

UNDERSTANDING ONLINE TICKET PURCHASE DECISIONS IN FULL-SERVICE AIRLINES: THE INFLUENCE OF SOCIAL MEDIA PROMOTION, BRAND EQUITY WITH E-WOM AS A MEDIATOR

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ABSTRACT

Introduction/Main Objectives: The rise of digital marketing has reshaped how airlines engage with consumers, particularly through social media promotions. The digital promotion, including Electronic Word of Mouth (eWoM), has become a vital element in shaping customer behavior. It refers to online interactions such as reviews, recommendations, and comments that influence customers' perceptions and decisions when purchasing airline tickets.

Background Problems: This research explores whether social media promotion and brand equity enhance consumer trust and how electronic word of mouth influences purchase decision. Previous studies have focused on the services on low-cost carrier or tourism in general, resulting in a research gap in the context of full-service airlines that put emphasize on customers' loyalty and quality.

Research Methods: Using a quantitative approach, data is collected by surveys of airline passengers who have interacted with social media promotions. Structural Equation Modelling (SEM) is applied to analyze relationships among the variables.

Findings/Results: The study found that e-WOM (passengers reviews and online recommendations) did not have a significant influence on online tickets purchases.

Conclusion: The findings will help airlines refine digital marketing strategies, strengthen brand perception, and leverage word of mouth marketing to boost customer acquisition

Implementation Potential: This study is intended to understand consumer behavior in the airline industry, giving insights for increasing online ticket sales.

Keywords: Social Media Promotion; Brand Equity; Electronic Word of Mouth; Online Ticket Purchase; Consumer Behavior; Full-Service Carriers.

JEL Classification: M2

1. INTRODUCTION

Consumer or customer behavior in this era of digitalization has transformed significantly alongside the growth of social media. Social media is no longer just a hub for interaction and entertainment purposes, but it has evolved into a marketing tool that is very influential to each process of consumer decision making (Appel et al., 2020). Studies show that social media can influence purchase decisions (Mashudi et al., 2023)(N. Kurniawati, 2020)(Werdani et al., 2020). This evolution has a big impact towards airlines industry, specifically the full-service carriers that relies on brand loyalty and services perception to maintain their stands on the competitiveness of an increasing saturated market (Martina, 2021.)

Not only aiding a visibility of their brand, social media also plays a crucial role in create and shaping brand equity, a combination of brand awareness, brand associations, brand loyalty, and perceived quality (Martina, 2021). Brand equity has a direct influence towards consumer trust and their purchase decision, especially in the context of booking an airline ticket that classified as a high-level involvement decision.

Furthermore, Zaki Akbar et al., (2024) explains that electronic word of mouth (eWOM) or digital word of mouth communication such as user reviews, recommendations, and comments on social media has become a key for influencing customer decisions. This is supported a study conducted by (N. I. Kurniawati, 2020). Her study proven that The study emphasizes that positive WOM leads to brand image formation, which in turn influences repeat purchases and attracts new

customers. Unlike WOM, eWOM can reach wider audiences, spread faster, and is often considered more trustworthy since it is considered coming from the real experience of a fellow users. Lama et al., (2020) implies that the role of leaders' opinion and influencers also strengthens the effects of eWOM towards consumer behavior.

Although these dynamics have been studied in the terms of tourism and hospitality in general scope, there is a gap in the literature that specifically addresses full-service airlines where ticket prices, service quality, and loyalty programs becomes a value proposition compared to low-cost carriers, and what differentiate each full-service carrier to the other. In addition, there has not been much research which explored in depth of the relationship between social media promotion, brand equity, and eWOM in influencing customers for making purchases tickets in this segment.

Therefore, this study aims to analyze "Understanding Online Ticket Purchase Decisions in Full-Service Airlines: The Influence of Social Media Promotion, Brand Equity, and e-WOM". As we discovered throughout recent journals and studies, we chose to highlight the full-service aspect which unexplored in this context. This focus is expected to generate fresh, in-depth insights for crafting more effective and customer-centric digital marketing strategies.

2. LITERATURE REVIEW

2.1 Social Media Promotion

Social media has been used as a source for consumer engagement in the airline industry, which let brands interact with their customers. The convenience and importance of social media have increased in the recent years, and many companies are using social media in their external promotions and marketing, customer management. Further, social media is being used by the Companies as an internal media for employee communications (Seo & Park 2018). Aulya et al (2024) Explains that brand ambassadors, customer trust, and online promotions on customer's purchase decisions towards a brand service. Adila et al (2021) explains that airlines manage social media efficiently since it becomes a primary role as a form of promotion and giving clarity of information that can illustrate its effect on passengers' trust. This trust is a fundamental psychological component that positively influences a customer's purchase decision for airline

services. Therefore, Social media then serve as technology-based marketing tools (Werdani et al., 2020)

Wahyuni et al. (2020.) explains that tourist behavior is the key for companies marketing success in developing, promoting and selling tourism products and process of learning on finding out the reason people buy the products and make decision in buying. Hollebeek et al (2022) says that social media engagement is giving strong relationships between consumer and the brand through likes, shares, comments, and direct messages, creating a sense of community. Social media marketing allows airlines to build new connections by offering personalized promotions, updates, and communicates based on each post that is been created, in addition would affect customer's purchase decisions. Appel et al (2020) highlights the growing importance of social media in marketing, saying that it serves as a vital platform for personalized interactions, pushing brands to build stronger emotional connections with their audience. Promotion has a significant positive impact on brand image, and customer loyalty which consist of results that indicates about promotion has an indirect effect through brand image mediation on customer loyalty, (Yuliantoro et al, 2024).

Additionally, Ali et al (2024) emphasize that connecting with consumers is important for the airline industry, as their experiences on social media directly influence perceptions of the airline, guiding their purchase decisions. Thus, this study posits that:

H1: Social Media Promotion positively influence Electronic Word Of Mouth (e-WOM)

H3: Social Media Promotion positively and directly influence Purchase Online Ticket Decision

H6: Social Media Promotion positively influence Purchase Online Ticket Decision Through Electronic Word Of Mouth (e-WOM)

2.2 Brand Equity

Brand equity is one of the factors in creating consumer perceptions and giving long-term business success. Brand loyalty is a key consideration when placing a value on a brand because loyalty translates into a profit stream (Aaker, 1992). In such environments, branding strategies will remain vital for keeping brand equity. Anugerah et al., (2022) explains that brand image is an important factor in a single company because a good brand image attract customer to purchase a

product and create an image in the minds of costumer regarding the product. Az Zahra, (2021.) explains that brand image is related to attitudes in the form of the belief and preference towards a brand. Strong brand equity that developed through a good reputation, customer trust, and differentiation from competitors, is essential in developing customer loyalty for repeat purchases.

According to D. Aaker, (2023) a strong brand can serve as a stabilizing force in times of quick change, helping to maintain consumer trust in the current challenging periods. This shows that innovation is a driving force and brand equity can keep up on market recognition and emotional connections with consumers which creates purchase decision. Ferreira & Coelho, (2020) explains how brand equity, when combined with innovation and dynamic capabilities, increases market positioning for variated enterprises (SMEs). In the context of SMEs, a solid brand equity also turns companies to build stronger relationships with their customers, to fostering brand loyalty and influencing purchase decision.

Brand equity is not just relevant in competitive markets but also in crisis management. Avraham, (2020) examines the role of nation branding strategies towards crises, specifically in the tourism sector. The study highlights that countries or destinations with strong brand equity can manage reputational challenges and rebuild their global image, which affecting the purchase decision. This shows how brand equity acts as a crucial tool for reliving consumer trust after negative events. In the digital era, personal branding has become important. Jacobson, (2020) investigates the extension of brand equity from corporations to individuals, particularly social media managers who build personal brands to their approaches on audiences. The growing significance of personal brand equity in the digital marketing landscape is essential where influencers and brand ambassadors play a crucial role in shaping brand perceptions and consumer engagement, which creates a decision towards their purchases. Thus, this study posits that:

H2: Brand Equity positively influence Electronic Word Of Mouth (e-WOM)

H4: Brand Equity positively and directly influence Purchase Online Ticket Decision

H7: Brand Equity positively influence Purchase Online Ticket Decision Through Electronic Word Of Mouth (e-WOM)

2.3 Electronic Word of Mouth (eWOM)

Electronic Word of Mouth (eWOM) has appeared as a crucial factor in creating consumer behavior, especially in digital and peer-to-peer environments where traditional marketing has become less influence. Octaviani et al, (2024) explains that the widespread availability of the internet and social media enables people to access online reviews or electronic word of mouth (EWOM) for evaluations before making an online purchase. This communication can happen through websites where people share their opinions, discussion forums, boycott websites, and news groups. (Hennig-Thurau et al, 2004).

Roy et al. (2024) highlights how the quality of Electronic Word OF Mouth (eWOM) significantly impact perceived service quality and online recommendation behavior. This shows how Electronic Word Of Mouth (eWOM) is presented and received directly makes consumer judgments and purchase decisions. Bueno & Gallego (2021) says that combination of the Information Adoption Model (IAM) and customer satisfaction as key drivers of purchase intention, suggesting that meaningful peer reviews are giving enough strength to shape buying decisions.

A study by Fadillah et al. (2020) shows a positive result toward investigation of three identities of brands like promotional information characteristics of an airline social media information quantity, e-credibility of information, and e-quality of e-information through e-word of mouth (e-WOM). In addition, Zaki Akbar et al. (2021) contemplate that e-WOM plays a key role in attracting consumer purchase intentions in the competitive airline industry. Supporting this, Baykal & Hesapci Karaca (2022) finds that credible and relatable influencers can reinforce Electronic Word Of Mouth (eWOM) effects by using their social capital on affecting follower's choices on purchase decisions.

The evolving role of Electronic Word of Mouth (eWOM) documented by Verma & Yadav (2021), who explores its transformation from basic online reviews to a more complex data eco systematic that have a sense of analysis and algorithmic visibility, signaling a turnaround in how consumers interact with and are influenced by digital opinions. Manyanga et al. (2022) expands this by demonstrating how demographic factors moderate the impact of customer experience and satisfaction on loyalty and Electronic Word Of Mouth (eWOM) intentions, pointing to the need for audience-specific engagement strategies. Octaviani et al, (2024) explains that performance

expectancy, effort expectancy, facilitating conditions, and EWOM significantly influence online purchase decisions. These studies shows that Electronic Word Of Mouth (eWOM) is not only a communication channel but also a strategic tool that if managed effectively, can strengthen trust, loyalty, purchase decisions, and long-term consumer relationships in both commercial and non-commercial domains. Thus, this study posits that:

H5: Electronic Word of Mouth (e-WOM) as a mediator positively and directly influence Purchase Online Ticket

2.4 Framework

Based on the literature review conducted, this study formulates a research framework that outlines the main variables and their relationships. This framework serves as a reference to examine the interconnections among each variable and as a basis for hypothesis testing.

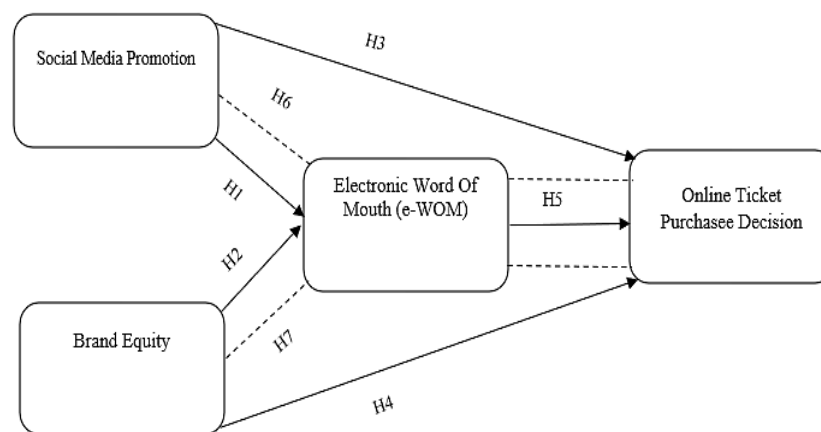


Figure 1. Research Framework

3. METHOD

This study uses a quantitative approach, as suggested by Hair et al (2019), which explains that quantitative research is designed to test objective theories by examining the relationship among variables. The purpose of this research is to explore the influence of social media promotion and brand equity towards purchase online tickets decision alongside electronic word of mouth as a mediation variable, in context of full-service airline carriers. This research intentions are to

collect data, and will be distribute in questionnaires of Google Form. As a result, the total indicators were 12 times 10 (12 times 10 = 120) (Hair et al, 2019) which concludes the formula's calculation indicates that the study's sample size is 120 population.

The research aims to collect data through questionnaires distributed to selected respondents. The sample of this study consists of individuals who have experienced flying with Full-service carriers, with a total of 120 respondents. According to Hair et al (2019), when the population is known and the research aims for statistical generalization, probability sampling methods such as this are appropriate to ensure the representativeness of the sample. That concludes of the sampling techniques used in this study, which is the Slovin Formula method and will be generated through PLS-SEM.

Table 1. Operational Variables

Variable	Indicator	Statement
Social Media Promotion. (Seo & Park, 2018)	Interaction	1. Full-Service Carriers gives various information related to traveling promo on social media
		2. Full-Service Carriers gives platform for social media users to share their opinions
		3. Passengers able to find the promo easily by Full-Service Carriers through social media that always provides the latest information for social media users
	Trendiness	4. Full-Service Carriers frequently share up to date information on social media
		5. The promo shared in Full-Service Carrier's social media is interesting
	Perceived Risk	6. The "caption" written by Full-Service Carrier's social media is interesting 7. Information from Full-Service Carrier's social media makes me more confident that passenger safety and comfort procedures remain a priority.
Brand Equity. (Aaker, 1992)	Brand Awareness	1. Full-Service Carriers are easily recognized and stand out among other airlines.
		2. Full-service carriers are the first option that comes to mind when booking a flight.
		3. Passengers are aware of the services and brand image associated with full-service carriers.
	Perceived Quality	4. Passengers believe Full-Service Carriers deliver high standards of in-flight and ground service.
		5. Full-service carriers provide superior quality compared to other airlines.

Electronic Word of Mouth (e-WOM) (Hennig-Thurau et al., 2004)	Brand Loyalty	6. Full-service carriers give a sense of professionalism and well-managed service.
	Concern For Other Consumers	7. Passengers consistently choose Full-Service Carriers when purchasing tickets online
	Social Advantages	1. Passengers write reviews about Full-Service Carriers to help other travelers make informed decisions. 2. Passengers feel responsible for sharing their experience with other consumers.
Online Ticket Purchase Decision (Kotler, 2011)	Advice Seeking	3. Passengers feel connected after sharing their Full-Service Carriers experience online 4. Posting reviews gives passengers a sense of belonging to the community. 5. Passengers enjoy being seen as someone who gives helpful advice through online reviews. 6. Passengers often read reviews from other passengers before deciding on a full-service airline.
	Purchase Intention	1. Passenger's plan to purchase Full-Service Carrier's tickets online whenever they travel. 2. Passengers intend to choose online platforms when booking their next flight
	Perceived Value of Purchase	3. Passengers feel confident in evaluating different Full-Service Carriers when purchasing tickets online. 4. Purchasing tickets online provides more convenience compared to traditional booking channels. 5. Passengers feel that online ticket purchases are more cost-effective and time-saving than offline methods.
	Purchase Satisfaction	6. The online ticket booking process met the Passenger's expectations 7. Passengers are satisfied with their overall experience of purchasing tickets online from a full-service airline.

4. RESULTS AND DISCUSSION

Table 2. Respondent Characteristics

Demographic Variable	Frequency	Percentage
Gender		
Woman	58	48.3%
Man	62	51.7%
Age		
<17	0	0
17-25	81	67.5%
26-35	8	6.7%
36-45	9	7.5%
46-55	14	11.7%
>55	8	6.7%
Employment Status		
Student	72	60%
Teacher/Lecturer	1	0.8%
Privat Employee	27	22.5%
Government Employee	0	0
Entrepreneur	16	13.3%
Others	4	3.3%
Annual Flight Frequency		
1-2 Times	80	66.7%
3-5 Times	27	22.5%
6-10 Times	7	5.8%
>10 Times	6	5%
Airline Preference		
Garuda Indonesia	70	58.3%
Batik Air	55	45.8%
Singapore Airlines	9	7.5%
Emirates	11	9.2%
Qatar Airways	8	6.7%
Cathay Pasific	7	5.8%
Japan Airlines (JAL)	1	0.8%
ANA (All Nippon Airways)	2	1.7%
Others	22	18.3%

The respondents in this study were predominantly male (51.7%) and aged 17–25 years (67.5%), with the majority being students (60%). Most participants reported taking 1–2 flights annually (66.7%). In terms of airline preference, Garuda Indonesia (58.3%) and Batik Air (45.8%) were the most favored carriers among respondents. These characteristics suggest that the sample was dominated by young travelers with relatively low flight frequency, potentially shaping their brand loyalty and service expectations in the airline industry.

This study utilized SmartPLS software as the primary research analysis tool. In accordance with Partial Least Squares (PLS) – Structural Equation Modelling procedures, two key assessments were conducted: the measurement model and bootstrapping analysis (Hair et al., 2019). measure their respective constructs.

Outer model

Convergent Validity and Reliability

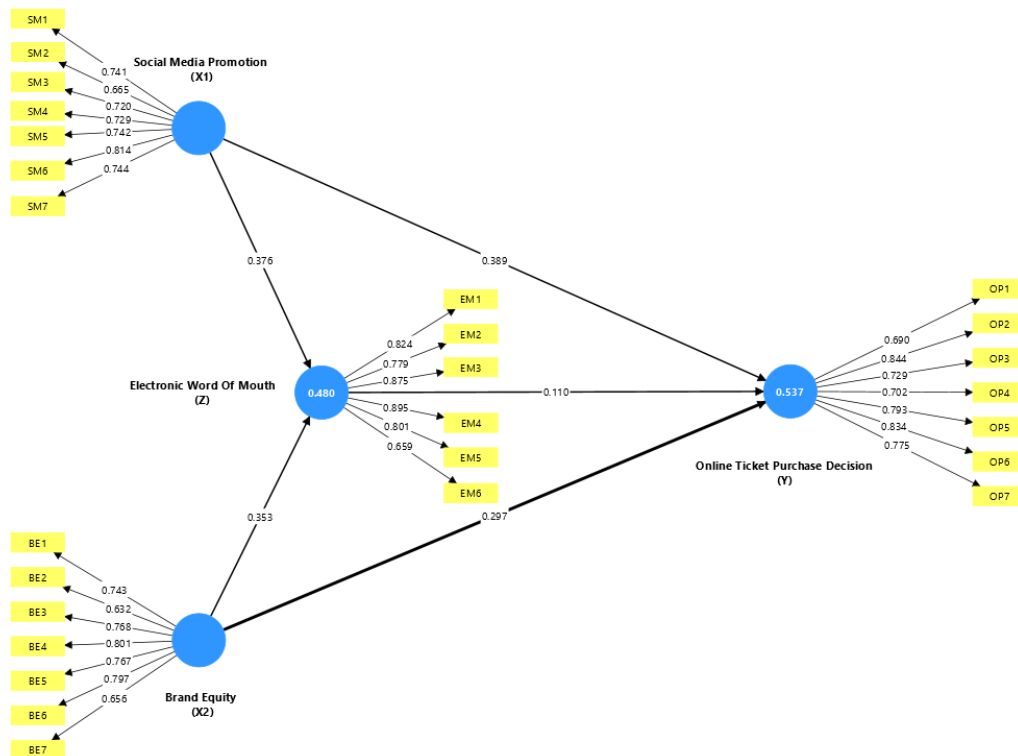


Figure 2. Smart PLS Data Processing

Source: Processed by researchers using SmartPLS 4

Figure 2 presents the structural model of the PLS-SEM, illustrating how social media promotion (X1) and brand equity (X2) influence online ticket purchase decisions (Y), both directly and indirectly, through electronic word of mouth (WOM) (Z). The results indicate that social media promotion has a strong positive effect on electronic WOM (path coefficient = 0.715) and a

direct positive impact on online ticket purchase decisions (0.389). Similarly, brand equity positively affects electronic WOM (0.719) and directly influences purchase decisions (0.237).

Electronic WOM also shows a positive and significant relationship with online ticket purchase decisions (0.110), indicating its role as an intervening variable. The R^2 value for electronic WOM is 0.486, meaning that 48.6% of its variance is explained by social media promotion and brand equity. Meanwhile, the R^2 value for online ticket purchase decisions is 0.517, suggesting that 51.7% of the variance is explained by social media promotion, brand equity, and electronic WOM. All outer loadings exceed 0.7, indicating that the observed indicators reliably measure their respective constructs.

Table 3. Convergent validity and reliability

Variable	Indicator	OL	AVE	CA	CR(rho_a)	CR(rho_c)
SM	SM1	0.741	0.544	0.860	0.866	0.893
	SM2	0.665				
	SM3	0.720				
	SM4	0.729				
	SM5	0.742				
	SM6	0.814				
	SM7	0.744				
BE	BE1	0.743	0.548	0.861	0.864	0.894
	BE2	0.632				
	BE3	0.768				
	BE4	0.801				
	BE5	0.767				
	BE6	0.797				
	BE7	0.656				
EM	EM1	0.824	0.655	0.892	0.895	0.919
	EM2	0.779				
	EM3	0.875				
	EM4	0.895				
	EM5	0.801				
	EM6	0.659				
OP	OP1	0.690	0.591	0.884	0.889	0.910
	OP2	0.844				
	OP3	0.729				
	OP4	0.702				
	OP5	0.793				
	OP6	0.834				
	OP7	0.775				

Source: Processed by researchers using SmartPLS 4

Social media (SM), Brand equity (BE), electronic word of mouth (EM), and online purchase ticket decision (OP) are selected and have reliable and valid measures that are acceptable based on the measurement model shown in Table . Some OL values are below the ideal cutoff of 0.70 (e.g. SM2 = 0.665, BE2 = 0.632, EM6 = 0.659, OP1 = 0.690), but all are above 0.60 which is acceptable given the strong overall reliability of the constructs. The findings suggest that the variables continue to meaningfully contribute to their latent counterparts. The Average Variance Extracted (AVE) for each construct is greater than 0.50 and confirms good Convergent Validity that the items measure the intended construct well. The internal consistency of the constructs of the scaled questionnaire is provided by high Cronbach's Alpha (CA) and Composite Reliability (CR) values above 0.70. Thus, although a few of the OL values obtained were lower than those indicated, the measurement model is still considered adequate because all indicators are relevant, valid, and reliable. Hence, dropping any of the items is deemed unnecessary.

Table 4. Discriminant validity – Fornell-Larcker criterion

	SM	BE	EM	OP
SM	0.740			
BE	0.656	0.809		
EM	0.683	0.562	0.769	
OP	0.807	0.661	0.701	0.737

Source: Processed by researchers using SmartPLS 4

The findings reveal that all the constructs have a greater connection to the own indicator than other constructs. The conclusion indicates that the variables do not share the same core meaning, plus the results do not compromise discriminant validity.

Inner Model

(Multicollinearity and Hypothesis)

Table 5. VIF and Hypothesis Testing

	VIF	STDEV	T Statistics	P Values
SM-OP	3.134	0.107	3.640	0
BE-OP	3.101	0.117	2.535	0.011
SM-EM	2.862	0.143	2.627	0.009
BE-EM	2.862	0.136	2.587	0.01
EM-OP	1.923	0.108	1.023	0.306

Source: Processed by researchers using SmartPLS 4

The data in the table reveals that all of the variables that have been tested have a VIF value of less than 5 or between 1.923 and 3.134. Thus, in this model, there is no multicollinearity problem present. all the independent variables in the model are statistically significant in affecting the dependent variable, OP, due to $T > 1.96$ and $P < 0.05$, except the EM to OP, which is not statistically significant ($T = 1.023$; $P = 0.306$). The finding implies that SM and BE have a direct effect on OP, while SM and BE also influences OP through EM at a significant level, while EM indirectly influences OP at the level which is not significant in the model.

Table 6. R-Square

	R-Square	Description
EM	0.480	Weak
OP	0.537	Moderate

Source: Processed by researchers using SmartPLS 4

The latent variable EM shown on table 6 has borderline weak-to-moderate predictive power based on R-Square table above with value 0.480. This means 48% of EM variation can be explained by the model, meaning it's a fair model which isn't the best. As we explained earlier, there is a high degree of interdependence between variable OP and other variables, including FCP. Therefore, a value of OP with 0.537 R-square is considered moderate and it throws some light on the other values of OP. In other words, a value of OP with an R-square of 0.537 explains 537 per cent of the variation of the value of OP itself which is reasonably good.

Table 7. F-Square

	F-Square	Description
SM-OP	0.104	Moderate
BE-OP	0.061	Weak
EM-OP	0.014	Weak

Source: Processed by researchers using SmartPLS 4

As shown on table 7, the value of F-square for the relationship between Social Media Promotion and Online Ticket Purchase Decision is 0.104. Moreover, the value of F-square for Brand Equity and Online Ticket Purchase Decision is 0.061. Furthermore, the value of F-square for Electronic Word of Mouth and Online Ticket Purchase Decision is 0.014. According to the results, Social Media Promotion has a moderate effect on Online Ticket Purchase Decision. Brand Equity has a weak to moderate impact. On the other hand, e-WOM has a very weak or negligible influence on Online Ticket Purchase Decision in this model.

Table 8. PLS-Predict

Q²predict	PLS SEM_RMSE	PLS SEM_MAE	LM_RMSE	LM_MAE	IA_RMSE	IA_MAE
0.249	0.830	0.631	0.870	0.666	0.958	0.783
0.302	0.783	0.577	0.776	0.571	0.938	0.734
0.300	0.820	0.651	0.866	0.659	0.981	0.836
0.356	0.733	0.572	0.749	0.575	0.913	0.743
0.258	0.944	0.747	1.032	0.805	1.096	0.916
0.232	0.784	0.588	0.797	0.607	0.895	0.668
0.372	0.763	0.626	0.771	0.571	0.963	0.768
0.315	0.629	0.469	0.653	0.508	0.760	0.604
0.368	0.621	0.490	0.627	0.481	0.781	0.570
0.104	0.726	0.588	0.781	0.632	0.767	0.657
0.155	0.633	0.520	0.651	0.504	0.688	0.591
0.255	0.631	0.504	0.639	0.497	0.731	0.610
0.306	0.652	0.500	0.654	0.497	0.783	0.605

Source: Processed by researchers using SmartPLS 4

The Q²_predict results vary from 0.104 to 0.372, thus showing that the indicators have a moderate to strong predictive relevance. The PLS-SEM model demonstrates the RMSE and MAE values that range from 0.621–0.944 and 0.469–0.747, respectively. The above is lower than the LM (the value of RMSE: 0.627–1.032; MAE: 0.481–0.805) and IA methods (the value of RMSE: 0.688–1.096; MAE: 0.570–0.916). Thus, the PLS-SEM confirms the suitability and reliability to evaluate the predictive capability of the model tested in this study.

5. CONCLUSION

The study found that e-WOM (passengers reviews and online recommendations) did not have a significant influence on online tickets purchases. This means that reviews do help, but customers are more influenced by what they see from the airline's marketing and how they view the airline. In other words, people are likely to book the tickets speedily if they come across good promotions and trust the airline brand more than they are influenced by online comments alone. It shows that airlines must not just maintain their digital representations but also ensure quality services that would help the brands to build the trust of consumers. In Conclusions, full-service airlines can enhance online sales through creative and engaging social media strategies along with building and maintaining brand equity in the future. Direct brand-customer communication is more impactful than online reviews, though the latter still matters. An airline marketer and business strategist should benefit from these findings. Government stakeholders at tourism should benefit where they can support aviation and digital economy.

6. IMPLICATIONS, LIMITATIONS, AND FUTURE RESEARCH

This study offers significant implications for full-service airlines operating in an increasingly competitive and digitalized environment. Findings indicate that social media promotion exerts a strong influence on customers' online ticket purchase decisions, positioning it as a strategic investment area rather than a mere communication channel. Brand equity also plays a crucial role in shaping purchase behavior; thus, airlines must consistently deliver trustworthy, value-driven services and effectively communicate their differentiators such as comfort, reliability, and loyalty programs to sustain competitive advantage over low-cost carriers.

Although electronic word of mouth (e-WOM) does not directly affect purchase decisions, it indirectly builds consumer trust. Airlines should therefore foster positive online engagement through reviews, testimonials, influencer collaborations, and proactive reputation management. The results also provide useful insights for policymakers and tourism institutions in formulating digital engagement strategies that strengthen aviation competitiveness and support tourism growth. Academically, this study contributes to understanding how digital marketing dimensions influence consumer behavior in full-service airline contexts, an area that remains underexplored.

Several limitations should be acknowledged. The sample of 120 respondents, though adequate for PLS-SEM, may not capture the diversity of global airline consumers. The reliance on self-reported data introduces potential bias and excludes less digitally active travelers. Moreover, the study focuses on three variables, omitting factors such as price, booking experience, or safety, and employs a cross-sectional design that limits temporal generalization. Future research should explore additional determinants, including price sensitivity, customer satisfaction, and mobile application experiences, using larger and more diverse samples or longitudinal approaches to enrich the understanding of consumer behavior in airline digital marketing.

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