THE INFLUENCE OF BRAND TRUST, PRICE FAIRNESS AND SERVICE QUALITY ON THE BRAND LOYALTY (CASE STUDY OF TRAVEL AGENT ANTAVAYA BALI)

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ABSTRACT

Travel agents play a critical role in Bali's tourism industry, with Antavaya Bali being one of the largest operators. This study investigates the influence of brand trust, price fairness, and service quality on Antavaya Bali's brand loyalty. Using causal associative research and quantitative techniques, data were collected from 157 respondents and analysed with SEM PLS. The findings revealed that brand trust, price fairness, and service quality all positively and substantially impact Antavaya Bali's brand loyalty. Specifically, brand trust displayed a path coefficient of 0.233 with a t-count of 2.281 and a p-value of 0.02, price fairness demonstrated a path coefficient of 0.273 with a t-count of 3.405 and a p-value of 0.001, and service quality exhibited a path coefficient of 0.385 with a t-count of 3.535 and a p-value of 0.000. Practical recommendations are provided to enhance Antavaya Bali's brand loyalty in a competitive market. Future researchers can develop this research by using other methods to examine brand trust, price fairness, service quality, and brand loyalty of a company.

1. INTRODUCTION

The tourism industry is a significant driver of economic growth, providing employment opportunities, boosting infrastructure development, and fostering cultural exchange. Bali's tourism recovery after the pandemic highlights the importance of key players like travel agents in rebuilding the industry. While prior studies have explored factors such as brand trust and price fairness in general contexts, limited research focuses on their impact on Bali's competitive tourism market. This study addresses this gap by analysing how brand trust, price fairness, and service quality influence brand loyalty, using Antavaya Bali as a case study. Tourism is crucial in advancing a nation's growth by boosting economic revenue, generating employment opportunities, enhancing infrastructure, and fostering cultural interaction between visitors and residents (Manalu et al., 2023). Tourism development worldwide increasingly depends on complex factors that combine to create a dynamic process that must be understood locally, considering national and international factors that influence change (Page & Connell, 2020).

In 2020, the tourism industry faced a significant downturn due to the spread of the coronavirus. This decline resulted in a significant decrease in tourist arrivals worldwide by 43 per cent compared to the previous year (Diang et al., 2024).

Table 1. Number of Tourist Visits to Bali 2018 - 2023

Year	Domestic	Foreign	Total	Growth (%)
2018	9.757.991	6.070.743	15.828.734	9,93
2019	10.545.039	6.275.210	16.820.249	6,44
2020	4.596.157	1.069.473	5.665.630	-66,44
2021	4.301.592	51	4.301.643	-24,14
2022	8.052.974	2.155.747	10.208.721	137,44
2023	9.877.911	5.273.258	15.151.169	48,34

Source: BPS Bali Province, 2024 (data processed)

Based on the table above, the number of tourists to Bali in 2018 experienced development in visits up to (9.93%). We can also see that in 2020-2021, due to the COVID-19 pandemic, this tourist visit dropped dramatically to (-66.44%) in 2020 and (-24.14%) in 2021. After tourism reopened, tourist visits to Bali rose slowly and returned to normal; in 2022, it increased to (137.44%) and in 2023, it increased to (48.34%). The rise in tourist arrivals to Bali annually has been evident, although the impact of COVID-19 has led to a decrease in this trend.

Travel agents' relationships show a heterogeneous composition. Besides working with fellow travel agents, They also form connections with tour guides, hotel personnel, drivers, socio-cultural performers, ticket vendors, representatives from insurance companies, consulate or embassy workers, or government officials (Holgado-Ramos et al., 2022). Today, travel agents offer various services, such as planning tours, making reservations, selling transportation and entertainment tickets, and arranging tour guides (Yeh et al., 2021). Travel agents sell these products, which they do not own, and receive commissions from suppliers to sell travel products (Mokoena, 2023). Travel agents connect thousands of service providers with different travel offerings to consumers who are buyers, selectors, and purchasers of these versatile and dynamic packages. They advise and counsel potential travellers based on their knowledge, acting in the consumer's best interest (Aamir & Atsan, 2020).

Research on brand loyalty commonly focuses on analysing market stability, internal pricing decisions, promotional tactics selected by companies to maximise profits, and the consequent price variations and market share (DeCicca et al., 2021). Brand loyalty refers to a strong dedication to regularly buying specific products or services in the future, leading to repeated purchases of the same brand or a selection of brands, regardless of external influences or marketing campaigns that might encourage switching brands (Le, 2021).

Currently, numerous travel agencies offer suitable services and amenities, with one notable example being PT Anta Express Tour & Travel Service, also known as Antavaya. Established in March 1976, The company provides a diverse array of services such as Corporate Travel Management, Leisure Travel services (tickets, outbound and domestic tours), Meetings and Events organisation, Inbound Travel assistance, Incentive Travel planning, Convention and exhibition arrangements, Umrah services, and Transportation options. One of the largest companies that already has 21 *branch offices throughout Indonesia* is PT Anta *Express Tour & Travel Branch Office* Bali (Antavaya Bali).

Antavaya Bali sells several *Outbound* tour packages to several countries in Benoa Asia, namely Japan, China, Korea, Vietnam, and India. In addition, Antavaya Bali also sells European tour packages that allow visitors to visit several famous countries, such as Italy, France, Rome, Belgium, and many more. Antavaya also provides visa services to several countries. Antavaya Bali also sells airline tickets to various domestic and international routes. In addition, Antavaya Bali also sells Asian and European cruises and hotel reservations. The following is the number of Antavaya customers for the last 5 years.

Table 2. Number of Antavaya Tour Bali Customer Data 2018-2023

Year	Airplane Tickets	*Tour and Cruise*	Visa, Hotel, else.	Total
2018	12.680	250	750	13.680
2019	20.286	300	855	21.441
2020	4.884	60	190	5.134
2021	3.807	0	125	3.932
2022	8.454	0	450	8.904
2023	10.576	270	650	11.496

Source: *Accounting Department of* Antavaya *Tour* Bali, 2024 (Data Processed).

According to the data in the table, 7,761 customers at Antavaya Bali grew between 2018 and 2019. However, due to the impact of the COVID-19 pandemic, the number of customers has decreased in 2020 to 5,134 people and in 2021 to 3,932. Since the reopening of international and domestic flights and the leniency given by the Indonesian government in the pandemic to endemic transition, the increase in the number of customers began to appear again. In 2022-2023, the number of customers rose slowly to 8,904 people in 2022 and 11,496 customers in 2023. It can be concluded that Antavaya Bali's customers have increased every year, but COVID-19 has caused a decrease in the number of customers at Antavaya Bali.

Antavaya Bali maintains brand loyalty and has an exceptional tourist product payment service for customers made by PT Anta *Express Tour & Service*. The payment uses Bank Mega Credit and AlloBank, and customers will get a 5% to 10% discount plus cashback when purchasing tourist products sold by all

company branch offices. This marketing strategy is carried out to attract customers in price competition with other *travel agents.*

Trust in a brand is crucial for a company to maintain company loyalty. This confidence is demonstrated through the high quality and dependability of the seller's products, while brand trust is the customer's willingness to depend on brand emotions to fulfil specific objectives. Antavaya Bali has earned this trust from consumers through positive feedback on their services and special promotions and benefits offered to customers. This can be proven through a *Top Digital Company Award* (TDCA) site in 2021. Antavaya *Group* is included in the nomination as the best company in the *Tour and Travel* sector. The determination of the *Top Digital Company Award* is based on the assessment of respondents spread throughout Indonesia. Based on an independent survey organised by Marketing Magazine, the *Top Digital Company Award* in 2021, whose points are referred to as the *Top Digital Company Index* (TDCI). Based on an independent survey conducted by *Marketing* magazine*, the Top Digital Company Award* in 2021, Antavaya received the sixth position in the *Top Digital Company Index* for *Tour and Travel* Companies 2021 with a score of 70.86.

Table 3. Top Digital Company Index of Tour and Travel Companies
Year 2021

No.	Company	TDCI
1	PT Panorama JTB Tours Indonesia	80,98
2	PT Bayu Buana, Tbk	78,67
3	PT Smailing Tour & Travel	77,38
4	PT Dwidaya World Wide	77,35
5	PT. Golden Rama Express	72,45
6	PT Anta Express Tour & Travel	70,86

Source: *Top Digital Company Award*, 2021 (data processed)

Antavaya Bali also often receives several awards; in 2023, Antavaya Bali received two awards, namely as *Top Spender* at the *Singapore Airlines Travel Fair* 2023 and the top seller of BCA Insurance at the Astindo *Travel Fair* 2023. That shows that Antavaya Bali has excellent trust for its customers, which can affect Antavaya's loyalty.

This study builds upon the work done by (Konuk 2023) on the impact of brand trust and price fairness on brand loyalty. The previous study suggested investigating the influence of service quality on brand loyalty in future research. This is the primary urgency for researchers to contribute to expanding previous research by choosing the Antavaya travel agency as the object of research. In addition, the reference for this research is that Antavaya's customers continue to increase every year; of course, this must be influenced by the high loyalty of the company, so that this research is carried out. This new study is anticipated to address the challenge of preserving Antavaya Bali's brand loyalty moving forward.

2. METHODS

This study was conducted at PT Anta Express Tour & Travel Service (Antavaya) Bali from February to May 2024. The research employed a causal associative design with quantitative techniques. Data were collected through structured questionnaires distributed to 157 respondents who had used Antavaya Bali's services in the past five years. The questionnaire included validated scales for brand trust, price fairness, service quality, and brand loyalty, using a 5-point Likert scale. Reliability and validity tests were performed using Cronbach's alpha and composite reliability, with all constructs scoring above the 0.70 threshold. Structural Equation Modeling (SEM) via PLS was used for data analysis. The address of the research location is on Jl. Dewi Sartika, Denpasar 80114, Bali - Indonesia (Duta Permai Blok I/H Office Complex). The research period was four months, from February 2024 to May 2024. The data used for analysis in this study is the data type with an interval scale. The research instrument used in this research is a structured questionnaire. In this study, the respondents used were Antavaya Bali customers who had transacted in each product (tour, ticketing, visa document, and *cruise*) for the last 5 years. The data analysis techniques used in this study are *Partial Least Square* Analysis*,* path diagram*, First Order Construct,* measurement and structural equations. A measurement model (outer model), a model for structure (inner model), and the process of testing hypotheses.

3. RESULTS AND DISCUSSIONS

Results

Table 4. Respondent Results of Brand Trust Indicator

No.	SS		S		N		TS		STS		Fri
	F	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**%**
Per.											
1	83	52.90	71	45.25	2	1.35	0	0	1	0.50	100
2	88	56.15	65	41.40	3	1.95	0	0	1	0.50	100
3	72	45.90	63	40.20	15	9.55	6	3.85	1	0.50	100
4	81	51.60	56	35.70	9	5.70	11	7	0	0	100
5	80	50.95	70	44.60	7	4.45	0	0	0	0	100

Source: Researcher processed data 2024

The outcomes are highly positive according to the participants' responses regarding their trust in the brand and the earlier discussion. This is evident from most respondents, with 51.5% strongly agreeing and only 0.4% strongly disagreeing. The results of the SEM analysis indicate significant positive effects of all three independent variables on brand loyalty. Brand trust displayed a path coefficient of 0.233 (t=2.281, p=0.02), price fairness had a path coefficient of 0.273 (t=3.405, p=0.001), and service quality showed the most substantial impact with a path coefficient of 0.385 (t=3.535, p=0.000). These findings confirm that enhancing brand trust, maintaining fair pricing, and improving service quality is critical to fostering loyalty among Antavaya Bali customers. This is what can affect Antavaya's brand loyalty.

Table 5. *Respondent Results of Price Fairness Indicator*

No.	SS		S		N		TS		STS		Fri
	F	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**%**
Per.											
1	49	31.25	71	45.25	9	5.70	17	10.80	11	7	100
2	54	34.40	68	43.35	9	5.70	16	10.20	10	6.35	100
3	92	58.60	59	37.50	3	1.95	3	1.95	0	0	100

Source: Researcher processed data 2024

Based on the feedback provided by respondents regarding the fairness of pricing, the results indicate a high level of satisfaction. The majority of respondents, 42%, agreed with the pricing, with a minimal 4.30% strongly disagreeing. Through an analysis of the survey responses from 157 participants, it was apparent that many agreed due to the perception that Antavaya demonstrates precision in setting prices for their products. Customers find the prices offered by Antavaya to be reasonable and appropriate for the quality of products received, particularly in the context of tour sales. Consequently, it can be concluded that Antavaya effectively maintains competitive pricing that resonates with its customers.

Table 6. Respondent Results for Service Quality Indicators

No.	SS		S		N		TS		STS		Fri
Per.	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**%**
1	66	42.1	87	55.40	4	2.50	0	0	0	0	100
2	55	35.10	92	58.60	3	1.90	7	4.40	0	0	100
3	66	42.1	78	49.70	4	2.50	6	3.80	3	1.90	100
4	73	46.50	75	47.80	7	4.40	2	1.30	0	0	100
5	61	38.80	83	52.90	8	5.10	2	1.30	3	1.90	100
6	67	42.60	75	47.80	7	5.10	2	1.30	5	3.20	100
7	77	49.05	75	47.80	4	2.50	0	0	1	0.65	100
8	82	52.25	71	45.20	3	1.90	0	0	1	0.65	100
9	69	43.90	82	52.30	4	2.50	2	1.30	0	0	100
10	75	47.80	80	50.90	2	1.30	0	0	0	0	100
11	74	47.10	73	46.50	8	5.10	2	1.30	0	0	100
12	82	52.30	72	45.80	3	1.90	0	0	0	0	100
13	70	44.60	74	47.10	11	7	2	1.30	0	0	100
14	78	49.75	76	48.30	2	1.30	0	0	1	0.65	100
15	89	56.70	65	41.40	3	1.90	0	0	0	0	100

Source: Researcher processed data 2024

Based on the feedback from respondents regarding the quality of service and the earlier explanation, it is clear that the results are very favourable. This is evident in the high number of participants who agreed, at 49.6%, while a mere 0.40% disagreed strongly. Questionnaire questions that have been distributed to 157

respondents are the reason many choose to agree. They feel Antavaya has good service quality, from courteous employees, excellent communication methods, good grooming, and responsiveness to customers' problems.

In addition, Antavaya also has competent physical building facilities and a strategic location in the centre of Denpasar so that customers feel comfortable transacting at Antavaya. Thus, it can be said that Antavaya has good service quality, which can affect the company's brand loyalty.

Table 7. Respondent Results of Brand Loyalty Indicator

No.	SS		S		N		TS		STS		Fri
	F	%	F	%	F	%	F	%	F	%	%
Per.											
1	80	50.95	65	41.40	9	5.70	3	1.95	0	0	100
2	57	36.30	87	55.40	6	3.80	6	3.80	1	0.70	100
3	69	43.90	79	50.30	5	3.20	3	1.90	1	0.70	100
4	82	52.20	66	42	5	3.20	2	1.30	2	1.30	100
5	68	43.30	79	50.30	2	1.30	6	3.80	2	1.30	100
6	67	42.70	82	52.20	6	3.80	2	1.30	0	0	100
7	78	49.70	71	45.20	3	1.90	3	1.90	2	1.30	100

Source: Researcher processed data 2024

According to the brand loyalty variable responses provided by the participants and the preceding discussion, the results display a high level of satisfaction. This is evident in the significant percentage of participants who agreed, amounting to 48.1%, and the minimal percentage of strongly disagreeing individuals, which was just 2.30%. Most of the 157 survey recipients who received the earlier questionnaire agreed due to their belief in Antavaya's sound decision-making abilities. This is reflected in their trust in Antavaya's product pricing and service excellence.

Discussion

A. Construct Reliability

Table 8. Cronba ch Alpha Results

Construct	Cronbach's alpha
Brand Trust	0.856
Service Quality	0.958
Price Fairness	0.887
Brand Loyalty	0.936

When brand trust has a value of 0.856 compared to 0.6, the price fairness construct shows a higher value of 0.887, service quality exceeds 0.6 with a value of 0.958, and brand loyalty shows a Cronbach's alpha result of 0.936, all indicating reliable Cronbach's alpha values for the four constructs.

Table 9 Composite Reliability Results

Construct	Cronbach's alpha
Brand Trust	0.897
Service Quality	0.962
Price Fairness	0.930
Brand Loyalty	0.948

Testing the reliability of the constructs using composite reliability obtained a coefficient of 0.897 greater than 0.7 for the brand trust construct, 0.962 greater than 0.7 for the service quality construct, 0.930 greater than 0.7 for the price fairness construct and 0.948 greater than 0.7 for the brand loyalty construct. The results show that the four constructs have a composite reliability> 0.7, so it can be concluded that the four constructs are reliable.

B. Hypothesis Testing

Table 10. Hypothesis Results

Influence	Original sample (O)	T statistics (|O/STDEV|)	P values
Brand Trust -> Brand Loyalty	0.233	2.281	0.023
Price Fairness -> Brand Loyalty	0.273	3.405	0.001
Service Quality -> Brand Loyalty	0.385	3.535	0.000

The obtained t-count of 2.281 with a p-value of 0.023, indicating significance (<0.05), supports H1, suggesting a significant impact of brand trust on brand loyalty. Similarly, with a t-count of 3.405 and a p-value of 0.001 (<0.05), H2 is supported, indicating a notable effect of price fairness on brand loyalty. Additionally, a t-count of 3.535 and a p-value of 0.000 (<0.05) support H3, demonstrating a significant influence of service quality on brand loyalty.

C.   Brand Trust affects Brand Loyalty.

Brand trust, defined as consumers' confidence in a brand's reliability and promises, is pivotal in fostering long-term customer loyalty (Atulkar, 2020). Price fairness, which refers to the perception of reasonable pricing for the value offered, also influences customer satisfaction and loyalty (Solymosi, 2023). Service quality, encompassing aspects like responsiveness, assurance, and empathy, is a key determinant of customer satisfaction in the travel industry (Shurair & Pokharel, 2019). Previous studies have examined these factors independently; however, this study integrates them to analyse their combined influence on brand loyalty in Bali's tourism sector. Brand trust is the willingness of consumers to trust a brand and its promises, which is considered an important precursor of brand loyalty, showing that brand trust has a positive effect on brand loyalty and encourages customers to show their trust in the brand and maintain long-term relationships (Atulkar, 2020). This trust is seen in the quality and reliability of the products the seller offers, and brand trust is the customer's willingness to rely on the brand's feelings to achieve the set goals (Cuong, 2020).

The findings align with prior research by Konuk (2023), which highlighted the importance of brand trust and price fairness in driving customer loyalty. Similarly, this study underscores the role of service quality, which is consistent with Shurair and Pokharel's (2019) work. Antavaya Bali's ability to combine trustworthy practices, competitive pricing, and excellent service quality positions it favourably in Bali's tourism market. Future strategies should strengthen these attributes to retain customer loyalty and withstand market competition.

From the Path Analysis test results in this study, it is clear that brand trust significantly impacts brand loyalty. The findings reveal a strong connection, with a path coefficient of 0.233 and significant statistical values noted with a t-score of 2.281 and p-value of 0.023. Brand trust is crucial in strengthening brand loyalty, showcasing a direct and consistent link where higher brand trust equates to greater brand loyalty.

The findings of this study align with the research carried out by Faruk Anil Konuk (2023) in his study "Trustworthy brand signals, price fairness, and organic food restaurant brand loyalty," which suggests that trust in a brand and fair pricing can significantly impact brand loyalty.

D.   Price Fairness Affects Brand Loyalty

Price fairness is one of the things that is very important in maintaining brand loyalty. Companies should consider each product's price so that many people are interested. This reasonable price means that the product's price is considered reasonable for the seller or buyer (Solymosi, 2023).

From the outcomes of the Path Analysis assessment carried out in this research, it has been identified that the concept of fairness in pricing positively impacts brand loyalty. This is evident through the path coefficient of 0.273, accompanied by a t-value of 3.405 and a p-value of 0.001. Price fairness increases brand loyalty with the direction of influence being directly proportional, whereas increasing price fairness impacts increasing brand loyalty.

The findings of this research align with a study by (Opata et al., 2021a) titled The Influence of Value Co-Creation on Customer Satisfaction and Loyalty: Examining the Role of Fair Pricing (a study on car customers in Ghana), which highlights the significant impact of fair pricing on customer loyalty.

E.   Service Quality Affects Brand Loyalty

Service quality meets customer expectations and can be ascertained by studying how effectively a company meets customer expectations. Therefore, any company can be successful if it finds ways to improve the quality of its offerings (Lovemore et al., 2023).

According to the outcomes of the Path Analysis assessment carried out in this research, it is evident that service quality positively influences brand loyalty, as indicated by the path coefficient of 0.385, a t-count of 3.535, and a p-value of 0.000. Service quality increases brand loyalty with the direction of influence being directly proportional, where increasing service quality impacts increasing brand loyalty.

The results of a study conducted by Amal S.A. Shurair and Shaligram Pokharel in 2019, titled "The Stakeholder's view on service quality in Qatar," are supported by data indicating that service quality considerably influences customer loyalty towards a company.

F. Brand trust, price fairness and service quality influence Brand Loyalty

According to the Path Analysis test findings carried out in this research, brand trust, fair pricing, and service quality exert a notable positive impact on brand loyalty. This is evident from the path coefficients exceeding 1.96 and p-values below 0.05. The enhancement of brand loyalty at Antavaya Bali is directly related to the augmentation of these factors, with their influence on brand loyalty increasing proportionally.

The results of this study are the same as previous research conducted by Faruk Anil Konuk (2023), which shows that trust in a brand and price fairness have a strong potential to influence loyalty to a brand. This study references this journal by adding service quality variables as a renewal of this research.

4. CONCLUSION

At the same time, brand trust, price fairness, and quality service all play a crucial role in fostering brand loyalty for a company, as demonstrated in this study focusing on the Antavaya Bali case study. This study demonstrates that brand trust, price fairness, and service quality significantly influence brand loyalty, as evidenced by the case of Antavaya Bali. Practical implications include adopting transparent pricing policies, maintaining high service standards, and consistently building customer trust through reliable service delivery. Future research could explore additional variables such as customer satisfaction or cultural factors to deepen understanding of brand loyalty in the travel industry. In part, brand trust, fair pricing, and quality service contribute positively and significantly to brand loyalty for a company, as evidenced in this study featuring the Antavaya Bali case study.

Trust in a brand positively impacts loyalty, with a direct correlation between the two. In the context of Antavaya Bali travel agency, enhancing trust in the brand leads to higher levels of loyalty among customers.

Price Fairness is crucial in fostering strong customer loyalty towards a brand. This is exemplified at Antavaya Bali travel agency, where maintaining fair prices increases brand loyalty. Similarly, the quality of services offered also contributes significantly to building customer loyalty, as observed at Antavaya Bali, where an improvement in service quality leads to greater brand loyalty.

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