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## How Can Airport Service Quality Influence the Corporate Image: The Mediating Role of Customer Trust

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**Abstract:** Soekarno-Hatta International Airport still dominates the aviation market in the ASEAN region and is one of the busiest airports in the world. Hence, it needs to be balanced with the quality of airport services. This study analyzes Airport service quality's effect on corporate image mediated by customer trust at Soekarno-Hatta Airport Domestic Terminal 3. This research uses quantitative survey methods to collect data and surveys 259 Terminal 3 domestic Soekarno Hatta Airport passengers. The sampling method used is accidental sampling. The data were analyzed using Structural Equation Modeling (SEM) with SmartPLS 3 software. The results showed that airport service quality positively influences corporate image directly and through customer trust as a mediating variable.

**Keyword:** Airport Service Quality, Customer Trust, Corporate Image, Passenger, Soekarno-Hatta Airport Domestic Terminal 3.

### INTRODUCTION

Soekarno-Hatta International Airport is the largest airport in Indonesia and is considered to have outstanding services. In the OAG (Official Airline Guide) report (2023), Soekarno-Hatta Airport ranked highest in-flight seat capacity, reaching 3.13 million, the highest compared to other Southeast Asian airports in April 2024. The Central Bureau of Statistics (BPS) presents data on passengers at Soekarno-Hatta International Airport who flew an 80.7% increase to 6,783,267 in the last two years. Overall, the airport service must build a positive image for tourist destinations, which aligns with the Airport Council International (ACI) assessment of Airport Service Quality (ASQ). Soekarno-Hatta International Airport managed to achieve 28th place in the world (Skytrax, 2024) and 5th place in the category of airports with 60 - 70 million passengers per year; the airport received a score of 4.98 from the target of 4.9 in ASQ according to Airport Council International (ACI).

The aviation industry competes to attract more passengers and airlines through several services (Gitto & Mancuso, 2017). Therefore, an airport must have adequate infrastructure to sustain and enable terminal operations and ensure passengers' comfort when using its services. The various passenger operations at the airport terminal are critical from departure to arrival. Therefore, airport services must be consistently improved to provide the best experience to service passengers (Fahmi et al., 2010). Thus, improving the quality of service at Soekarno-Hatta International Airport is expected to enhance the corporate image and increase passenger trust. To find out the perception of service passengers on the expected level of service quality and prevent a decrease in the level of service provided by Terminal 3 of Soekarno Hatta International Airport, research on airport service quality analysis is needed.

According to Finn (1961), cited by (Nguyen & Leblanc, 2001) where, businesses now compete in the domains of corporate image, brand, and reputation in addition to the ever-evolving dimensions of product, function, specification, and quality in today's highly competitive world, as well as various fields including management, public relations, marketing, and the environment, are found to be intricately linked when examining the notion of image. Passenger judgment is based on personal experience and includes factors such as the Level of Service (LOS), which are essential for achieving customer satisfaction and can be an important parameter in determining a corporate image (Fahmi et al., 2010). A corporate image is the culmination of all the opinions the general public has about the characteristics associated with the business (Bozkurt, 2018). As a result, the corporate image can be described as the result that arises when consumers compare various aspects of the company (Taskiran & Gökçe, 2017).

A customer's self-belief in a corporation, which can lead to favorable expectations from an activity, is known as trust (Ricardianto et al., 2023). This is reflected in competence, honesty, goodwill, and integrity. Organizations, in this case, are the managers of Terminal 3 of Soekarno Hatta International Airport must take responsibility for their actions, recognize consumer expectations, and evaluate their performance in meeting these expectations to develop trust with their customers (Wahid et al., 2020).

The degree to which a customer's assessment of the services provided by service providers meets their expectations and influences their degree of satisfaction is known as service quality (Marina et al., 2016). Service quality, trust, and image are essential for airports. One of the things that is considered to make an airport attractive and competitive is the quality of service (Pantouvakis & Renzi, 2016). Given the rapidly changing nature of the airport industry, airports should concentrate on improving service quality or the level of service perceived by their passengers.

Several empirical studies have been conducted to examine the influence between airport service quality and corporate image, resulting in several research findings undertaken by Mainardes E, Melo R, and Moreira N (Mainardes et al., 2021) found that air service passengers usually consider the corporate image of the airport they frequent when evaluating the quality of services offered, including the facilities provided at the airport, attentive and friendly service, and a clean and pleasant environment by with what is revealed by Bezerra G & Gomes C (2020); Nasset E, & Helgesen Ø (2014) that air service passengers see the positive passenger experience of the quality of service provided as something beneficial to the reputation of service providers, including airports.

These findings are not supported by the results of research conducted by Vera Suciayati (2013), with the results of research that service quality has no significant effect on company image. This also proves the inconsistency in research related to the impact of service quality on company image. Therefore, to prove it, we will conduct research on this topic.

This study aims to determine and analyze the effect of Airport Service Quality (X) directly and indirectly on Corporate Image (Y) mediated by Customer Trust (Z) at Domestic Terminal 3, Soekarno Hatta International Airport.

## Literature Review

### 1. Airport Service Quality and Corporate Image

The SERVQUAL model is a popular instrument for assessing service quality based on customer perspectives (Sahney et al., 2004). SERVQUAL uses a multi-item scale with five dimensions that allow customers to rate the quality of service they receive (Parasuraman et al., 1988). Prioritizing service quality can increase an airline's chances of gaining a competitive advantage and maintaining customer loyalty in the long run (Steven et al., 2012), followed by customer assessment using the five characteristics of service quality identified by (Zeithaml et al., 2010), to assess the quality of service they receive. The five dimensions include reliability, facility condition, empathy, responsiveness, and assurance. According to Airport Council International (ACI), "Overall Service Quality" is "The overall level of passenger satisfaction measured through survey responses." This concept has become a crucial competitive capability as it significantly impacts business performance, return on investment, satisfaction, brand equity, and profit.

Determining if a product has good or bad service quality is how service quality is measured. Customers are more satisfied with the goods, and the greater the service quality, the vice versa (Hafizah Aqsha et al., 2021). In the context of an increasingly competitive market, many businesses are looking to achieve specific goals, including the creation of a consolidated corporate image for its clients and generating perceived value for passengers through the provision of high-quality airport services (Jin et al., 2015; Mainardes et al., 2021). Several researchers have discussed the same topic, including: (Fahmi et al. 2010; Khoo, 2022; Simarmata et al., 2017; Wibowo, 2016; Wu, 2014). Several researchers have discussed the same topic, including:

H1: There is a positive influence between ASQ on Corporate Image

### 2. Airport Service Quality and Customer Trust

Trust is defined as a customer's perception of confidence in the integrity and reliability of an existing service provider (Morgan & Hunt, 1994). Social exchange theory, which underlies most relationship research in marketing and other disciplines, states that trust is an essential element in relationships (Blau, 1964). Trust is generated when customers observe employee knowledge and responsiveness and then separately evaluate this trust from other service quality dimensions (Zeithaml & Berry, n.d.).

Consumer trust is a future expectation of customers towards a reliable service provider that is reliable and fulfilling its promises (Simarmata et al., 2017). According to Setiawan, Wati, Wardana, and Ikhsan (2020), trust is an essential factor in airline and airport competition in the civil aviation sector, and it helps predict and understand customer desires. Some studies have also shown that service quality significantly influences customer trust (Al-hilou & Suifan, 2023; Hidayat et al., 2020; Zhang et al., 2023). Therefore, considering the above, the following hypothesis is proposed:

H2: Airport service quality positively affects customer trust.

### 3. Customer Trust and Corporate Image

Trust plays a vital role in several academic fields, especially in marketing and organizational administration theories. Customer trust is described as a corporation's ability to fulfill the promises made to its customers, which in turn defines the customer's confidence in the business (Chen et al., 2021a). Since a corporation's trustworthy actions shape its corporate image, trust is seen as an essential component of a successful organization.

Providing acceptable value is essential to building a positive reputation. Because trust is fragile, great efforts are made to regain it once it is lost (Park et al., 2014). Furthermore, it has been shown that the precursor to corporate image is trust. Consumer trust in airlines is essential because it can lower consumers' perception of risk and uncertainty and improve their opinion of the corporate's performance, both of which are important factors in business success (Song et al., 2019). As a result, it is expected that consumer trust in airport services directly affects the airport's corporate image. For this reason, the following hypothesis is proposed:

H3: Customer trust positively affects corporate image

#### 4. ASQ and Customer Trust with Corporate Image

A customer's subjective opinion of a brand or business providing goods or services is a corporate image (Song et al., 2019). Companies with substantial reputational capital can gain a competitive advantage for several reasons. A good corporate image allows the corporate to charge premium prices for products, achieve lower marketing costs, and benefit from greater freedom in decision-making (Fombrun, 1996). Thus, corporate image can be seen as an essential factor in airline studies, as it can influence customer behavior and customers' overall evaluation of a corporate (Song et al., 2019).

In this case, customer trust is a mediating variable between Airport service quality and Corporate Image. This means that when an airport has good service quality and through customer trust, it will improve the image of the corporate itself. Research conducted by Suciyati (2013) states that service quality has not had a significant partial effect on service quality has not had a significant partial impact on corporate image. Thus, the author requires customer trust to mediate between Airport service quality and corporate image. This statement is also supported by previous research (Mainardes et al., 2021), which states that airport service quality has a positive effect on corporate image through the mediation of customer satisfaction and provides an indirect effect between the two variables. Considering the above, the following hypothesis is proposed:

H4: Airport service quality positively affects corporate image through customer trust

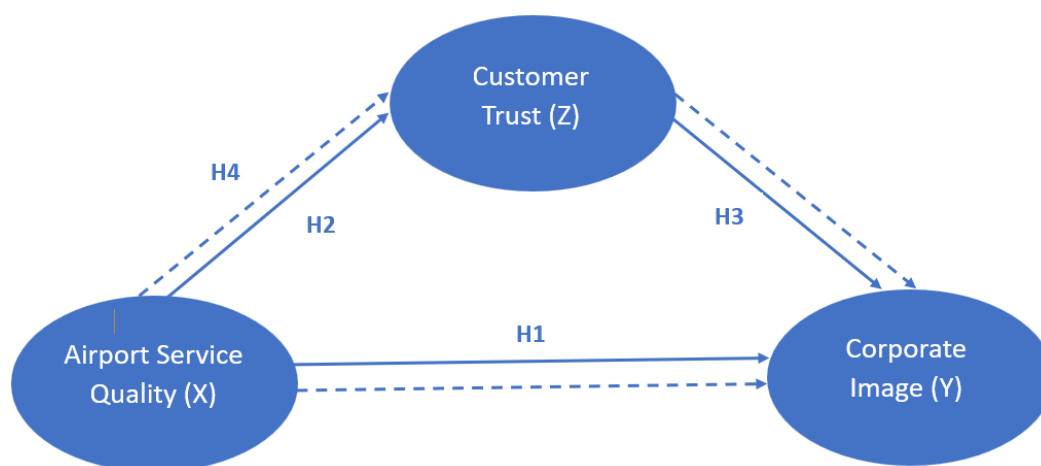


Figure 1. Conceptual Framework

## METHOD

### Research Instruments

The survey instrument was adopted from (Mainardes et al., 2021) for data collection from passengers at Terminal 3 of Soekarno-Hatta Airport. The final questionnaire totaled 22 items, of which 15 items were included in Airport Service Quality (ASQ), namely (1) Low noise level and clean environment (2) Comfortable environment (3) Overall the airport offers good services (4) Polite and helpful staff (5) Attentive staff (6) Neat and courteous staff (7)

Efficient staff in providing services to passengers (8) High level of security (9) The airport implements necessary security measures to ensure the safety of its passenger (10) The airport can provide services with reasonable waiting times in areas (check-in, ticket sales counters, x-ray screening, and waiting rooms). (11) High flight frequency and convenient schedule (12) Convenience of pre-flight and post-flight services (13) Good handling of customer complaints (14) Good service during flight delays (comfortable waiting rooms and clean restrooms). (15) Good baggage handling (x-ray of lost or damaged baggage, baggage conveyor belt, baggage loading and unloading).

Furthermore, customer trust consists of 4 items, namely (1) Reliability to deliver what they promise related to the services offered (check-in, ticket sales counter, baggage check, and waiting room). (2) Prioritizing the interests of passengers (3) Meeting my expectations of the services provided (check-in, ticket sales counter, baggage check, and waiting room). (4) Provide good service (check-in, ticket sales counter, baggage check, and waiting room). The last three items included in Corporate Image are (1) The airport I visited has a good ground service provider, (2) Overall, the airport I visited has a clean and healthy environment, (3) The services at the airport I visited are reliable.

**Table 1. Research Instruments**

Variable		Operational Definition	Source
ASQ	Comfort	CF1 - The airport I visited had a low noise level and a clean environment	(Mainardes et al., 2021)
		CF2 - The airport I visited has a comfortable environment	
		CF3 - Overall the airport I visited offers good services	
	Employees	EM1 - The airport I visited had courteous and helpful personnel EM2 - The airport I visited had attentive personnel EM3 - The airport I visited had personnel who looked neat and polite EM4 - The airport I visited has staff who are efficient in providing services to passengers	
	Reliability of Services	RS1 - The airport I visited has a high level of security RS2 - The airport I visited implements the necessary security measures to ensure the safety of its passenger RS3 - The airport I visited was able to provide services with reasonable waiting times in areas (check-in, ticketing counters, baggage x-ray inspection, and waiting areas)	
	Convenience of Service	CS1 - The airport I visited has a high flight frequency and convenient schedule CS2 - The airport I visited has convenient pre-flight and post-flight services	
	Handling of Abnormal Conditions	AC1 - The airport I visited has good customer complaint handling AC2 - The airport I visited offers good service in the event of flight delays (comfortable waiting room and clean	

	restrooms) AC3 - The airport I visited has good handling of lost or damaged baggage (lost or mishandled baggage X-rays, baggage conveyor belts, baggage loading, and unloading)	
Trust	TR1 - The airport I visited can be relied upon to deliver what they promise in terms of the services offered (check-in, ticket counter, baggage check, and waiting area) TR2 - The airport I visited put the interests of passengers first TR3 - The airport I visited met my expectations of the services provided (check-in, ticket sales counter, baggage check, and waiting area) TR4 - I can rely on the airport I visited in terms of providing good services (check-in, ticket sales counter, baggage check, and waiting room)	(Mainardes et al., 2021)
Corporate Image	CI1 - The airport I visited has good ground service providers CI2 - Overall, the airport I visited has a clean and healthy environment CI3 - The service at the airport I visited was reliable	(Mainardes et al., 2021)

**Population, Sample, and Collective Data**

This research utilizes a quantitative descriptive methodology. The main data source of this study is primary data from Terminal 3 of Soekarno-Hatta International Airport, where the impact of airport service quality on the corporate image is intended to be observed through the mediation of customer trust. One of the largest aviation hubs in Indonesia, Terminal 3 of Soekarno-Hatta Airport, became the focus of the study. The population in this study were passengers at Terminal 3 Domestic Soekarno-Hatta International Airport.

To collect data, respondents were collected through survey methods and direct observation through a questionnaire created through a Google Forms form. In this research, each member of the population has a different chance of being taken as a sample. This sampling technique is known as non-probability sampling, and the sampling method is accidental and uses anyone who is encountered by chance and has access to Terminal 3 Domestic of Soekarno Hatta International Airport. Due to the large number, unknown, and inadequate time, the researcher determined it himself. This formula is used to calculate the minimum sample size (Hair et al., 2019). This formula proposes that the minimum sample size is about 5 to 10 times the total number of indicators. Data collected from as many as 259 samples will then be processed and analyzed.

**Analysis Method**

The researcher used Structural Equation Modelling (SEM), which was used in conjunction with SmartPLS 3 software in this study, to analyze the data, organize the survey results, and draw study conclusions. Using SEM, researchers can see the complex relationships between the variables under study, which allows them to find the most significant components. In addition to improving understanding of the structure of the relationships between variables, this analytical process offers clearer guidelines for building strategies that match the research results. Processing data and generating accurate models is made easier with SmartPLS 3, making the conclusions more reliable and relevant for practical applications in the field under study. Given the statement by (Richter et al., 2016) SEM-PLS is a handy tool for discovering and establishing relationships between constructs and developing explanations for each relationship. In order to fully theorize, researchers are expected to harness the power of PLS-SEM and be receptive to more exploratory designs and techniques when the research design allows it.

## RESULTS AND DISCUSSION

### Result

Descriptive analysis modeling and multiple linear regression analysis were used to analyze the data. The validity test, reliability calculation, and inner model are the same parts of the outer model analysis. Finally, a bootstrapping approach will be used to conduct the tests in the final section.

**Table 2. Characteristics of Respondents**

Demographic Variables	Frequency	Percentage
<b>Gender</b>		
Man	121	47%
Woman	138	53%
<b>Age</b>		
17-25	143	53%
26-35	77	30%
>35		
<b>Current Status</b>	39	15%
Student	95	37%
Entrepreneur	23	9%
Private Employee	82	32%
ASN/TNI/Polri	27	10%
Housewife	12	5%
Other	20	8%
<b>Purpose of Travel</b>		
Business	55	19%
Tourism	103	37%
Family visit	55	20%
Education	53	19%
Other	15	5%
<b>Domicile</b>		
Jabodetabek	218	86%
Non-Jabodetabek	32	14%

Source: Data processed by the researchers (2024)

Based on the data on the respondents' characteristics listed in the table above, 47% of respondents are male and 53% are female. As many as 53% of respondents are around 17 to 25 years old, 30% of respondents are 26 to 35 years old, and 15% are more than 35 years old. As many as 37% of respondents are students, 9% of respondents are self-employed, 32% of respondents are private employees, 10% of respondents are ASN / TNI / Polri, 5% of respondents are housewives, and 8% of respondents are other. As many as 19% of respondents traveled for business purposes, 37% of respondents for tourism purposes, 20% of respondents for family visits, and 5% of respondents traveled for other purposes. As many as 86% of respondents live in Jabodetabek, and as many as 14% of respondents live outside Jabodetabek.

### 1. Reflective Measurement Model Analysis

The average variance extracted (AVE) for each item on each construct is the metric used to assess convergent validity (Taskiran & Gökçe, 2017). Squaring the loadings of each indicator on a build and calculating the average value yields the AVE. The minimum acceptable AVE of 0.50 or higher indicates that the construct accounts for at least 50% of the variation among the items that make up the construct. From the table, the AVE value for each ASQ, Customer Trust, and Corporate Image variable has a value above 0.5, which indicates sufficient convergent validity, meaning that one latent variable is able to explain the variation in its indicators.

According to (Latan & Ghozali, 2015), an excellent cross-loading value is above 0.7. The cross-loading value of each construct is tested to ensure that the construct's correlation with the measurement item is more significant than that of other constructs. Based on this table, each variable item has a cross-loading value above 0.7. For example, the CT variable item has a cross-loading value of 0.854 and is above 0.7. The CT cross-loading value has a higher correlation with the CI variable (0.737) and ASQ (0.784). So, it can be concluded that the discriminant validity requirements have been met.

According to (Wong, 2013), variables can be said to have good discriminant validity if the root AVE value of each construct is greater than the correlation value between one construct and another. From the table, the root AVE value is the value on the diagonal axis (bolded). The table shows that the root AVE value is greater than the correlation value of other variables. However, based on the data processing results, it is known that the root value of each variable is smaller than the root AVE value of other variables. For example, the ASQ variable has an AVE root value of 0.748, smaller than the AVE root value of the Corporate Image variable (0.837) and Customer Trust (0.883).

**Table 3. Convergence Validity Test**

Path	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Airport Service Quality	0.944	0.944	0.950	0.559
Customer Trust	0.806	0.813	0.873	0.634
Corporate Image	0.741	0.743	0.853	0.659

Source: Data processed by the researchers (2024)

The three variables (Airport Service Quality, Customer Trust, and Corporate Image) have good reliability and validity, based on the convergent validity test results. Internal consistency and reliability of each construct are good as all Cronbach's Alpha, rho\_A, and Composite Reliability values are above the 0.7 cut-off point.

When the Average Variance Extracted (AVE) value is also greater than 0.5, it is considered that each variable has good convergent validity, which means it can explain most of the variance observed in its indicators. All these results indicate that the measurement model used is adequate and reliable for additional analysis despite the slight variation in these values.

**Table 4. Cross loading test**

	ASQ	Corporate Image	Customer Trust
AC1	0,711	0,571	0,601
AC2	0,742	0,581	0,652
AC3	0,765	0,617	0,650
CF1	0,724	0,569	0,603
CF2	0,732	0,633	0,650
CF3	0,746	0,610	0,707
CS1	0,719	0,595	0,669
CS2	0,755	0,639	0,665
EM1	0,721	0,592	0,627
EM2	0,749	0,629	0,656
EM3	0,749	0,660	0,682
EM4	0,756	0,652	0,683
RS1	0,741	0,619	0,635
RS2	0,815	0,725	0,739
RS3	0,784	0,671	0,665
CI1	0,676	0,786	0,661

	ASQ	Corporate Image	Customer Trust
CI2	0,719	0,831	0,723
CI3	0,640	0,818	0,687
CT1	0,784	0,737	0,854
CT2	0,669	0,659	0,748
CT3	0,620	0,612	0,760
CT4	0,724	0,696	0,817

Source: Data processed by the researchers (2024)

Compared to other variables, each indicator in the model has a higher loading value on the variable to be measured, which indicates good discriminant validity. This indicates that the indicator supports the discriminant validity and relevance of the variable being measured.

**Table 5. Fornier Larcker**

	Airport Service Quality	Corporate Image	Customer Trust
ASQ	0,748		
Corporate Image	0,837	0,812	
Customer Trust	0,883	0,851	0,796

Source: Data processed by the researchers (2024)

The correlation table shows that both directly and indirectly through customer trust, airport service quality plays an important role in shaping the corporate image.

With a correlation value of 0.837, corporate image and airport service quality are highly correlated. This shows that improving airport service quality has a positive impact on corporate image. In addition, with a strong correlation of 0.883, airport service quality also significantly impacts customer trust.

With a correlation of 0.851, customer trust also strongly correlates with corporate image. This suggests that solid customer trust gained through excellent airport services will enhance the corporate image with clients.

Although it has a lower correlation (0.796) with its variable than the other variables, customer trust still shows good reliability. It also shows how corporate image and airport service quality significantly impact customer trust and their role in moderating the relationship between the two factors.

Overall, this table shows that improving the quality of airport services will benefit the corporate's image both directly and indirectly through increased customer trust, which will enhance the corporate image.

## 2. Analysis of Structural Model

Testing the inner model is a theory-based model development process to test the relationship between external and internal variables listed in the conceptual framework. According to Harsanti et al. (2016), Ha is accepted if the p-value is smaller than 0.05. Conversely, Ha is rejected if the p-value is more significant than 0.05. Bootstrapping was used in this study for each variable in the conceptual model.

**Table 6. Hypothesis Testing**

	Original Sample (O)	Sample Mean (M)	T Statistics	P Values	Decision
Airport Service Quality -> Corporate Image	0,386	0,399	3,813	0,000	H1: Supported(+)
Airport Service Quality -> Customer Trust	0,883	0,882	38,984	0,000	H2: Supported(+)
Customer Trust -> Corporate Image	0,511	0,497	5,436	0,000	H3: Supported(+)
Airport Service Quality -> Customer Trust -> Corporate Image	0,451	0,439	5,419	0,000	H4: Supported (+)

- From the hypothesis test, it can be concluded that:
- H1: ASQ contributes positively to corporate image
  - H2: ASQ contributes positively to customer trust
  - H3: Customer trust contributes positively to corporate image
  - H4: Airport service quality contributes positively to corporate image through customer trust

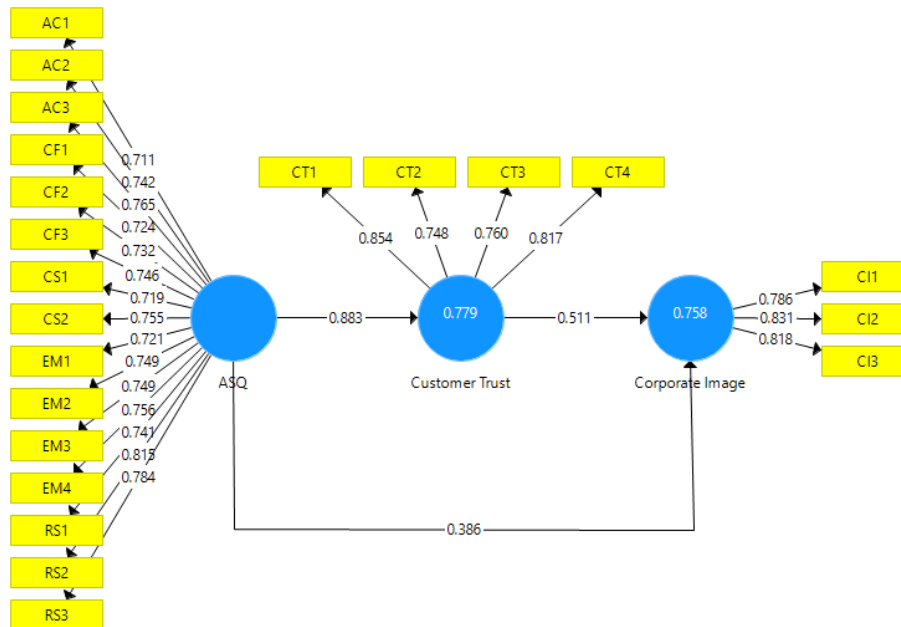


Figure 2. Structural Model

### Discussion

The calculation path coefficient of airport service quality shows that the corporate image will increase in proportion to the quality of airport services. This indicates that passengers passing through Terminal 3 are pretty satisfied with the services offered by the airport. This research is in line with (Manulang et al., 2015) that service quality is a crucial consideration when talking about all the resources a business has. The overall quality of airport services must be consistent with Airport Council International (ACI) findings on Airport Service Quality (ASQ) and be able to foster a good perception of the airport as a travel destination. The results of this study are also in line with research conducted (Kurniawan et al., 2017) that ASQ at terminal 3 affects the satisfaction obtained by customers after experiencing airport service quality, where the results show that ASQ has a positive and significant relationship with corporate image.

The path coefficient that emerges from the calculation shows how airport service quality increases customer trust. Airport service quality has the potential to increase customer trust, as indicated by the positive path coefficient value. In addition to being important for business, airport service quality impacts customer trust. The findings of this study suggest that the services provided at Terminal 3 of Soekarno-Hatta Airport are in accordance with what is expected by customers; this indicates that higher service quality will increase customer trust. In Terminal 3 of Soekarno Hatta International Airport, passengers reported that officers provided excellent service, which positively and significantly impacted their satisfaction (Sri Intan et al., 2022). Passengers feel that these factors simultaneously have a positive and significant effect on passenger trust because some feel that the facilities and service quality are excellent. It can be concluded that there is a positive and significant relationship between customer trust and airport service quality at Terminal 3 of Soekarno-Hatta Airport.

Based on the results of the path coefficient calculation, customer trust significantly and positively affects the corporate image. This positive path coefficient value indicates that the corporation's brand value can increase with strong customer trust. A corporate image is shaped by its behavior, and successful business operations are considered to be highly dependent on trust (Chen et al., 2021b). Therefore, this indicates that Soekarno-Hatta Airport should be able to understand its customers' psychological attitudes to motivate them to make additional purchases. The study by Lin and Ching Yuh (2010) also shows that trust has a substantial positive impact on consumers' intention to purchase. This suggests a strong correlation between corporate image and customer trust.

Finally, the combined effect of Airport Service Quality on Corporate Image through Customer Trust shows significant results. This suggests that good airport service quality can improve corporate image through increased customer trust.

The importance of airport service quality in improving corporate image and increasing customer trust was found based on the study findings on the two variables affecting corporate image. Customer loyalty will increase, and public perception of the business will improve with the implementation of strategies centered on improving service quality.

## CONCLUSION

The impact of airport service quality on corporate image is effectively identified and analyzed in this study by considering the mediating role of customer trust. According to the findings, providing excellent airport services fosters customer trust, which is beneficial to corporate image both directly and indirectly. Given the high correlation between these variables, customer trust may play a significant mediating role in the relationship between corporate image and airport service quality. It has been proven that better service quality, especially convenience, worker productivity, dependability, and skillful handling of situations, will increase customer trust, which will improve business reputation or corporate image.

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