didasarkan pada dua variabel independen dalam penelitian ini (citra merek = X1) dan kepercayaan konsumen = X2), masing-masing variabel (citra merek = X1) berpengaruh positif signifikan terhadap keputusan pembelian (Y). Hal lainnya juga menunjukkan bahwa (Kepercayaan Konsumen = X2) berpengaruh positif signifikan terhadap Keputusan Pembelian (Y) / menggunakan jasa di PT Angkasa Tour & Travel. Temuan penelitian ini dapat digunakan sebagai dasar dalam mengetahui tingkat citra merek dan kepercayaan pelanggan pada PT Angkasa Tour & Travel, sehingga dapat menjadi pertimbangan perusahaan dalam upaya meningkatkan penjualan melalui peningkatan keputusaan menggunakan jasa.
Kata kunci: Citra Merk, Kepercayaan Konsumen, dan Keputusan Pembelian

INTRODUCTION

Business competition occurs in various business sectors including tour and travel service providers. Many tour and travel service providers operate in Indonesia with various promotions carried out to attract people to decide to use these services. This travel industry offers customers the opportunity to ask about what they want. The company also offers tour packages that do not provide tourist attractions to the places visited, allowing you to go anywhere and travel alone with transportation provided by the tour. This company only provides accommodation, transportation and restaurants. The role of travel agencies in the development of the tourism industry is to promote tourist areas and have a wide network of cooperation, including transportation (flights, ships, trains, buses) and accommodation facilities (hotels, homestays). so it is very dominant. , guesthouses, villas), restaurants, etc.[1]

Ironically, there are many indications of fraud in tour & travel service providers in Indonesia, for example what happened in Labuan Bajo. Tourists from Jakarta were cheated by the Labuan Bajo Tour and Travel Agent up to IDR 46.3 million and the perpetrator is suspected of being a fugitive.[2] The problem that is often considered by the public is the legality of tour and travel service providers, because many service providers do not have legality in their business, this makes people hesitant in choosing and using tour and travel services. The rampant fraud requires clear regulations in the tour and travel business. The general chairman of the Association of the Indonesian Tour and Travel Agencies (ASITA) asked to clarify the rules for individual tour travel businesses.[3]

One of the well-known Tour & Travel service providers that has a legal business is PT Angkasa Tour & Travel. In its development, PT Angkasa Tour & Travel provides the most popular holiday services and is one of the leading travel agents in Indonesia. With experience since 1999 and the best tour guides, Angkasa Tour offers the perfect vacation to customers. During the Covid-19 pandemic, the company experienced a significant decline in the provision of Tour & Travel services. In 2022, it has not shown significant sales growth according to the company's expectations. The following is the number of orders for PT. Angkasa Tour & Travel services in the last six months:

---

[1] P. Kotler and G. Armstrong, *Principles of Marketing* (New Jersey: Pearson Prentice Hall, 2014).

[2] N. Taris and D.A. Rusiana, "Wisatawan Asal Jakarta Ditipu Agen Tour and Travel Labuan Bajo hingga Rp. 466,3 Juta, Pelaku Diduga Buronan," 2022, https://regional.kompas.com/read/2022/05/01/162932278/wisatawan-asal-jakarta-ditipu-agen-travel-labuan-bajo-hingga-rp463-juta?page=all.

[3] Y. Petriella, "Marak Penipuan Open Trip, Pengusaha Pariwisata Minta Kejelasan Aturan," 2022, https://ekonomi.bisnis.com/read/20180725/12/820639/marak-penipuan-open-trip-pengusaha-pariwisata-minta-kejelasan-aturan.

Table 1. Number of Orders for PT. Angkasa Tour & Travel Services (People)

Month	Service Orderer	Company Target	Percentage
May	270	300	90.0%
June	284	300	94.7%
July	252	300	84.0%
August	249	300	83.0%
September	211	300	70.3%
October	287	300	95.7%
Average	259	300	86.3%

Source: PT Angkasa Tour and Travel 2022

The table above shows that the number of service orders in the last six months is still below the target set by the company with an average achievement figure of 86.3%. If we look at the Instagram followers of PT. Angkasa Tour & Travel which reached 12.99 thousand followers, it is indicated that the decision to use the services of PT. Angkasa Tour & Travel is still low. There are several factors to consider in choosing a tour and travel service, one of which is the brand image factor. Brand image is related to attitudes in the form of beliefs and preferences about the brand.[4] Consumers who have a positive image of a brand are more likely to make purchases. The image of tours and travel is based on the thoughts and experiences of individuals from the related service providers. The image of tourism and travel is also the sum of consumer perceptions of the business, or how they view it, and may not be the same as the identity of tourism and travel. To gain market share, building consumer trust through a good company image is very important.

Trust factor is also important in tour and travel business. Trust is consumer belief that a particular store or brand meets their needs and goals.[5] Trust describes the willingness to rely on the competence, integrity, and motives of another party to act in accordance with the needs and interests agreed upon either implicitly or explicitly.[6] Trusted service providers can be the main choice for people in using these services.

Fakhrudin et al.'s research shows that brand image has a positive and significant effect on the decision to use services,[7] but Prabowo et al.'s research shows that brand image has a negative

---

[4] A. Fakhrudin, K. Yudianto, and Y.S. Melly, "Faktor-Faktor yang Mempengaruhi Keputusan Penumpang," *Forum Ekonomi* 24, no. 1 (2022): 235–44.

[5] Bandar Khalaf Alharthey, "Impact of Service Quality on Customer Trust, Purchase Intention and Store Loyalty, with Mediating Role of Customers' Satisfaction on Customer Trust and Purchase Intention: Study of Grocery Shopping," *British Journal of Marketing Studies* 7, no. 2 (2019): 40–61.

[6] James Barnes, *Secrets of Customer Relationship Management* (Yogyakarta: Andi, 2003).

[7] Fakhrudin, Yudianto, and Melly, "Faktor-Faktor yang Mempengaruhi Keputusan Penumpang."

and insignificant effect on purchasing decisions. Research conducted by Edyansyah[8] shows that trust has a significant impact on customer decisions, but Djan & Adawiyyah's research shows that trust has no effect on purchasing decisions.[9] In connection with the research gap that is still found, further research is needed on "The Influence of Brand Image and Trust on the Decision to Use Services (Study on Instagram Followers of PT. Angkasa Tour & Travel)".

According to the opinion explained earlier, the researcher wants to examine: (1) How does brand image influence the decision to use PT Angkasa Tour & Travel services? (2) How does trust influence your decision to use PT Angkasa Tour & Travel services? (3) The influence of brand image and trust, influences the decision to use PT Angkasa Tour & Travel services simultaneously.

Literature review

Prihatini & Hidayati, in the title The Influence of Trust, Convenience, Price and Quality of Service on the Decision to Use Online Transportation (Case Study on Go-Ride Users in the Gojek Application in Magelang City) where the partial results show that the variables of trust, convenience, price and quality of service have a positive and significant influence on the decision to use online transportation.[10]

Fakhrudin et al.,[11] with the title factors influencing passenger decisions with the results stating that the price variable has a positive and significant effect on passenger decisions of 0.005, the image variable has a positive and significant effect on passenger decisions of 0.042 in using Garuda Indonesia airlines, the service variable has a positive and significant effect on passenger decisions of 0.022 in using Garuda Indonesia airlines.

Miati, with the research title The Influence of Brand Image on Purchasing Decisions for Deenay Veils (Study of Deenay Veils (Study on Gea Fashion Banjar Consumers). The results of the study stated that brand image has a significant influence on purchasing decisions.[12]

---

[8] T. Edyansyah, "Analisis Pengaruh Kepercayaan Terhadap Keputusan Pelanggan Menggunakan Produk IM3 Dikalangan Masyarakat Kota Lhokseumawe," *Jurnal Ekonomi Manajemen & Bisnis* 20, no. 1 (2019): 1–11.

[9] I. Djan and S.R. Adawiyyah, "The Effect of Convenience and Trust to Purchase Decision and Its Impact to Customer Satisfaction," *International Journal of Business and Economics Research* 9, no. 4 (2020): 263–69.

[10] D.N. Prihatini and L.A. Hidayati, "Pengaruh Kepercayaan, Kemudahan, Harga dan Kualitas Pelayanan Terhadap Keputusan Penggunaan Transportasi Online (Studi Kasus pada Pengguna Go-Ride dalam Aplikasi Gojek di Kota Magelang," in *Prosiding 2nd Business and Economics Conference in Utilizing of Modern Technology*, 2019.

[11] Fakhrudin, Yudianto, and Melly, "Faktor-Faktor yang Mempengaruhi Keputusan Penumpang."

[12] I. Miati, "Pengaruh Citra Merek (Brand Image) Terhadap Keputusan Pembelian Kerudung Deenay (Studi pada Konsumen Gea Fashion Banjar," *Jurnal Abiwara* 1, no. 2 (2020): 71–83.

Adyansyah, with the research title Analysis of the Influence of Trust on Customer Decisions to Use IM3 Products Among the People of Lhokseumawe City. And the results of his research stated that Trust has a significant influence on customer decisions.[13]

Djan & Adawiyyah, with the title of their research The Effect of Convenience and Trust to Purchase Decision and Its Impact to Customer Satisfaction And the results of their research state that Convenience has a significant effect on purchasing decisions, but is not significant on customer satisfaction, trust does not affect purchasing decisions, but is significant on customer satisfaction.[14]

Edyansyah, with the research title Analysis of the Influence of Trust on Customer Decisions to Use Im3 Products Among the People of Lhokseumawe City. And the results state that Trust (X) influences customer decisions (Y) to use products.[15]

Buying decision

Peter and Olson, and Isa et al. explain that purchasing decisions are decisions made by consumers to consciously purchase a product to fulfill their needs and desires. According to Gerung et.al, purchasing decisions are the selection of two or more alternative choices by consumers in a purchase. Purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them.

In making a purchase from before buying to after making a purchase, there are five stages in the consumer purchasing decision-making process.[16] namely: Problem Recognition, Information Research, Evaluation of Alternatives, Purchase Decision, and Post Purchase Decision

Brand Image

A brand is a name, term, sign, symbol, or design, or a combination of them, that identifies the goods or services of one seller or group of sellers and differentiates them from those of competitors.[17] A strong brand can attract consumers to use it as a determining factor in choosing a purchasing decision, while a strong requirement is brand image. Brand image is a thought that exists in the minds of the public about a product or service that they have known and have used or

---

[13] T. Adyansyah, "Analisis Pengaruh Kepercayaan Terhadap Keputusan Pelanggan Menggunakan Produk IM3 Dikalangan Masyarakat Kota Lhokseumawe," *Jurnal Ekonomi Manajemen & Bisnis* 20, no. 1 (2019).

[14] Djan and Adawiyyah, "The Effect of Convenience and Trust to Purchase Decision and Its Impact to Customer Satisfaction."

[15] Edyansyah, "Analisis Pengaruh Kepercayaan Terhadap Keputusan Pelanggan Menggunakan Produk IM3 Dikalangan Masyarakat Kota Lhokseumawe."

[16] P. Kotler and G. Armstrong, *Principles of Marketing* (New Jersey: Pearson Education, Inc, 2018).

[17] G. Armstrong and P. Kotler, *Marketing: An Introduction* (United States: Pearson Education Limited, 2016), 263.

consumed.[18] A company or brand image must convey the unique benefits and positioning of the product. Developing a strong, distinctive image requires creativity and hard work. A company cannot develop an image in the public mind overnight with just a little advertising.[19]

Brand image is the perception and beliefs held by consumers, as reflected in the associations that occur in consumer memory, where brand image can be measured through three categories.,[20] namely: Favorability Of Brand Association: The advantage of brand association (favorability of brand association), a brand creates a positive attitude if the attributes and benefits of the brand can satisfy the needs and desires of consumers, Strength Of Brand Association: The strength of brand association (strength of brand association), an association formed from information that enters the consumer's memory and how the information persists as part of the brand image, and Uniqueness Of Brand Association: The uniqueness of brand association (uniqueness of brand association), a unique and attractive brand is able to create a strong association in the minds of customers.

Trust

Trust is the company's willingness to rely on business partners.[21] Trust has been considered as a psychological state of consumers that includes the motive of accepting vulnerability based on positive expectations of consumer intentions.[22] Trust is a consumer's belief about a particular store or brand that they meet his or her needs and goals.[23] The level of trust a consumer has in a website plays a determining role in their willingness to disclose personal information.[24]

According to Gefen states that the indicators that form trust consist of 3 components, namely: There are several dimensions to be able to determine consumer trust, one of which according to Kotler and Keller[25] there are four dimensions of consumer trust, namely: Benevolence (sincerity / sincerity), which is how much someone trusts the seller to behave well to consumers, Ability (Ability), is a current assessment of what someone can do. In this case, how the seller is able to convince buyers and provide guarantees of satisfaction and security when transacting,

---

[18] Miati, "Pengaruh Citra Merek (Brand Image) Terhadap Keputusan Pembelian Kerudung Deenay (Studi pada Konsumen Gea Fashion Banjar."

[19] Kotler and Armstrong, *Principles of Marketing*, 2014.

[20] Philip Kotler and Kevin Lane Keller, *Manajemen Pemasaran*, Edisi 14 (Jakarta: Erlangga, 2016), 225.

[21] Kotler and Keller, 225.

[22] Seo Yeon Kim, Jong Uk Kim, and Sang Cheol Park, "The Effects of Perceived Value, Website Trust and Hotel Trust on Online Hotel Booking Intention," *Sustainability* 9, no. 2 (2017): 1–14.

[23] Alharthey, "Impact of Service Quality on Customer Trust, Purchase Intention and Store Loyalty, with Mediating Role of Customers' Satisfaction on Customer Trust and Purchase Intention: Study of Grocery Shopping."

[24] Astrid Uilenberg, "Willingness to Disclose Personal Information When Shopping Online: A Comparison Between Consumers from the Netherlands, Germany, and Indonesia" (Master's thesis, University of Twente, 2015).

[25] Kotler and Keller, *Manajemen Pemasaran*, 225.

Integrity (integrity), is how much someone believes in the seller's honesty to maintain and fulfill the agreement that has been made to consumers, and Willingness to depend, is the consumer's willingness to depend on the seller in the form of accepting risks or negative consequences that may occur.

RESEARCH METHODS

This study uses a quantitative research approach with a causal design (causality). According to Sugiyono,[26] causality is causality. So here we have independent variables (variables that influence) and dependent variables (variables that are affected).

Sampling is done using the target sampling technique, which is limited sampling to certain types of people who can provide the information needed, either because only they have it, or according to several criteria set by the researcher.[27] The standards set are:

1. Instagram followers @angkasatour.id
2. Actively view posts on the Instagram account @angkasatour.id

Validity testing in this study was carried out using the product-moment correlation formula with the help of SPSS Series 26. Reliability testing was carried out using the Crombach's alpha formula.

RESULTS AND DISCUSSION

Requirements Analysis Testing

Data analysis was conducted by the author descriptively and verifikatively. The population used was the Instagram followers of PT. Angkasa Tour & Travel (@angkasatour.id) totaling 12.99 thousand. The sample size for this study was determined by the Heir et al (2014) formula. The hair formula was used because the population size was not known with certainty. This shows a minimum sample size of 5-10 times the indicator variable. So the number of indexes is 22 times 5 (22 x 5 = 110). Calculated based on this formula, the sample size obtained in this survey was 110 respondents taken from those who actively read posts on the Instagram account @angkasatour.id. Descriptions of respondents who have filled out the questionnaire in this study are identified based on gender, occupation, and education, as shown in the table below:

---

[26] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Bandung: Alfabeta, 2018), 97.
[27] Uma Sekaran and Roger Bougie, *Research Methods for Business: A Skill Building Approach* (United Kingdom: John Wiley & Sons, 2016).

Table 2 Respondent Profile Based on Gender

	Amount	Percentage
Man	38	34.5%
Woman	72	65.5%
Total	110	100.0%

Source: Processed data (2023)

Table 3 Respondent Profile Based on Gender

	Amount	Percentage
< 20 years	18	16.4%
20 - 29 years	63	57.3%
30 - 39 years	18	16.4%
≥40 years	11	10.0%
Total	110	100.0%

Source: Processed data (2023)

Table 4 Respondent Profile Based on Transactions at PT Angkasa Tour and Travel

	Amount	Percentage
Once	110	100.0%
Never	0	0.0%
Total	110	100.0%

Source: Processed data (2023)

Table 5 Respondent Profile Based on @angkasatour.id Followers

	Amount	Percentage
Followers	110	100.0%
Not a Follower	0	0.0%
Total	110	100.0%

Source: Processed data (2023)

Respondents in this study were followers of PT Angkasa Tour and Travel's Instagram account, namely @angkasatour.id, who often see travel information through posts.

1. **Validity Test**

The questionnaire used as an instrument in measuring research variables to produce quality data, first tested the validity with the Pearson product moment correlation formula. The questionnaire items are declared valid when they have a correlation coefficient value (rxy) > r the following table:

Table 6 Validity Test of Brand Image Instrument

No	Coefficient Value (rxy)	Criteria	Information
1	0.760	> 0.1874	Valid
2	0.810	> 0.1874	Valid
3	0.798	> 0.1874	Valid
4	0.760	> 0.1874	Valid
5	0.803	> 0.1874	Valid
6	0.736	> 0.1874	Valid

Source: Processed data (2023)

The brand image variable measured by six statement items has the lowest coefficient, namely 0.736, which is a value greater than the r table (0.1874), so it can be stated that the questionnaire on the brand image variable is valid and meets the requirements as a research instrument.

Table 7 Validity Test of Trust Instrument

No	Coefficient Value (rxy)	Criteria	Information
7	0.802	> 0.1874	Valid
8	0.816	> 0.1874	Valid
9	0.785	> 0.1874	Valid
10	0.718	> 0.1874	Valid
11	0.775	> 0.1874	Valid
12	0.866	> 0.1874	Valid

Source: Processed data (2023)

The trust variable measured by six statement items has the lowest coefficient, namely 0.718, which is a value greater than the r table (0.1874), so it can be stated that the

questionnaire on the trust variable is valid and meets the requirements as a research instrument.

Table 8 Validity Test of Decision Instruments for Using Services

No	Coefficient Value (rxy)	Criteria	Information
13	0.773	> 0.1874	Valid
14	0.781	> 0.1874	Valid
15	0.630	> 0.1874	Valid
16	0.785	> 0.1874	Valid
17	0.672	> 0.1874	Valid
18	0.827	> 0.1874	Valid
19	0.820	> 0.1874	Valid
20	0.863	> 0.1874	Valid
21	0.775	> 0.1874	Valid
22	0.767	> 0.1874	Valid

Source: Processed data (2023)

The decision variable to use services measured by 10 statement items has the lowest coefficient, namely 0.630, which is a value greater than the r table (0.1874), so it can be stated that the questionnaire on the decision variable to use services is declared valid and meets the requirements as a research instrument.

2. **Reliability Test**

Reliability test is used to ensure the level of consistency of the research instrument. Cronbach Alpha formula is used for reliability testing. The table below presents the results of reliability testing of the variables Brand Image, Trust, and decision to use services:

Table 9 Instrument Reliability Test

No	Variables	Cronbach Alpha	Criteria	Information
1	Brand Image	0.868	> 0.70	Reliable
2	Trust	0.880	> 0.70	Reliable
3	Decision to Use Services	0.923	> 0.70	Reliable

Source: Processed data (2023)

Based on table 8 above, it is obtained that the statements for all variables have a coefficient value greater than 0.70 which means reliable. Thus, all statements for all variables can be used for further processing.

3. **Average, Standard Deviation**

Respondents' answers to the questionnaire were measured using a Likert scale, then tabulated and analyzed using descriptive statistics to obtain the average value and standard deviation as follows.

Table 10 Descriptive Statistics

No	Variables	Number (n)	Mean	Standard Deviation (SD)
1	Brand Image (X1)	110	4,271	0.468
2	Trust (X2)	110	4,291	0.521
3	Decision to Use Services (Y)	110	4,237	0.520

Source: Processed data (2023)

Based on the table above, it can be seen that the highest average value is in the Trust variable (X2) of 4.291 while the lowest average value is in the Decision to Use Services variable (Y) of 4.237. The Brand Image variable (X1) has an average score of 4.271. These results indicate that trust in PT Angkasa Tour and Travel Jakarta gets the highest response from consumers. Thus providing an opportunity for trust by consumers.

4. **Correlation between variables**

Based on the results of the correlation test, it is known that the brand image variable has a significant correlation with trust at a high level, this can be seen from the significance probability value (sig. <0.05) and the correlation coefficient of 0.729. The brand image variable has a significant correlation with the decision to use services at a high level, this can be seen from the significance probability value (sig. <0.05) and the correlation coefficient of 0.798. Meanwhile, the trust variable has a significant correlation with the decision to use services at a high level, this can be seen from the significance probability value (sig. <0.05) and the correlation coefficient of 0.867.

Table 11 Correlation Test Between Variables

		Brand Image (X1)	Trust (X2)	Decision to Use Services (Y)
Brand Image (X1)	Pearson Correlation	1	0.729**	0.798**
	Sig. (2-tailed)		0,000	0,000
	N	110	110	110
Trust (X2)	Pearson Correlation	0.729**	1	0.867**
	Sig. (2-tailed)	0,000		0,000
	N	110	110	110
Decision to Use Services (Y)	Pearson Correlation	0.798**	0.867**	1
	Sig. (2-tailed)	0,000	0,000	
	N	110	110	110

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Processed data (2023)

5. **Multiple linear regression test**

Table 12 Multiple Linear Regression Test Results

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	-.486	2,071		-.235	.815		
Brand Image (X1)	.658	.114	.355	5,784	.000	.469	2.131
Trust (X2)	1,010	.102	.608	9,891	.000	.469	2.131

a. Dependent Variable: Decision to Use Services

Source: Processed data (2023)

Based on the results of multiple linear regression analysis, constant values and regression coefficients can be obtained which can be substituted in the following model.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$
$$Y = -0.486 + 0.355 X_1 + 0.608 X_2 + \varepsilon$$

Explanation:

a. The constant value (α) = -0.486 means that when the brand image and trust variables still have a constant value, the actual value of the decision variable to use the service is -0.486.

b. The regression coefficient value (β1) = 0.355 means that when the brand image variable has increased by one point, it will make a change in the increase in the decision variable to use the service by 0.355 points.

c. The regression coefficient value (β2) = 0.608 means that when the trust variable has increased by one point, it will make a change in the increase in the decision variable to use services by 0.608 points.

d. From the explanation above, it is known that the value of the regression coefficient of the trust variable (0.608) is greater than the value of the regression coefficient of the brand image variable (0.355), meaning that the trust variable has a dominant influence on the decision to use services.

6. Simultaneous Test (F Test)

The t-statistic test is used to test the level of significance of the influence of brand image and trust variables on the decision to use tour and travel services simultaneously. The test results are presented in the following table.

Table 13 Results of F Statistic Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2406,691	2	1203,346	228,689	0.000b
	Residual	563,027	107	5,262		
	Total	2969,718	109			

a. Dependent Variable: Decision to Use Services

b. Predictors: (Constant), Trust, Brand Image

Source: Processed data (2023)

Based on the results of the F statistical test, the calculated F value is 228.689 with a significance probability of 0.000. It can be seen that the sig. value is 0.000 <0.05, so H3 is accepted, meaning that brand image and trust simultaneously influence the decision to use PT Angkasa Tour & Travel services.

7. **Partial Test (t-Test)**

The t-value is used to test the partial effect (per variable) on the dependent variable. Whether the variable has a significant effect on the dependent variable or not.

The t-statistic test is used to test the level of significance of the influence of brand image and trust variables on the decision to use tour and travel services partially. The test results are presented in the following table.

Table 14 Results of t-Statistic Test

	T Statistics	Sig.	Information
Brand Image Decision to Use Services→	5,784	0,000	Significant
Trust Decision to Use Services→	9,891	0,000	Significant

Source: Processed data (2023)

Based on the results of the t-statistic test, it can be seen that the brand image variable (X1) has a β value of 0.355 with a significance value of 0.000 which is smaller than 0.05 (0.000 <0.05), so H1 is accepted. Based on the explanation, it can be concluded that in this study, the brand image variable (X1) has a positive and significant influence on the decision to use the services of PT Angkasa Tour & Travel.

Based on the results of the t-statistic test, it can be seen that the trust variable (X2) has a β value of 0.608 with a significance value of 0.000 which is smaller than 0.05 (0.000 <0.05), so H2 is accepted. Based on the explanation, it can be concluded that in this study, the trust variable (X2) has a positive and significant influence on the decision to use the services of PT Angkasa Tour & Travel.

8. **Coefficient of Determination (R2)**

The determination coefficient test (R2) was conducted to test the extent to which each independent variable is able to explain the dependent variable of the study. The results of the determination coefficient test are shown in the following table.

Table 15 Results of Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.900a	0.810	0.807	2.29389

a. Predictors: (Constant), Trust, Brand Image

b. Dependent Variable: Decision to Use Services

Source: Processed data (2023)

Based on the test results, the Adjusted R Square value (adjusted determination coefficient) is 0.807, which value when brought in percentage form becomes 81%, meaning that the variance of the dependent variable of the decision to use services can be explained by the variance of the independent variables of brand image and trust by 81%. Meanwhile, the remaining 19% is explained by the variance of other variables outside the model.

9. **Discussion of Research Results**

Based on the results of the statistical analysis as explained in the previous section, it can be explained.

Respondents' responses regarding the brand image of PT Angkasa Tour & Travel are very high so that it becomes a customer consideration in making decisions to use services. Respondents consider that the PT Angkasa Tour & Travel brand has strengths in terms of service attributes and the use of Instagram social media, has uniqueness in terms of ease of communication and offering tour package variants, then the brand has been liked for its popularity and credibility.

Respondents' responses regarding trust in PT Angkasa Tour & Travel are very high so that they become customer considerations in making decisions to use services. Respondents have confidence in PT Angkasa Tour & Travel's ability to serve tourism services, PT Angkasa Tour & Travel is friendly in helping customers and PT Angkasa Tour & Travel has integrity because it can be trusted and accounted for.

Respondents' responses regarding the decision to use PT Angkasa Tour & Travel services are very high. Respondents have made introductions by following the Instagram account @angkasatour.id, searching for information from various posts, evaluating various assessments which then make service orders and ultimately provide responses related to the services used in terms of Tour & Travel.

In terms of implications, the findings of this study can be used as a basis for knowing the level of brand image and customer trust in PT Angkasa Tour & Travel, so that it can be a consideration for the company in efforts to increase sales by increasing the decision to use services. The first step that needs to be taken by PT Angkasa Tour & Travel in an effort to increase the decision to use tour and travel services is through increasing trust, because it has a more dominant influence. The company can prioritize in growing trust in customers, because the service provider business sector must have the ability in its field and integrity.

CONCLUSION

The t-test results found that brand image has a positive and significant effect on the decision to use services, meaning that the better the brand image, the higher the decision to use PT Angkasa Tour & Travel services. The t-test results found that trust has a positive and significant effect on the decision to use services, meaning that the higher the customer's trust, the higher the decision to use PT Angkasa Tour & Travel services. The F-test results found that the brand image and trust variables simultaneously influenced the decision to use PT Angkasa Tour & Travel services.

SUGGESTIONS and RECOMMENDATIONS

Theoretically, the results of this study are expected to be a consideration for further research; Can develop this research more broadly and deeply, for example by adding a population or research sample so that research results are obtained with a wider scope. Can research with other variables outside the variables that have been studied in this study, in order to obtain more varied results and can find out other factors that can influence the decision to use Tour and Travel services. Can use probability sampling techniques such as random sampling, so that the results of the study can be generalized widely. And in distributing questionnaires, further research should be accompanied to ensure that respondents provide answers seriously.

Suggestions for PT Angkasa Tour and Travel In the short term, PT Angkasa Tour & Travel should be able to maintain the trust of customers that has been built and then improve it, especially regarding indicators in convincing customers that PT Angkasa Tour & Travel really has reliable and trustworthy staff. Maintain good relationships with old and new consumers by always providing the best and maximum service in order to create satisfaction and build trust for consumers who use the services of PT Angkasa Tour & Travel. In the long term, PT Angkasa Tour & Travel can strengthen its brand image such as being active in communicating or interacting with customers such as by answering questions submitted and then conducting more intensive promotions so that it is known more widely that PT Angkasa offers Tour and Travel services.

BIBLIOGRAPHY

Adyansyah, T. "Analisis Pengaruh Kepercayaan Terhadap Keputusan Pelanggan Menggunakan Produk IM3 Dikalangan Masyarakat Kota Lhokseumawe." *Jurnal Ekonomi Manajemen & Bisnis* 20, no. 1 (2019).

Alharthey, Bandar Khalaf. "Impact of Service Quality on Customer Trust, Purchase Intention and Store Loyalty, with Mediating Role of Customers' Satisfaction on Customer Trust and Purchase Intention: Study of Grocery Shopping." *British Journal of Marketing Studies* 7, no. 2 (2019): 40–61.

Armstrong, G., and P. Kotler. *Marketing: An Introduction*. United States: Pearson Education Limited, 2016.

Barnes, James. *Secrets of Customer Relationship Management*. Yogyakarta: Andi, 2003.

Djan, I., and S.R. Adawiyyah. "The Effect of Convenience and Trust to Purchase Decision and Its Impact to Customer Satisfaction." *International Journal of Business and Economics Research* 9, no. 4 (2020): 263–69.

Edyansyah, T. "Analisis Pengaruh Kepercayaan Terhadap Keputusan Pelanggan Menggunakan Produk IM3 Dikalangan Masyarakat Kota Lhokseumawe." *Jurnal Ekonomi Manajemen & Bisnis* 20, no. 1 (2019): 1–11.

Fakhrudin, A., K. Yudianto, and Y.S. Melly. "Faktor-Faktor yang Mempengaruhi Keputusan Penumpang." *Forum Ekonomi* 24, no. 1 (2022): 235–44.

Kim, Seo Yeon, Jong Uk Kim, and Sang Cheol Park. "The Effects of Perceived Value, Website Trust and Hotel Trust on Online Hotel Booking Intention." *Sustainability* 9, no. 2 (2017): 1–14.

Kotler, P., and G. Armstrong. *Principles of Marketing*. New Jersey: Pearson Prentice Hall, 2014.

———. *Principles of Marketing*. New Jersey: Pearson Education, Inc, 2018.

Kotler, Philip, and Kevin Lane Keller. *Manajemen Pemasaran*. Edisi 14. Jakarta: Erlangga, 2016.

Miati, I. "Pengaruh Citra Merek (Brand Image) Terhadap Keputusan Pembelian Kerudung Deenay (Studi pada Konsumen Gea Fashion Banjar." *Jurnal Abiwara* 1, no. 2 (2020): 71–83.

Petriella, Y. "Marak Penipuan Open Trip, Pengusaha Pariwisata Minta Kejelasan Aturan," 2022. https://ekonomi.bisnis.com/read/20180725/12/820639/marak-penipuan-open-trip-pengusaha-pariwisata-minta-kejelasan-aturan.

Prihatini, D.N., and L.A. Hidayati. "Pengaruh Kepercayaan, Kemudahan, Harga dan Kualitas Pelayanan Terhadap Keputusan Penggunaan Transportasi Online (Studi Kasus pada Pengguna Go-Ride dalam Aplikasi Gojek di Kota Magelang." In *Prosiding 2nd Business and Economics Conference in Utilizing of Modern Technology*, 2019.

Sekaran, Uma, and Roger Bougie. *Research Methods for Business: A Skill Building Approach*. United Kingdom: John Wiley & Sons, 2016.

Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, 2018.

Taris, N., and D.A. Rusiana. "Wisatawan Asal Jakarta Ditipu Agen Tour and Travel Labuan Bajo hingga Rp. 466,3 Juta, Pelaku Diduga Buronan," 2022. https://regional.kompas.com/read/2022/05/01/162932278/wisatawan-asal-jakarta-ditipu-agen-travel-labuan-bajo-hingga-rp463-juta?page=all.

Uilenberg, Astrid. "Willingness to Disclose Personal Information When Shopping Online: A Comparison Between Consumers from the Netherlands, Germany, and Indonesia." Master's thesis, University of Twente, 2015.