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Research Paper

Enhancing Brand Reliance: Unraveling the Impact of Brand Image and Trust on Online Repurchases in the Tourism Sector.

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ABSTRACT

The purpose of the study is to examine factors influencing repurchase intention using online travel platforms from the perspective of brand image and brand trust using the SOR framework. The study employed partial least squares- structural equation modeling to examine the proposed research framework. An online and offline survey with a purposive sampling method was used to collect the data from 381 consumers with prior experience purchasing from online tourism platforms, and the final data set was analyzed using Smart PLS 3 software. Customer service support and compatibility seem to significantly influence brand image and trust in online repurchase intention, whereas information quality significantly influences brand image but not brand trust. Additionally, this study determined that brand image and brand trust had a partial mediation between customer service, compatibility, and repurchase intention. However, brand image and trust are considered important for customers, but with increased performance, it will meet customer expectations. Management should prioritize building a strong brand image and fostering trust to enhance customer experience. Additionally, the study provides valuable insights for improving targeted marketing strategies to strengthen consumer brand perception and encourage long-term engagement. This research comprehensively explains various factors influencing online repurchase intention. Integrating structural equation modeling (SEM), mediation analysis, and Importance-Performance Map Analysis (IPMA) can enhance our understating of these complex relationships.

Keywords: Brand image, Trust, online repurchase, compatibility; online tourism, structural equation modelling.

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1. INTRODUCTION

Information and communication, like social interactions and business transactions, have been revolutionised with the advancement of technology. This shift is noticeable, particularly in service sectors like public transport (Hidayat et al., 2021). The importance of brand experience in marketing is on the rise (Choi et al., 2017). Brand Experience increases knowledge about products and services through technology (Kaatz et al., 2019). Travellers are adapting these technologies to plan their vacations and frequently book travel services (Wang et al., 2016; Xiang et al., 2014; Akbaruddin et al., 2023). Moreover, these frequent bookings are crucial for online travel service providers (Kim & Kim, 2003). However, this shows the importance of creating a positive brand image (Molinillo et al., 2022) and gaining customer trust (Mcqueen, 2012) to ensure repurchase intention

Service sectors like hotels and travel agencies must establish a robust online presence. Maintaining an online portal is crucial as it helps customers with travel information (Ku & Chen, 2015; Benslimane & Semaoune, 2021). Additionally, it aids them to grow and compete with competitors (Barreda et al., 2016). Consumers tend to believe in trusted brands rather than depend on information when purchasing products or services (Ling et al., 2010). A successful brand image brings in new clients and satisfies individuals who buy from that brand (Ling et al., 2010). Moreover, a brand potentially impacts the consumer's psychological process (Kwon & Lennon, 2009). However, several studies have explored the impact of brand trust and image on consumer behaviour within the service sector (Lien et al., 2015; Aghekyan-Simonian et al., 2012)

In the online travel sector, branding significantly shapes consumer thought processes over a product or service (Denga et al., 2023). A compelling brand image helps foster consumer trust (Azhar et al., 2023) and satisfaction and, finally, encourages repeat purchase behaviour (Arif, 2019). Consistent branding among all booking platforms helps to build confidence and assurance in consumers, ultimately enhancing their experiences (Lemon & Verhoef, 2016)

Well-crafted brand tales also create emotional ties that encourage advocacy and loyalty, encouraging repeat business and word-of-mouth recommendations (Kim & Sullivan, 2019). Maintaining brand identity through constant improvement guarantees relevance and flexibility in the ever-changing digital environment, supporting company expansion in changing customer tastes and industry developments (Kimbarovsky, 2024; Oliveira et al., 2023). While many studies have focused directly on analysing the impact of repurchase intention in online tourism, there has been relatively little emphasis on the significance of branding and its role in online repurchase. Moreover, few studies inspected the mediation role of brand trust and image in online travel platforms. To address these research gaps, the following research questions were framed.

RQ1. What are the factors that affect repurchase intention in online tourism?

RQ2. What mediation role do brand image and brand trust play in influencing repurchase intention?

RQ3. What aspects of repurchase intention from the consumers' perspective can be improved?

we applied the “Stimulus-Organism-Response” (SOR) theory to investigate the variables that affect the intention to repurchase and the mediating effects of image and brand trust. It seeks to determine various aspects for improvement based on customer perceptions and preferences by utilising Importance and Performance Analysis (IPMA). Subsequently, we empirically validated the framework. Our study offers both practical and theoretical contributions. Firstly, we examined factors influencing repurchase intention from the perspective of brand image and brand trust. Secondly, we contribute to the SOR theory by elucidating the relationships among the variables in the study. Thirdly, our research provides practical insights into the importance of brand image and trust for online travel platforms in driving repeat purchases.

2. LITERATURE REVIEW

2.1 Online tourism

Online travel platforms and user-generated content remain the most popular sources for travellers seeking travel-related information. A new era of transition has been heralded by the explosive growth of online tourism in recent years, that has had a profound effect on the travel sector (Ding & Huang, 2021). According to recent research, online reservation systems in the tourism sector has enhanced visitor satisfaction and increased revenue for travel firms (Xia et al., 2024). Additionally, the increase in smartphone users and internet penetration are predicted to stimulate

the growth of the online tourism industry and travel operations throughout this period (The Business Research Company, 2024). Moreover, customers are turning to online channels for accommodation and transport ticket reservations due to the growing use of online resources (The Business Research Company, 2024). According to the World Travel & Tourism Council (WTTC), travel and tourism will have a record-breaking year in 2024 and contribute an unprecedented \$11.1 trillion to global GDP. With the worldwide industry surging above pre-pandemic prosperity, WTTC predicts that 142 of the 185 countries it analysed will surpass historical national records (The World Travel & Tourism Council, 2024). Moreover, a concentration on acquiring customers via direct booking platforms, initiatives to improve search engine results to draw in customers, by providing with better quality of information, and to improve user experiences (The Business Research Company, 2024)

2.2 Theoretical background- SOR model

Consumer purchasing patterns are changing as consumers are buying through online platforms (Gu et al., 2021). Making purchases online is considered online buying behaviour and involves psychological aspects of consumers (Azhar et al., 2023). The "Stimulus Organism Response" (S-O-R) model was initially developed by Mehrabian and Russell in 1974. It states that external stimuli (s) can cause people to have an emotional reaction (o), which ultimately has an impact on the behavioural response of a person (r). This theory was first used by Donovan and Rossiter (1982) to investigate consumer decision-making in retail. A theoretical framework for research in consumer behaviour focuses on group, individual and organisational decision-making processes. However, it also delves into how social factors like society, family, and friends affect consumer decision-making (Patanasiri & Krairit, 2019). When interacting with digital platforms, consumers play a crucial role in impacting the psychological aspects of their purchase intent (Jiang et al., 2010).

Moreover, few studies have used the SOR framework for branding in different contexts (Anisimova et al., 2019; Jonelle Zimmerman, 2012). This study investigates online travel platforms' attributes (information quality, customer service support, compatibility) influencing consumers' internal perceptions (brand image, brand trust), subsequently enhancing behavioural responses towards repurchase through the platform and its associated websites. The study aims to validate the SOR framework by establishing a theoretical understanding.

2.3 Information quality

The usefulness, completeness, formal format, correctness and appropriate design of the content on a website are all considered aspects of information quality (Pham & Nguyen, 2019). Measuring the quality of web content is essential to comprehending customer purchasing behaviour. When consumers believe the information, they are given meets their needs, it influences their assessment of the worth of a good or service by their selection criteria (Zhao et al., 2021). According to Wu & Wang (2011), the quality of the information influences how consumers perceive a brand; positive communications strengthen brand attitudes, while wrong messages weaken them. In their study, Atika et al. (2018) emphasise how information quality affects a brand's perception.

When customers come across factual, trustworthy, and appropriate information, it improves their opinion of the brand's professionalism, credibility, and image (Huang et al., 2023). On the other hand, customer trust typically increases when information quality is strong (McDowell et al., 2013). Consumer fulfilment with products associated with a specific brand is a crucial trust indicator. Higher levels of trust are positively correlated with better-quality information. Zhou (2011) states that information quality impacts users' trust in mobile websites. Few studies state that information quality, brand image, and brand trust have been observed to significantly influence repurchase intention (Seo & Park, 2018; Tian et al., 2020; Prabowo et al., 2023).

H1(a): Information quality has a significant impact on brand image.

H1(b): Information quality has a significant impact on brand trust.

2.4 Customer service support

A business's ability to continuously satisfy its client's demands and requirements is known as customer service. After a firm adopts a marketing idea, its initial orientation is towards its products; however, after adopting the marketing concept, the company's attitude must shift to one focused on customers (Prasetia & Syah, 2020). Customers are seeking more individualised attention to their emails and inquiries and precise and timely transactions due to the vulnerability of online transactions (Rahi et al., 2017). As a result, web programmers need to give top priority to satisfying end customers' expectations. According to Zeithaml (2002), customer service (CS) is as crucial component of the online purchasing. Reliability of service, individualised attention, timely handling of complaints, and awareness of consumer demands are the foundations of good customer service (Shah et al., 2015).

Customer service is an essential part of the digital services sector. It is also regarded as one of the most crucial facets of the service sector to be preserved and as a crucial "agent" that should communicate with customers directly during online transactions (Walter et al., 2018). The beneficial impact of customer service on brand image and the direct and indirect influence of repurchase intention were explained by earlier research by (Cahyani et al., 2019). Furthermore, studies on customer trust have discovered that perceived consumer interest in an online vendor for both potential and recurrent business is influenced by service trust (Miao et al., 2021) Few studies state that customer service has a significant influence on brand image and brand trust (Şahin et al., 2012; Shiffa et al., 2022).

H2(a): Customer service support has a significant impact on brand image.

H2(b): Customer service support has a significant impact on brand trust.

2.5 Compatibility

The degree to which a change aligns with customers' past experiences, trust, and sociocultural values is compatibility (Rogers, 2003). In addition, compatibility is the degree to which a product or service conforms to the standards and values of the consumer (Bunker et al., 2007). The alignment of consumers' needs with the services of the digital platform is referred to as compatibility in the context of online tourism (Hien et al., 2024). Li & Buhalis (2006) found that intentions to purchase a trip online were positively correlated with perceived compatibility. People are more likely to embrace technologies that support this objective, like time-saving Web-based shopping, if they place a high value on time management in society (Slyke et al., 2004). Nor and Pearson (2008) found that compatibility and attitude have a significant relationship.

Moreover, according to Amara & Duarte (2015), online behaviour intentions and compatibility with e-commerce have a significant solid relationship. when the internet platform improves consumers' perceptions of the brand when it meets their wants, preferences, and expectations. Seamless compatibility enhances brand trust and image by developing impressions of competency and reliability.

H3(a): Compatibility support has a significant impact on brand image.

H3(b): Compatibility support has a significant impact on brand trust.

2.6 Brand image, Brand trust and Repurchase intention

Brand image, according to Keller (1993, p. 3), is the perception of a brand as it appears in the brand connections retained in the consumer's mind. Brand image is an external cue during

consumers' pre-purchase evaluations of a product or service (Zeithaml, 1988) and influences customers' subjective impressions and subsequent behaviours (Ryu et al., 2008). According to Lien et al. (2015), a brand is not just a "name" or "logo" but a relationship with customers that offers them ownership and a message of market meanings. Brand image is the culmination of customers' opinions about the fundamental characteristics of a company (Moral et al., 2016). Furthermore, various aspects of perception influence consumer opinions of a brand regarding a company's products (Huang et al., 2019).

On the other hand, "Brand trust" refers to a customer's belief in whether online service providers can fulfil or exceed the service quality they pay to obtain (Azhar et al., 2023). Understanding how consumers behave when they purchase online depends on whether they trust that brand. (Azhar et al., 2023). Studies indicate that consumer trust will be impacted when the company has a positive brand image. This means that when individuals have good brand opinions, their trust will increase (Semuel & Lianto, 2014). According to a study by Arif (2019), people are more inclined to purchase things online again if they like the brand. Indicating that customers are attracted to trusted companies when buying online. Additionally, it has been found that a brand's reputation helps consumers feel more confident about the good or service (Mudzakkir & Nurfarida, 2015).

When a consumer intends to repurchase items from the company after using them, it is a repurchase intention (Chiang, 2016). Erkan & Evans (2016) stated that repurchase intention is when customers desire to purchase again from the same company, which shows they are committed to the company's products or services. Hajli et al. (2017) emphasise that how individuals perceive a brand significantly impacts their purchase decisions. However, consumers are more inclined to repurchase a product with a strong reputation. Repurchase occurs when a consumer continues to make repeat purchases after their initial transaction, which can help the businesses to sustain in the long term (Permatasari et al., 2022). Gorji and Siami (2020) also stated that customers' repeat purchases are crucial for making a business successful and long-lasting. In their study, Shiffa et al. (2022) stated that a positive brand image impacts trust and ultimately influences repurchase intention.

H4(a): Brand image has an impact on brand trust.

H4(b): Brand image has an impact on repurchase intention.

H4(b): Brand trust has an impact on repurchase intention.

2.7 Mediation role of brand image and brand trust

Continuous relationships require customer trust in a service provider since it lowers risk and insecurity. Purchase intentions are increased, and perceived transaction risk is reduced when a website is more trustworthy. According to Lien et al. (2015), customers who book hospitality establishments online could feel exposed to the accommodations and services offered. However, the company's reputation differs from his faith in the quality of its services (Jandaghi et al., 2011). Essential components of the online tourism experience include high-quality information, efficient customer service, and platform compatibility (Seo & Park, 2018; Shiffa et al., 2022; Hien et al., 2024). Customers' perceptions of a travel website are improved, and their confidence increases when they find accurate and relevant information (Huang et al., 2023). Similarly, when consumers experience good customer service, their perceptions of the brand's reliability and credibility are further strengthened, affecting their propensity to make further purchases (Azhar et al., 2023). A user-friendly and interoperable platform also builds brand equity by showcasing the company's commitment to providing an impeccable experience (Amaro & Duarte, 2015). Because of this, customers are more inclined to increase their trust and confidence in the brand by making subsequent purchases.

Few studies states that brand image and trust mediate between information quality, customer service and compatibility (Prabowo et al., 2023; Wandoko & Panggati, 2022; Tian et al., 2020) . Basing upon what has mentioned the below hypothesis is framed.

H5(a): Brand image plays a mediation role between information quality and repurchase.

H5(b): Brand image plays a mediation role between customer service support and repurchase.

H5(c): Brand image plays a mediation role between compatibility and repurchase.

H5(d): Brand trust plays a mediation role between information quality and repurchase.

H5(e): Brand trust plays a mediation role between customer service support and repurchase.

H5(f): Brand trust plays a mediation role between compatibility and repurchase.

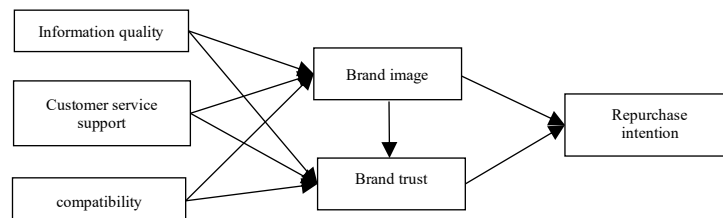


Fig 1. Framework of the study

3. METHODOLOGY

An online and offline, closed-ended, structured questionnaire was used to verify the conceptual framework. A seven-point Likert scale, from “1 = strongly disagree” to “7 = strongly agree”, was used for item measurement to provide additional discrimination opportunities. Constructs were measured using items that were taken from prior literature (Cooper & Schindler, 2014). The questionnaire was divided into two sections: the first asked questions regarding respondents' demographics, while the second part focused on characteristics that affect respondents' intentions to repurchase online travel. Given the growing prevalence of digital platforms for trip planning and booking, researchers and practitioners must comprehend the elements that impact repurchase intention in this context. Both online and offline survey methodologies are employed to collect data to reduce bias. This study uses a “purposive sample technique” with a final dataset size of $N = 381$ after excluding 14 incomplete responses from 395 received.

To measure each variable, the study used well-established scales. A 4-item scale adapted from Kim & Niehm (2009) was used to measure information quality to measure customer service a 4-item scale adapted from Miao et al. (2021). A 3-item measure that was modified from Vijayasarathy (2004) assessed compatibility. The 4-item scales used to measure brand image and brand trust were modified from Chang & Chen (2008), Pham & Nguyen (2019), and Wardani & Gustia (2016). Repurchase intention was measured using a 4-item scale that was modified from Kim et al. (2012) was used to measure repurchase intention. The study used 23 items, covering all components.

Following the methodology described by Hair Jr et al. (2014), the “partial least squares method” (Smart-PLS 3.2.9) was utilised to assess the validity and reliability of the constructs. The measurement model's internal consistency and convergent validity were rigorously evaluated in this study.

4. RESULTS

4.1 Descriptive analysis

The demographics of the study participants (Table 1) in terms of gender, age, income, and education are stated below. Male participants represented 68.24% of the sample, while female participants comprised 31.76%. Ages 21 to 30 comprised the largest group (32.55%), closely followed by age 31 to 40 (32.02%), age 41 to 50 comprised of (24.41%), and age 50 and beyond

(11.02%). Master degrees (39.90%) were the most common educational degree, followed by Bachelor degrees (32.02%), diplomas (19.16%), and others (8.92%). The categories with the highest income levels were: 26000-45000 (33.33%), above 65000 (27.30%), 10000-25000 (22.05%), and 45000-65000(17.32%).

Table 1. Respondents profile

Groups	Variable	Frequency	percentage
Gender	Male	260	68.24
	Female	121	31.76
Age	21-30	124	32.55
	31-40	122	32.02
	41-50	93	24.41
	Above 50	42	11.02
	Diploma	73	19.16
Education	Bachelor Degree	122	32.02
	Master Degree	152	39.90
	Others	34	8.92
Income per month	10000-25000	84	22.05
	26000-45000	127	33.33
	45000-65000	66	17.32
	Above 65000	104	27.30

4.2 Measurement model analysis

According to the findings of the study by Hair et al. (2010), the construct reliability (CR) and average variance extracted (AVE) indices for each construct are shown in Table 2. As indicated in Table 2, confirmatory factor analysis (CFA) was used to evaluate the estimated model's reliability and validity and create confidence in the measurement model. All CR values, which ranged from 0.917 to 0.946 and over the minimum requirement of 0.70, according to Hair et al. (2011), demonstrated the dependability of every construct element. Good convergent validity was shown by the AVE values, which ranged from 0.734 to 0.815 and were all over 0.50.

Table 2. Factor lodgings of model, AVE and CR

Items	constructs	loadings	Cronbach's alpha	CR	AVE
Information quality (IQ)	IQ1	0.881	0.879	0.917	0.734
	IQ2	0.884			
	IQ3	0.822			
	IQ4	0.838			
Customer service (CS)	CS1	0.901	0.925	0.956	0.817
	CS2	0.895			
	CS3	0.894			
	CS4	0.921			
Compatibility (CO)	CO1	0.911	0.866	0.918	0.789
	CO2	0.905			
	CO3	0.848			
Brand image (BI)	BI1	0.915	0.906	0.935	0.781
	BI2	0.867			
	BI3	0.852			
	BI4	0.901			
Brand trust (BT)	BT1	0.858	0.896	0.932	0.774
	BT2	0.902			
	BT3	0.828			
	BT4	0.929			
Repurchase intention (RP)	RP1	0.887	0.912	0.938	0.790
	RP2	0.882			
	RP3	0.898			
	RP4	0.890			

Fornell and Larcker discriminant validity (table 3) were used. The variances acquired for each construct were more than the squared correlation between them, according to Fornell & Larcker (1981), indicating that the constructs are empirically distinct. To sum up, the test of the measuring mode, which incorporates convergent and discriminant validity measures, is good.

Table 3. Fornell Larcker discriminant validity

	BI	BT	CO	CS	IQ	RP
BI	0.884					
BT	0.668	0.880				
CO	0.734	0.698	0.888			
CS	0.725	0.696	0.729	0.903		
IQ	0.481	0.461	0.550	0.451	0.856	
RP	0.628	0.595	0.709	0.607	0.667	0.889

The structural model's performance is assessed by the R2 value, which shows how much the independent factors affect the dependent variable. According to Hair et al. (2011), an R2 of 0.25 or less indicates a minimal effect, 0.75 and above indicates a considerable impact, and values over 0.50 indicate a moderate influence. The R2 values for this study are BI-0.621, BT-0.582, RP-0.450. Smart PLS (v.3.2.9) was used for SEM and mediation analysis. The “normed fit index” (NFI) and “standardised root mean squared residual” (SRMR) were employed to evaluate the model fit (Henseler et al., 2016). A good match was indicated by the SRMR value of 0.045, which was within the predetermined 0.08 threshold. The model's good fit was further confirmed by its NFI score of 0.902, higher than the threshold of 0.90 (Henseler et al., 2016).

4.3 Hypothesis test and results

The results from bootstrapping, as presented in Table 4, supported all the proposed research hypotheses.

Table 4. Direct effect results

Hypothesis	Path	Path coefficient	T- value	Decision
H1(a)	IQ -> BI	0.082	2.396	Supported
H1(b)	IQ -> BT	0.066	1.659	Not supported
H2(a)	CS -> BI	0.396	8.948	Supported
H2(b)	CS -> BT	0.312	5.924	Supported
H3(a)	CO -> BI	0.400	8.329	Supported
H3(b)	CO -> BT	0.288	5.085	Supported
H4(a)	BI -> BT	0.199	4.068	Supported
H4(b)	BI -> RP	0.417	8.197	Supported
H4(c)	BT -> RP	0.316	6.066	Supported

4.4 Mediation analysis

The results (Table 5) of the mediation analyses support all hypotheses. Serial mediation shows that motivation and self-congruity partially mediate the relationship among variables.

Table 5. Mediation effect results

Hypothesis	Path	Path coefficient	T value	Decision
H5(a)	IQ -> BI -> RP	0.034	2.159	Supported
H5(b)	CS -> BI -> RP	0.165	6.472	Supported
H5(c)	CO -> BI -> RP	0.167	5.349	Supported
H5(d)	IQ -> BT -> RP	0.021	1.451	Not supported
H5(e)	CS -> BT -> RP	0.099	4.223	Supported
H5(f)	CO -> BT -> RP	0.091	3.702	Supported

4.5 IPMA analysis

Using “Importance-Performance Map Analysis” (IPMA) (Figure 3) improves the PLS-SEM model results. It utilizes a visual aid containing four sections to illustrate this. The graph presents the significance of various qualities and their corresponding levels of effectiveness. The characteristics are evaluated on a scale from unimportant to highly important at the bottom, and their performance is assessed from poor to excellent on the left side. The four quadrants, as described by Martilla & James (1977) and Hair et al. (2018), are Q1 (competent management), Q2 (areas for development), Q3 (too much focus on non-important issues), and Q4 (unimportant). the IPMA results (table 6) indicate a particular endeavour's level of excellence and impact. The mean of importance and performance is 0.285 and 69.95 respectively.

Table 6. IPMA results

Variables	Importance	Performance
IQ	0.060	68.594
CS	0.288	72.043
CO	0.285	71.191
BT	0.314	68.006
BI	0.480	69.945

5. DISCUSSION

The findings of this research states (Fig 2) that customer service and compatibility significantly influence consumer trust and brand image. Which is crucial for consumers to repeat their purchases using online travel platforms. This result is aligned with previous studies (Garg & Pandey, 2021; Miao et al., 2021; Shiffa et al., 2022). On the other hand, information quality has an impact on brand image. Information quality can

shape the individual perspectives of a brand (Garg & Pandey, 2021). That finding is consistent with earlier research (Atika et al., 2016; Garg & Pandey, 2021; Prabowo et al., 2023), but it does not significantly influence brand trust. This shows that the relationship between information quality and brand trust is complex. The contrast states that consumers face challenges trusting the brand.

Additionally, this study highlights the mediating roles of brand image and trust in the tourism sector's repurchase intentions. Our findings showed that brand image was vital in enhancing the repurchase intentions. Brand image significantly mediates the relationships between information quality, compatibility and customer service, with repurchase intention, stating its importance in driving customer commitment (Shiffa et al., 2022) These findings align with previous research (Prabowo et al., 2023; Wandoko & Panggati, 2022; Shiffa et al., 2022; Tian et al., 2020). However, brand trust mediates the relationships between compatibility and customer service with repurchase intention (Miao et al., 2021; Shiffa et al., 2022). However, it does not significantly mediate the relationship between information quality and repurchase intention. These findings emphasise that information quality, compatibility and customer service contribute to shaping a positive brand image and building repurchase intentions.

The study indicate that brand image significantly influences consumers online repurchase intention (Akbaruddin et al., 2023). This suggests that a brand's perception increases with consumer intention to make repeat purchases. Shiffa et al. (2022) found that customer service and trust significantly influenced repurchase intention. Akbaruddin et al. (2023) study states that brand image impacts brand trust, which aligns with our study research. Moreover, Brand trust has a direct positive impact on repurchase intention. Nonetheless, prior research suggests the same (Razak et al., 2014; Chen-Yu et al., 2016). This indicates that consumers will make additional purchases if they trust the brand.

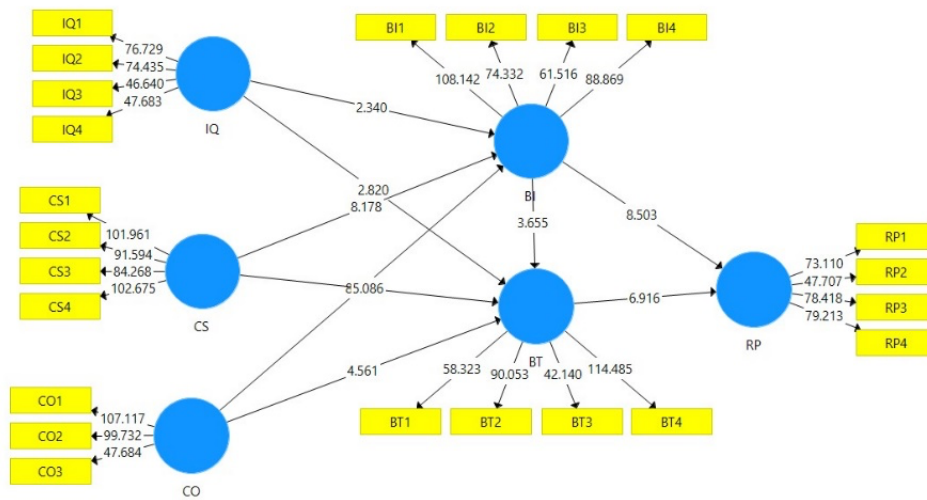


Fig 2. Path Analysis model

Additionally, Importance-Performance Map (IPMA) analysis (Fig 3) reveals that attributes of Quadrant 2 (Q2) i.e., trust and brand image are treated as necessary but still have the potential for improvement (Harvina et al., 2022). This indicates that brand image and trust are essential for customers, but with increased performance, it will meet customer expectations (Thamrin et al., 2020). Thus, implementing strategies to improve these areas could have a significant positive impact on repurchase intentions. In addition, the characteristics of Quadrant 1 (Q1), such as compatibility and customer service, indicate efficient management, stating that its importance and performance are satisfactory according to customers. Meanwhile, the information quality's position in Q4 is of relatively low importance (Kurniadjie & Phetvaroon, 2019), and does not require an immediate attention, stating that management needs to reallocate the resources to address customer priorities better to increase overall repurchase intention.

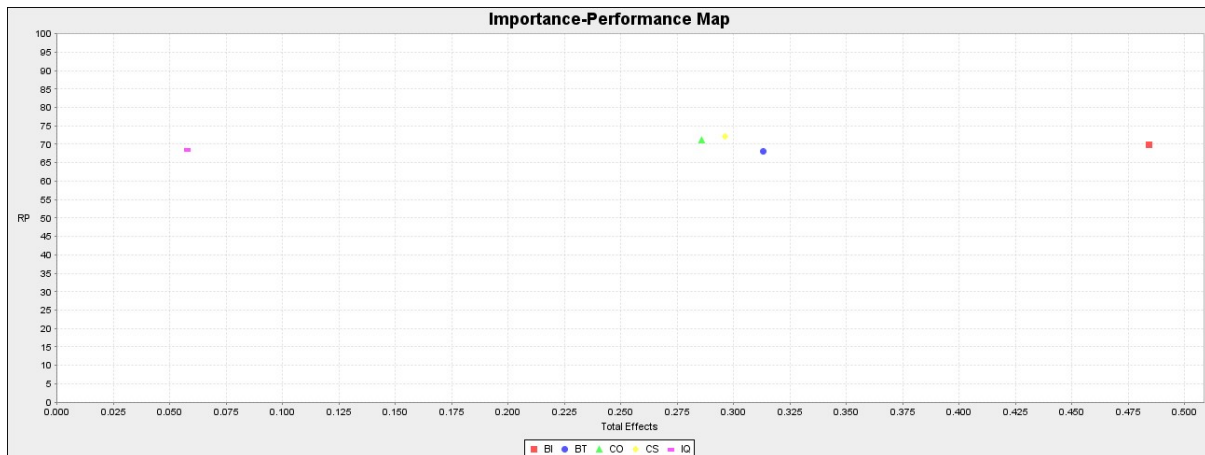


Fig 3. IPMA Map

5.1 Theoretical implication

The SOR framework examines the influence of factors such as compatibility, information quality, and customer service support on consumers online travel repurchase behaviour. This framework helps us in understanding how people will react to various aspects in online tourism (Anisimova et al., 2019). Additionally, this study regarding online consumer behaviour is significant as it highlights the impact of brand trust and brand image (Jonelle Zimmerman, 2012; Patanasiri & Krairit, 2019) on repeat purchases in the context of online tourism. However, with the focus exclusively on digital travel platforms. This research states the impact of information quality, compatibility, customer service support and brand perception on repeat purchasing behaviour. The

study offers some theoretical contributions to the literature. First, the study expands on the existing concept with new discoveries. The result demonstrated that the quality of the information can accurately predict a brand's image.

Additionally, the study discovered that information quality does not directly influence brand trust, it could indirectly impact trust through brand image. Thus, this study contributes to the body of knowledge about the repurchase intention using online platforms by validating existing relationships and offering new insights. This will update the existing literature that uses these concepts and scales. The S-O-R framework on online travel platforms and repurchase intention adds to the body of knowledge on consumer behaviour by analysing how many hypotheses support one another in explaining why customers keep coming back to purchase travel-related goods and services from online platforms. Moreover, The IPMA "importance and performance analysis" shows the differences in importance and performance levels, highlighting how these attributes affect customer decisions in repurchasing. It also emphasizes on which aspects to be improved so that there will be continuous purchases using online tourism platforms. Indicating that increasing brand trust and image will encourage travellers to use travel platforms to make additional purchases. By revealing these aspects, the research advances our understanding of the psychological processes stating consumer decisions in the context of online travel and tourism.

5.2 Practical implications

The study's results provide helpful information for people in the online travel industry. These results posit important managerial implications for companies trying to attract customers. For instance, the study discovered that brand image and brand trust are significantly influenced by customer service support and compatibility. Hence, Tourism management should provide resources to ensure that customer service meets their needs. Moreover, providing tailored and effective information will increase customer satisfaction and aid in building brand image and credibility—however, the research emphasizes on brand trust in shaping repurchase intention. In addition, managers need to reconsider the trustworthy nature of information quality to guarantee more accurate content. Also, positive brand image will create customer trust, enhancing satisfaction and repeat purchase behaviour. Continuing to engage with the customers and strive to meet their needs will create an image among consumers, generating trust. This study demonstrates that brand image and trust performed the lowest among other categories, despite being the most and second most important in terms of repurchase intention. This revealed that travel platforms

may have overlooked about cultivating a positive reputation and sense of trust among their users. However, the possibility of enhancing trust and brand image indicates that management should give building a brand image top priority in order to improve the entire customer experience. Moreover, brand image and trust will be built by continuous improvement to enhance customer satisfaction and meet client expectations. Furthermore, the study provides valuable insights to improve targeted marketing strategies to strengthen consumer brand perception and long-term engagement.

6. CONCLUSION, LIMITATION AND FUTURE RESEARCH

Businesses continue to focus on the online market due to its rapid expansion. With the improvement of technology, consumers can interact with various platforms for travel information related to goods and services. Our study examined the factors that influence repurchase intention using digital travel platforms. Like previous studies, our research also revealed that effective customer service, compatibility in building brand image and trust were crucial elements. Additionally, customer service and compatibility were considered to be necessary. However, there is still room for improving brand image and trust performance. Although information quality is essential, it was surprisingly not shown to be significant. However, managers need to prioritize trust and image according to customer preferences. The study has certain limitations despite the theoretical and practical implications that were discussed previously. This study is cross-sectional, and the use of cross-sectional data restricts establishing a definitive causal relationship as it is impossible to generalise the results. Subsequently, this research can draw parallels across industries. Future research may concentrate on potential moderators like prior experience and platform familiarity.

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