

The Effects of Service Quality on Customer Satisfaction, Customer Delight, Trust, Repurchase Intention, and Word of Mouth

Sigit Haryono¹ Suharyono² Achmad Fauzi D.H.² Imam Suyadi²

1. Department of Business Administration, Faculty of Social and Political Science, University of National Development "Veteran", Yogyakarta, Indonesia

2. Department of Business Administration, Faculty of Administrative Science, University of Brawijaya, Malang, East Java, Indonesia

* E-mail of the corresponding author: sigitharyono@rocketmail.com

Abstract

The research is aimed at assessing and explaining the effects of a) Service Quality on Customer Satisfaction, b) Service Quality on Customer Delight, c) Service Quality on Trust, d) Service Quality on Repurchase Intention, e) Service Quality on Word of Mouth, f) Service Satisfaction on Trust, g) Service Satisfaction on Trust, h) Service Satisfaction on Repurchase Intention, i) Service Satisfaction on Word of Mouth, j) Customer Delight on Trust, k) Customer Delight on Repurchase Intention, l) Customer Delight on Word of Mouth, m) Trust on Repurchase Intention, n) Trust on Word of Mouth, and o) Repurchase Intention on Word of Mouth. The population of the research is the full-service domestic airlines customers at Adisutjipto International Airport Yogyakarta. The sample is 100 respondents. The data was analyzed using the Generalized Structured Component Analysis (GSCA). The research found that a) Service Quality has a significant effect on Customer Satisfaction, b) Service Quality has a significant effect on Customer Delight, c) Service Quality has an insignificant effect on Trust, d) Service Quality has a significant effect on Repurchase Intention, e) Service Quality has an insignificant effect on Word of Mouth, f) Customer Satisfaction has a significant effect on Trust, g) Service Satisfaction on Trust, h) Customer Satisfaction has a significant effect on Repurchase Intention, i) Customer Satisfaction has an insignificant effect on Word of Mouth, j) Customer Delight has a significant effect on Trust, k) Customer Delight has a significant effect on Repurchase Intention, l) Customer Delight has a significant effect on Word of Mouth, m) Trust has a significant effect on Repurchase Intention, n) Trust has a significant effect on Word of Mouth, and o) Repurchase Intention has a significant effect on Word of Mouth.

Keywords: Service Quality, Customer Satisfaction, Customer Delight, Trust, Repurchase Intention, Word of Mouth.

1. Introduction

The Indonesian aviation industry has experienced significant development, judged from the increase of passengers or providers that cater to the flight routes. The increase of airlines has occurred since 2000 when the airline industry deregulation was in effect, which allowed for less strict requirements for flight operating license. The growing number of airlines led to competition for the domestic and regional markets. One of the most potential and sought-after domestic markets is Yogyakarta. The growth of tourism sector in Yogyakarta has a relatively high contribution to the growth of both domestic and international aviation industry. This phenomenon led Adisutjipto International Airport in Yogyakarta to be the airport with the highest number of departure and arrival in Central Java and Yogyakarta Special Region.

One of the means of competition among airlines is service quality. The importance of service quality for airlines led the Government of the Republic of Indonesia to issue the Regulation of the Minister of Transportation No. PM 49 of 2012 on the Service Standards for Domestically Scheduled Commercial Air Transportation for Economy Class Passengers. Based on the Ministry Regulation, the air transportation enterprise service group consists of three things, that is, full services, medium services, and no frills. This research highlights the service quality on full-service airlines. Full services refer to the scheduled commercial air transportation enterprises that carry out their activities based on maximum standards.

Many experts link service quality to customer satisfaction, customer delight, trust, repurchase intention, and word of mouth. The study on service quality within the aviation industry has been done by, among others, Huang et al. (2009), who state that service quality affects customer satisfaction, and that customer satisfaction affects customer behavior, including repurchase intention and word of mouth; Yunuset al. (2013), who state that the service quality of airlines has a significant effect on customer satisfaction, that customer satisfaction has a significant effect on customer loyalty. The same findings were attained by Retnaningsih (2013). The latest study on airline service quality in relation to repurchase intention and word of mouth was carried out by Lerrthaitrakul and Panjakajornsak (2014). The study found that service quality, which includes reliability, responsiveness, assurances, empathy, and tangibility, has a significant effect on customer behavior, which includes repurchase

intention and recommendation of the service to other customers.

Blackwell et al. (2006) state that the contradictory findings in relation to customer satisfaction shows that satisfying customers might not be enough; on the contrary, the companies should strive to evoke delight in the customers. The same statement was also made by Oliver et al. (1997). Goodman (2009) proposed a theory that delight occurs when the services exceed the customers' expectations. Goodman also states that customer delight affects repurchase intention and word of mouth. This theory supports the study by Robinson (2012).

Many studies empirically state that service quality affects trust. Trust is the belief that the exchange partner will do their best for the other (Kaveh, 2012). The results of study by Taleghani et al (2011) proved that service quality as a positive effect on brand trust. Other studies related to this finding are those by Zhou et al. (2010), Ouet. al. (2011) and Rostika (2011).

Service quality also affects repurchase intention. Some of the studies that support this finding are those by Rajbarian et al. (2012), Dizaji et al. (2012), Kaveh (2012), Sahin et al. (2012), as well as Hume and Mort (2010). In addition, service quality also affects word of mouth. The study that supports this finding is that by Marinkovic et al. (2012).

In addition, the results of study by Mosavi and Ghaedi (2012) show that customer satisfaction affects trust. Rotter (1967) in Mosavi and Ghaedi (2012) states that trust is the general expectation held by an individual that what was said really happened. This finding supports the study by Crosby et al. (1990) and Yoon (2002).

Other studies that support the effects of customer satisfaction on trust are those by Mayer et al. (1995), McKnight et al. (1998), Garbarino and Johnson (1999), as well as Kim et al. (2004). In contrast, the study that does not support the statement that customer satisfaction has no effect on trust is that by Santos and Fernandes (2008).

Kaveh (2012) states that there is a link between customer satisfaction and repurchase intention. Furthermore, Ranjbarian et al. (2012), Fang et al., (2011), Taleghani et al. (2011) clearly suggest some research models, one of which links the effect of customer satisfaction on the repurchase intention. These results are supported by the studies by Benneth et al. (2005), Agustin and Singh (2005), Ganesan (1994), and Oliver (1980), Anwar and Gulzar (2011), Hume and Mort (2010), Zhou et al. (2010), and Oh (1999).

Aside from affecting customer delight, trust, and repurchase intention, customer delight is said by many studies to affect word of mouth. The higher the customer satisfaction, the greater the chance will be for the customers to mention positive things about a product to other people. The studies related to this finding is those by Anwar and Gulzar (2011), Santos and Fernandes (2008), as well as Park (2004), which state that satisfied customers will repeat positive things about a product through word of mouth to other people.

Many studies state that trust affects repurchase intention, including those by Mosavi and Ghaedi (2012), Taleghani et al. (2011), Chauldhuri and Holbrook (2001), Morgan and Hunt (1994), and Moorman et al. (1992). However, the study by Santos and Fernandes (2008) did not find any evidence that trust affects repurchase intention.

Trust also has an effect on word of mouth, which means that if a customer has a confidence in the provider that produces or sells a product, the probability of that customer to spread positive information about the product through word of mouth will be higher. The study that highlights this finding is that by Matos and Rossi (2008), which states that there are factors affecting word of mouth, one of which is trust. This study by Matos and Rossi is supported by an earlier study by Gremler et al. (2001). However, the study by Santos and Fernandes (2008) did not find any evidence that trust affect positive word of mouth.

In the end, repurchase intention also affects word of mouth. The study that highlights this was carried out by Anwar and Gulzar (2011). Repurchase intention is a mediation variable between customer satisfaction and word of mouth. This finding is supported by Park (2004) as well as Jordaan and Prinsloo (2001), who state that a satisfied customer tends to return with three more customers.

2. Literature Review, Hypothesis, and Research Model

2.1 Literature Review

2.1.1. Service Quality

According to Zeithaml and Bitner (2003), service quality, which consists of reliability, responsiveness, assurance, empathy, and tangibility, affects customer satisfaction. Hollensen (2010) also share the same statement. A lot of studies state that service quality affects customer satisfaction, among others are the studies by Marinković et al, (2012), Shirsavar et al., (2012), Fang et al. (2011), Karim (2012), Liao (2012), Taleghani et al. (2011), Ou et al. (2011), Lien et al. (2011), Hume and Mort (2010), Huang (2008), Parasuraman (1988), Brady and Cronin (2001), as well as Terblanche and Boshoff (2001).

Theoretically, service quality affects customer delight. This was proposed by Goodman (2009), who state that delight occurs when the services exceed the customer's expectations. Service quality also affects trust. Some of the studies that support this notion are those by Kaveh (2012), Taleghani et al. (2011), Rostika (2011), Liao et al. (2011), Ou et al. (2011) and Zhou et al. (2010). Theoretically, service quality also affects repurchase

intention as stated by Hawkins et al., (2002), as well as Zeithaml and Bitner (2003). The studies that support this notion were carried out by Lerrthairakul and Panjakajornsak (2014), Rajbarian et al. (2012), Dizaji et al. (2012), Kaveh (2012), Sahin et al. (2012), Chen (2008), and Nadiri et al. (2008). In addition, Zeithaml and Bitner (2003) as well as Wells and Prenskey (1996) state that service quality affects word of mouth. The studies that highlight this notion were carried out by Lerrthairakul and Panjakajornsak (2014), Marinkovic et al. (2012), Chen (2008), Nadiri et al. (2008), as well as Chen (2008).

2.1.2 Customer Satisfaction

Oliver (Zeithaml and Bitner, 2003) states that satisfaction is the fulfillment of a customer's needs. Kotler (2002) defines customer satisfaction as the pleased or disappointed feeling of an individual that emerges after comparing his/her perception/impression of the performance (or outcome) of a product to his/her expectations. Customer satisfaction affects customer delight (Goodman, 2009). The study that proved that customer satisfaction affects customer delight was carried out by Robinson (2012). Customer satisfaction also affects trust. The studies that prove the effects of those variables were those carried out by Mosavi and Ghaedi (2012), Santos and Fernandes (2008), Yoon (2002), Bloemer (2002), and Crosby et al. (1990). Theoretically, customer satisfaction affects repurchase intention. It was proposed by Hollensen (2010), Hawkins et al. (2002), Brady et al. (2001), Wells and Prenskey (1996), and Oliver (1997). The studies that link those two variables were those by Kaveh (2012) Dizaji et al. (2012), Ranjbarian et al. (2012), Taleghani et al. (2011), Fang et al. (2011), Ferrand et al. (2010), Kuo et al. (2009), Nadiri et al. (2008), Santos and Fernandes (2008), Lin and Wang (2006), Seiders et al. (2005), Benneth et al. (2005), Yi and La (2004), Yu and Dean (2004), Mittal and Kamakura (2001), Oliver (1997), Jones and Sasser (1997), as well as Oliver (1980). Customer satisfaction effect on word of mouth (Hawkins et al. (2002), Jordan and Prinsloo (2000), Wells and Prenskey (1996)). A lot of studies support this statement, including those conducted by Marinkovic et al. (2012), Shirsavar et al. (2012), Ammari (2012), Nadiri et al. (2008), Santos and Fernandes (2008), Ennew et al. (2000), Abdolvand and Ashtayani (2010), and Arasli et al. (2005).

2.1.3 Customer Delight

Customer delight is the astounding and stimulating consumption that creates positive impacts. Another definition is that customer delight is a level indicating 100% of customer satisfaction. Oliver et al. (1997) define customer delight as total satisfaction. Delight is a spontaneous or sudden excitement that does conform to ordinary rules and that has an additional value for customers (Goodman, 2009). Curtin (2013) states that delight does not only deliver something needed by customers, but also impresses customers by presenting something more than what they needed. In short, delight is not about presenting something ordinary, but extraordinary. Additionally, Curtin (2013) states that customer delight lowers customers' sensitivity on price, increases repurchase intention, and boosts word of mouth up to 80-90%.

Many studies link customer delight with repurchase intention and word of mouth. Robinson (2012) and Hiks et al. (2005) conducted studies that links customer delight with repurchase intention. Whereas, Robinson (2012) and Chitturi et al. (2008) conducted studies explaining the effect of customer delight on word of mouth.

2.1.4 Trust

Keep in mind that 50% of purchase is not only due to the quality of products itself, the distribution or services, but due to trust. More importantly, trust helps to achieve sustainability, stability, and security, as well as creates a large profit in the future (Kennedy and Zagula, 2012). According to Green (2006), there are at least four things that motivate someone to make a purchase, one of which is trust.

Trust affects repurchase intention. The studies that support this statement are those carried out by Fang et al. (2011) Taleghani et al. (2011) Santos and Fernandes (2008), Chaudhuri and Holbrook (2001), Morgan and Hunt (1994), and Moorman et al. (1992). Besides affecting repurchase intention, trust was proved to affect word of mouth, which was evidenced by the studies by Thomas et al. (2009) Matos and Rossi (2008) Santos and Fernandes (2008), and Gremler et al. (2001).

2.1.5 Repurchase Intention

Hawkins et al. (2002) state that delight earns loyalty, committed customers, purchase intention. Otherwise, customers will move on to other brands or decide not to use the product anymore. In addition, they claim that it is very possible that discontented customers won't make a repurchase of the product. However, if customers are delighted, they will make a repurchase of the same product in the future.

In theory, repurchase intention affects word of mouth. This notion is proposed by Hawkins *et al.* (2002), Johan and Prinsloo (2000), as well as Wells and Prenskey (1996). Many other studies support the notion, such as those by Kaveh (2012), Dizaji et al. (2012), Santos and Fernandes (2008), Seiders et al. (2005), Yi and La (2004), Yu and Dean (2004), as well as Mittal and Kamakura (2001).

2.1.6 Word of Mouth

Word of Mouth (WOM) is the customers' actions of giving information on brands, products, or services to other customers (interpersonally) noncommercially. Whereas, Wells and Prenskey (1996) define word of mouth as a form of informal communication among customers about a certain product. It is important to note that WOM is a

relational concept involving informal relationships between two or more customers. Goodman (2009) tries to explain the effect of word of mouth (WOM) on sales. He states that negative WOM spreads more easily, which means that negative WOM is more powerful than positive WOM. Therefore, companies have to prevent the occurrence of negative WOM.

2.2 Hypotheses

According to the Literature Review, the following hypotheses can be put forward:

- H1 : Service Quality affects Customer Satisfaction.
- H2 : Service Quality affects Customer Delight.
- H3 : Service Quality affects Trust.
- H4 : Service Quality affects Repurchase Intention.
- H5 : Service Quality affects Word of Mouth.
- H6 : Customer Satisfaction affects Customer Delight.
- H7 : Customer Satisfaction affects Trust.
- H8 : Customer Satisfaction affects Repurchase Intention.
- H9 : Customer Satisfaction affects Word of Mouth.
- H10 : Customer Delight affects Trust,
- H11 : Customer Delight affects Repurchase Intention.
- H12 : Customer Delight affects Word of Mouth,
- H13 : Trust affects Repurchase Intention,
- H14 : Trust affects Word of Mouth,
- H15 : Repurchase Intention affects Word of Mouth.

2.3 Research Framework

Based on the theories and empirical studies that have been conducted with regard to the effects of Service Quality on Customer Satisfaction, Customer Delight, Trust, Repurchase Intention, and Word of Mouth, the research framework can be formed as seen in Figure 1. In the figure, there are correlations among variables, including Service Quality (SQ) as the exogenous variable and Customer Satisfaction (CS), Customer Delight (CD), Trust (T), Repurchase Intention (RI), and Word of Mouth (WOM) as the endogenous variables.

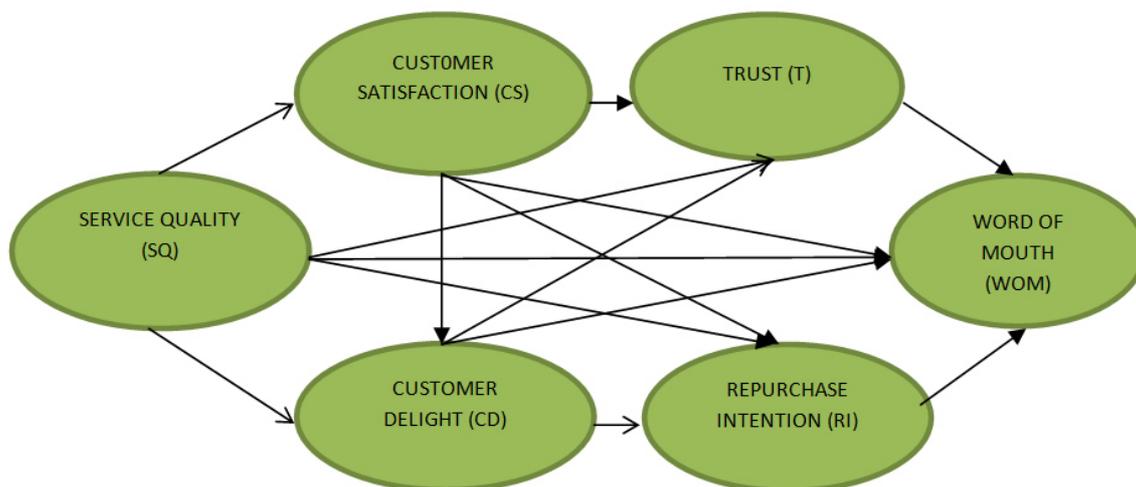


Figure 1. Research Framework

3. Method

3.1 Research Objective

The objective of this research is to describe and examine the effects of service quality on customer satisfaction, customer delight, trust, repurchase intention, and word of mouth in full-service domestic airline customers at Adisutjipto International Airport Yogyakarta.

3.2 Instrument and Sampling Unit

The instrument used in collecting the data was in the form of a questionnaire. The research population was the customers of full-service domestic airline at the lounge of Adisutjipto International Airport Yogyakarta. The sample size was determined to be 100 respondents. Sampling was done by systematic random sampling technique for an unlimited population. The system was to use the 20-minute interval of the customers of full-

service airline who entered the waiting room.

The questionnaire was arranged using the Likert Scale with the variety of answer scores ranged from 5 for strongly agree, 4 for agree, 3 for uncertain, 2 for disagree, and 1 for strongly disagree for question items in each variable of the research. The operational definitions of each variable are:

Service Quality is the customer's statement on the prominence and superiority of a full-service domestic airline. The indicators used to measure the service quality is the dimensions used by Parasuraman et al. (1988), namely reliability, responsiveness, assurances, empathy, and tangibility. The points include: Availability of flight information publications, Clarity of information provided by cabin crews, Timeliness of departure, Timeliness of arrival, Flight comfort, Swiftness of check-in services, Swiftness of services in the cabin, Swiftness of baggage claim, Cabin crew courtesy, Luggage security, Ease of reservation, Ease of ticket payment, Ease of baggage claim, Ease of complaint services, Waiting room facilities, Entertainment facilities provided on the plane, Reading facilities provided on the plane, Food provided on the plane, and Beverage facilities provided on the plane.

Customer satisfaction is the result of comparing the customer's expectations to the performance, and the perception of performance to the perception of the customer's expectations for a full-service domestic airline. The items that were used to measure customer satisfaction were developed from Fang et al., (2011) and Marinkovic et al., (2012), which include: satisfaction with the airline's performance, satisfaction with the experience of using the airline, the services offered are ideal, and the overall services offered by the airline exceed expectations.

Customer delight is the value of impression on the customer of full-service domestic airlines obtained by providing something more than what he/she needed. The items that were used to measure customer delight were developed from Arnold et al. (2005), which include interpersonal effort (helpfulness), interpersonal involvement (friendliness), personal distance (non-coercive), time commitment, and non-interpersonal (product), with the following points: Assistance during any difficulty, Hospitality of cabin crew, Hospitality of reservation officer, Hospitality of check-in officer, Hospitality of boarding officer, Non-coercive services, Cabin crew availability when help is required, Unforgettable services rendered, and Expensive tickets price with occasional promo tickets.

Trust refers to the customer's belief and confidence that full-service airlines are able to deliver the promised services, in which the value of the delivered products or services can be defined as the consumer's perception that the benefits exceed the cost. The items that were used to measure trust were developed from Kaveh (2012) and Fang et al. (2011), which include the indicators of merit, competence, and integrity with the following points: airline's fulfillment of its promises, airline's trustworthiness, airline's confidence in its reliability, airline's sense of trust, airline's impression of reliability, and customer's confidence in the airline.

Repurchase intention is defined as a personal statement of a customer about the full-service airline on the interest on repurchasing the services offered. The items that were used to measure repurchase intention were developed from Mosavi and Ghaedi (2012), which include the indicator of repeat purchase interest with the following points: interest in a repurchase, intention to fly with the airline in the future, and hope to buy the airline's services sometime in the future.

Word of mouth is the informal, direct communication to other customers on full-service airlines. The items that were used to measure word of mouth were developed from Marinkovic (2012), which include the following points: frequent talk about the airline, readiness to spread good impression about the airline, frequent recommendation of a particular airline to others, and encouragement for friends to start or to continue purchasing the airline's flight services.

3.3. Data Analysis

The General Structured Component Analysis (GSCA) was used to analyze the data. The General Structured Component Analysis (GSCA) (Hwang & Takane, 2007) was proposed for component-based structural equation modeling (SEM) in which the latent variables are defined as weighted composite or the component of observed variables (Tenenhaus 2008 in Hwang, 2010). GSCA is a powerful analytical method because it is not based on many assumptions. The data are not required to have multivariate normal distribution (indicator with ordinal, interval, and ratio scales can be used on the same model) and the sample does not have to be large. GSCA does not require the assumption of multivariate normality on observed variables for parameter estimation and large sample size (Hwang, 2007 and 2010).

4. Result and Discussion

4.1 Validity and Reliability of Research Construct

The construct validity testing was completed using convergent validity and discriminant validity. Convergent Validity in measuring the latent variables is indicated by the size of the loading factor. An item is said to be valid if the loading factor is positive and greater than 0.5. The results of the analysis of the measurement model show

that all the items of each latent variable yield greater than 0.5 loading factor. Meanwhile, Discriminant Validity was generated by comparing the AVE root of the correlation between the constructs. Based on the test results, it is known that the value of the AVE root for each construct is greater than the correlation coefficient between the constructs. Therefore, it can be concluded that the discriminant validity requirements are met.

Construct reliability testing was completed using the measurement of construct reliability (Cronbach's Alpha) or using the total number of variants in the items as described by the latent constructs (Average Variance Extracted (AVE)), which is often referred to as discriminant reliability. The results of the analysis show that the Cronbach's Alpha values of all constructs were greater than 0.60 and that the reliability discriminant value ≥ 0.50 . Therefore, it can be concluded that all of the constructs are reliable.

4.2 Fitness Test of The Model

Construct (model) feasibility testing is intended to find out whether the construct formed is feasible or not. There are several testing indexes in GSCA analysis, that is, Fit, AFit, GFI, and SRMR. Fit and AFit are used to determine the contribution of exogenous variables to endogenous variables as a whole.

GFI criteria state that if the *goodness of fit* value \geq the *cut off* value (0.90), the construct formed is feasible (a good fit). Meanwhile, if the GFI value falls within the range of 0.8.-0.9, the construct formed is a marginal fit (feasible enough). SRMR criteria state that if $SRMR \leq$ the *cut off* value (0.08), the construct formed is feasible (a good fit). However, if one of the goodness of fit criteria is fulfilled, the model can be declared feasible. The results of construct feasibility testing are summarized in Table 1.

According to Table 1, the *global optimization* index of GFI is shown to be > 0.993 . Therefore, according to the criteria, the construct formed is very feasible. Meanwhile, from the *goodness of fit* value of the structural model, the FIT value is 0.733. This means that the contribution of variable Service Quality (X), Customer Satisfaction (Y_1), Customer Delight (Y_2), Trust (Y_3), and Repurchase Intent (Y_4) overall to Word of Mouth is 73.3%. The remaining 26.7% is contribution by other variables not discussed in this research. The SRMR value is 0.167, which is higher than the cut off value (0.08). However, if one of the *goodness of fit* criteria is fulfilled, the model can be declared feasible.

Table 1. Results of Construct (Model) Feasibility Testing

Index	Value
Fit	0.733
AFit	0.726
GFI	0.993
SRMR	0.167

4.3 Significance Testing

Significance testing is intended to test the hypotheses on causality that were developed within the model, which is to test the effect of the exogenous variable on the endogenous variables. Significance testing can be found out through the Critical Ratio (CR) value as seen in Table 2.

Table 5.32: Results of Significance Testing

H	Effect	Estimate	S.E.	C.R.	Information
1	Service Quality → Customer Satisfaction	0.954	0.007	142.78*	Significant
2	Service Quality → Customer Delight	1.571	0.101	15.61*	Significant
3	Service Quality → Trust	0.084	0.506	0.17	Insignificant
4	Service Quality → Repurchase Intention	0.505	0.169	3.0*	Significant
5	Service Quality → Word of Mouth	0.298	0.176	1.7	Insignificant
6	Customer Satisfaction → Customer Delight	0.673	0.111	6.06*	Significant
7	Customer Satisfaction → Trust	0.113	0.331	0.34	Insignificant
8	Customer Satisfaction → Repurchase Intention	0.043	0.093	0.46	Insignificant
9	Customer Satisfaction → Word of Mouth	0.305	0.120	2.54*	Significant
10	Customer Delight → Trust	0.935	0.218	4.29*	Significant
11	Customer Delight → Repurchase Intention	0.283	0.131	2.17*	Significant
12	Customer Delight → Word of Mouth	0.392	0.178	2.21*	Significant
13	Trust → Repurchase Intention	0.180	0.087	2.06*	Significant
14	Trust → Word of Mouth	0.194	0.083	2.32*	Significant
15	Repurchase Intention → Word of Mouth	0.578	0.180	3.21*	Significant

4.4. Hypothesis Testing

4.4.1. The Effect of Service Quality on Customer Satisfaction

From the test results as shown in Table 2, it can be seen that the CR value of Service Quality to Customer Satisfaction is 142.78*, which is higher than the t value of the table (1.96). This implies that Service Quality has a direct, significant effect on Customer Satisfaction of full-service domestic airlines at Adisucipto International Airport in Yogyakarta. This result supports the study conducted by Yunus (2013) on airline Service Quality that has a significant effect on Customer Satisfaction. Reknaningsih (2013) and Nadiri et al. (2008) also concluded a similar finding. Additionally, Marinkovic et al. (2012) in their study also state that Service Quality significantly affects Customer Satisfaction. Likewise, Shirsavar et al. (2012), Fang et al. (2011), Karim (2012), Liao (2012), Taleghani et al. (2011), Ou et al. (2011), Lien et al. (2011), Hume and Mort (2010), Huang et al. (2009), Zou et al., Collier and Bienstock (2006), Bauer et al. (2006), Kang and James (2004), Fresh and Kumar (2000) in Seth and Desmukh (2004), Parasuraman (1988), Brady and Cronin (2001) and Terblanche and Boshoff (2001) state that the Service Quality is one of the drives for Customer Satisfaction.

4.4.2 The Effect of Service Quality on Customer Delight

From the test results shown in Table 2, it can be seen that the CR value of Service Quality to Customer Delight is 15.61*, which is higher than the t value of the table (1.96). This implies that Service Quality has a direct, significant effect on Customer Delight of full-service domestic airlines at Adisucipto International Airport in Yogyakarta. This result supports the theory proposed by Goodman (2009) that delight occurs when the provider offer services that exceed the customers' expectations.

4.4.3 The Effect of Service Quality on Trust

From the test results shown in Table 2, it can be seen that the CR value of Service Quality to and Trust is 0.17, which is lower than the t value of the table (1.96). This implies that service Quality does not have a direct, significant effect on the confidence of customers of full-service domestic airlines at Adisucipto International Airport in Yogyakarta. The research finding shows that Service Quality affects Trust only if it is mediated by Customer Delight. This finding indicates that there has been a shift in theory that Customer Satisfaction does not generate Trust unless it is mediated by Customer Delight. This finding does not support the research conducted by Taleghani et al. (2011). According to Teleghani, Service Quality has a positive effect on brand trust. Other studies that confirm this finding are the studies of Zhou et al., (2011), Rostika (2011), Liao et al., (2011) and Ou et al., (2011).

4.4.4. The Effect of Service Quality on Repurchase Intention

From the test results shown in Table 2, it can be seen that the CR value of Service Quality to Repurchase

Intention of the customers is 3.0*, which is higher than the t value of the table (1.96). This implies that Service Quality has a direct, significant effect on Repurchase Intention by the customers of full-service domestic airlines in Adisutjipto International Airport Yogyakarta. The results of this research support the study conducted by Lerrthairakul and Panjakajornsak (2014) on the aviation industry, which states that Service Quality of airlines, which includes *reliability*, *responsiveness*, *assurances*, *empathy*, and *tangibility*, has a significant effect on customer behavior in the form of Repurchase Intention. This research is also supported by the study by Rajbarian et al. (2012) that states that Service Quality has a significant effect on Repurchase Intention. Studies by Dizaji et al., (2012), Kaveh (2012), Sahin et al., (2012), and Nadiri et al., (2008) confirm the finding.

4.4.5. The Effect of Service Quality on Word of Mouth

From the test results shown in Table 2, it can be seen that the CR value of Service Quality to Word of Mouth by the customers is 1.7, which is lower than the t value of the table (1.96). This implies that Service Quality has no direct, significant effect on Word of Mouth by the customers of full-service domestic airlines in Adisutjipto International Airport Yogyakarta. Goodman (2009) states that negative WOM spreads more easily, which means that negative WOM is more powerful than positive WOM. Furthermore, Goodman states that when performance is good, the customers will share their satisfactory experience only to two other people, while the word of bad performance will be shared to six others. This result does not support the study conducted by Lerrthairakul and Panjakajornsak (2014) on the aviation industry, which concludes that Service Quality of airlines, which includes *reliability*, *responsiveness*, *assurances*, *empathy*, and *tangibility*, has a significant effect on customer behavior in the form of Word of Mouth. In addition, this research does not support the study carried out by Marinkovic et al., (2012) and Nadiri (2008), which concludes that Service Quality affects Word of Mouth.

4.4.6. The Effect of Customer Satisfaction to Customer Delight

From the test results shown in Table 5.32, it can be seen that the CR value of Customer Satisfaction to Customer Delight is 6.06*, which is higher than the t value of the table (1.96). This implies that Customer Satisfaction has a direct, significant effect on Customer Delight of the customers of full-service domestic airlines in Adisutjipto International Airport Yogyakarta. This result supports the study conducted by Robinson (2012), which concludes that Customer Satisfaction affects Customer Delight.

4.4.7. The Effect of Customer Satisfaction on Trust

From the test results shown in 1, it can be seen that the CR value of Customer Satisfaction to Trust is 0.34, which is lower than the t value of the table (1.96). This implies that Customer Satisfaction has no direct, significant effect on the Trust of the customers of full-service domestic airlines in Adisutjipto International Airport Yogyakarta. From this finding, it can be concluded that Customer Satisfaction will affect Trust only if it is mediated by the Customer Delight variable. This result supports the study conducted by Santos and Fernandes (2008), but rejects the finding of the studies conducted by Mosavi and Ghaedi (2012), Zhou et al. (2010), Yoon (2002), Bloemer (2002), and Crosby et al., (1990).

4.4.8. The Effect of Customer Satisfaction on Repurchase Intention

From the test results shown in Table 2, it can be seen that the CR value of Customer Satisfaction to Repurchase Intention is 0.46, which is lower than the t value of the table (1.96). This implies that Customer Satisfaction has no direct, significant effect on the Repurchase Intention of the customers of full-service domestic airlines in Adisutjipto International Airport Yogyakarta. Based on the research results, it can be concluded that Customer Satisfaction will affect Repurchase Intention only if it is mediated by Customer Delight. It takes not only satisfaction or high satisfaction from the customers, but even complete satisfaction (Oliver et al, 1997). This research's finding supports the studies conducted by Santos and Fernandes (2008), but rejects the finding of the studies conducted by Kaveh (2012), Dizaji et al., (2012), Ranjbarian et al., (2012), Fang et al., (2011), Taleghani et al., (2011), Anwar and Gulzar (2011), Hume and Mort (2010), and Huang (2009)

4.4.9. The Effect of Customer Satisfaction on Word of Mouth

From the test results shown in Table 2, it can be seen that the CR value of Customer Satisfaction to Word of Mouth is 2.54*, which is higher than the t value of the table (1.96). This implies that Customer Satisfaction has a direct, significant effect on the Word of Mouth of the customers of full-service domestic airlines in Adisutjipto International Airport Yogyakarta. This research finding supports the studies conducted by Marinković et al., (2012) and Shirsavar et al., (2012), which conclude that one of the effects of Customer Satisfaction is Word of Mouth. Similarly, Ammari (2012), Huang (2009), Santos and Fernandes (2008), Ennew et al., (2000), Abdolvand and Ashtayani (2010), and Arasli et al., (2005) support the statement.

4.4.10. The Effect of Customer Delight on Trust

From the test results shown in Table 2, it can be seen that the CR value of Customer Satisfaction to Word of Mouth is 4.29*. This implies that Customer Delight has a direct, significant effect on the Trust of the customers of full-service domestic airlines in Adisutjipto International Airport Yogyakarta.

4.4.11. The Effect of Customer Delight on Repurchase Intention

From the test results shown in Table 2, it can be seen that the CR value of Customer Satisfaction to Repurchase Intention is 2.17*, which is higher than the t value of the table (1.96). This implies that Customer Delight has a

direct, significant effect on the Repurchase Intention of the customers of full-service domestic airlines in Adisutjipto International Airport Yogyakarta. This research finding confirm the finding of the studies conducted by Robinson (2012), who state that customer delight affects customer behavior, one of which is repurchase intention. This finding is supported by Hicks et al. (2005) who clearly state that customer delight has a significant effect on repurchase intention.

4.4.12. The Effect of Customer Delight on Word of Mouth

From the test results shown in Table 5.32, it can be seen that the CR value of Customer Satisfaction to Customer Delight is 2.21*, which is higher than the t value of the table (1.96). This implies that Customer Delight has a direct, significant effect on Word of Mouth by the customers of full-service domestic airlines in Adisutjipto International Airport Yogyakarta. This result supports the study conducted by Robinson (2012), which concludes that customer delight affects customer behavior, one of which is word of mouth. This finding is supported by Chitturi et al. (2008), who clearly state that customer delight has a significant effect on word of mouth.

4.4.13. The Effect of Trust on Repurchase Intention

From the test results shown in Table 2, it can be seen that the CR value of Trust to Repurchase Intention is 2.21*, which is higher than the t value of the table (1.96). This implies that Trust has a direct, significant effect on the Repurchase Intention of the customers of full-service domestic airlines in Adisutjipto International Airport Yogyakarta. This research finding supports the study conducted by Taleghani et al. (2011). Consumers who have a greater trust in a brand is more interested in making repurchase, paying for a higher price, purchasing a new product, and spreading words about the validity of a product. This result is also supported by earlier studies by Chaudhuri and Holbrook (2001), Morgan and Hunt (1994), as well as Moorman et al., (1992).

4.4.14. The Effect of Trust on Word of Mouth

From the test results shown in Table 5.32, it can be seen that the CR value of Trust to Word of Mouth is 2.06*, which is higher than the t value of the table (1.96). This implies that Trust has a direct, significant effect on Word of Mouth by the customers of full-service domestic airlines in Adisutjipto International Airport Yogyakarta. This finding is supported by the study conducted by Thomas et al. (2009), which tested the effect of trust on word of mouth. The result shows that trust has a significant effect on word of mouth. Additionally, the study conducted by Matos and Rossi (2008) states that one of the factors influencing word of mouth is trust. Another study that confirms this finding is that of Gremler et al. (2001).

4.4.15. The Effect of Repurchase Intention on Word of Mouth

From the test results shown in Table 5.32, it can be seen that the CR value of Repurchase Intention to Word of Mouth is 2.32*, which is higher than the t value of the table (1.96). This implies that Repurchase Intention has a direct, significant effect on Word of Mouth by the customers of full-service domestic airlines in Adisutjipto International Airport Yogyakarta. This finding supports the study conducted by Anwar and Gulzar (2011), Nadiri (2009), and Olaru et al., (2008), which state that repurchase intention affects recommendation to others, or in other words, word of mouth. Additionally, the study is supported by conducted by Park (2004) and Oh (1999), who state that perceived quality, value, customer satisfaction, repurchase intention, and word of mouth have positive effects.

5. Theoretical and Managerial Implications

The theoretical implication of this research is developing theories in relation to service quality, customer satisfaction, customer delight, trust, repurchase intention, and word of mouth. It is theoretically recognized that these variables have effects, but it is empirically known that service quality has no significant effect on word of mouth, that customer satisfaction has no significant effect on trust, and that customer satisfaction has no significant effect on repurchase intention,

Based on the research results, those variables have significant effects if mediated by the variable of customer delight. According to Curtin (2013: 4), customer delight does not mean only delivering something that a customer needs, but even more creating a value that impresses the customer by providing something more than what he/she needed.

The managerial implication of this research is that full-service domestic airlines should not only be oriented to customer satisfaction. Customer satisfaction has been considered a matter of course for customers because it is the purpose of marketing to satisfy the customers. The providers, or the airlines, have to strive for more than satisfaction, which is to evoke delight in the customers. Based on the results of this research, this variable can be a differentiator for a provider to set itself apart from other full-service airlines.

6. Conclusion, Limitation, and Future Research

Based on the research results, it can be concluded that service quality has a significant effect on customer satisfaction, that service quality has a significant effect on customer delight, service quality has no significant effect on trust, service quality has a significant effect on repurchase intention, service quality has no significant effect on word of mouth, that customer satisfaction has a significant effect on customer delight, that customer

satisfaction has no significant effect on trust, that customer satisfaction has no significant effect on repurchase intention, that customer satisfaction has a significant effect on word of mouth, that customer delight has a significant effect on trust, that customer delight has a significant effect on repurchase intention, that customer delight has a significant effect on word of mouth, that trust has a significant effect on repurchase intention, that trust has a significant effect on word of mouth, and that repurchase intention has a significant effect on word of mouth.

The limitation of this research is that the respondents were the customers who were in the waiting room while waiting for arrival. Their physical and psychological conditions may have had an effect on the filling out of the research questionnaire. The respondents of the research were the customers at the Airport's Departure Terminal. The responses to Service Quality would have been more positive in the customers at the Arrival Terminal. Technological developments led to the emergence of information technology-based service quality. This research does not explain the role of e-service quality that could have been employed in improving the performance of service quality.

Future researchers are recommended to broaden the scope of the population so as not to only be at a local level, but a regional or national level. This research does not include the role of e-service quality that could have been employed in improving the performance of service quality. Future researchers are recommended to include e-service quality. Furthermore, full-service domestic flight industry in Indonesia is only controlled by one airline, although in fact there are two other new providers with much smaller markets. Therefore, this research only took a sample from the airline that has the largest market share. Future researchers are recommended to involve the two other providers in a different location where they operate more than in the research's current location.

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