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The Influence of Service Quality, Customer Satisfaction, and Social Media on Reuse Intention Through Electronic Word of Mouth (E-WOM) Among Passengers at Soekarno–Hatta International Airport

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Abstract: This study aims to analyze the influence of service quality, customer satisfaction, and social media on reuse intention through electronic word of mouth (e-WOM) among users of Soekarno–Hatta International Airport, Jakarta. This research adopts a quantitative approach, utilizing primary data collected through questionnaires distributed to 143 respondents, selected using probability sampling with a simple random sampling technique. The data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The results indicate that service quality has a positive and significant effect on both reuse intention and e-WOM. Meanwhile, customer satisfaction does not have a significant direct effect on reuse intention, but it significantly influences e-WOM. Similarly, social media does not directly affect reuse intention, but it has a significant impact on e-WOM. Furthermore, e-WOM is found to have a positive and significant effect on reuse intention, and it serves as a mediating variable that strengthens the influence of service quality, customer satisfaction, and social media on reuse intention. These findings suggest that in the airport service context, e-WOM plays a critical role in shaping reuse intention, highlighting the importance of managing customer experience and digital communication strategies to enhance user loyalty.

Keyword: Service Quality, Customer Satisfaction, Social-Media, Electronic Word of Mouth (e-WOM), Reuse Intention, Soekarno–Hatta International Airport, SEM-PLS.

INTRODUCTION

Soekarno-Hatta International Airport was ranked as the eighth-busiest airport in the world in 2013, according to *Airport World*, the official publication of Airports Council International. The high density of flight traffic and terminal activity at Soekarno-Hatta International Airport has created considerable operational challenges. In 2015, the airport's terminal capacity was designed to accommodate only 22 million passengers, while the actual

number of passengers reached nearly 60 million annually. This overcrowding reduced passenger comfort and made it difficult for the airport to provide optimal service quality and achieve customer satisfaction.

Complaint data for the period from January to May 2025 show that the largest number of complaints concerned airline or ground-handling personnel, with 44 complaints, followed by baggage claim and lost-and-found services with 39 complaints, aviation security officers with 33 complaints, terminal temperature with 31 complaints, and toilet facilities with 23 complaints. Other complaints were related to illegal taxi brokers, public order, parking facilities, cigarette smoke, and various other facility services.

These complaints indicate that a gap remains between the services received by passengers and their expectations, particularly in terms of core services, supporting facilities, and terminal environmental management.

Research conducted by Hanifah Anandhita Ramadhonna, (2023) demonstrated that reuse intention in the service sector is strongly influenced by customer satisfaction, which is formed through positive service experiences.

In the current social media era, social media also plays an important role in shaping public perceptions. Research by Rusli & Mulyandi, (2019) in the airport context showed that effective digital interaction can strengthen loyalty through positive electronic word of mouth (e-WOM). Conversely, poor social media management may accelerate the spread of complaints and negatively affect an airport's reputation.

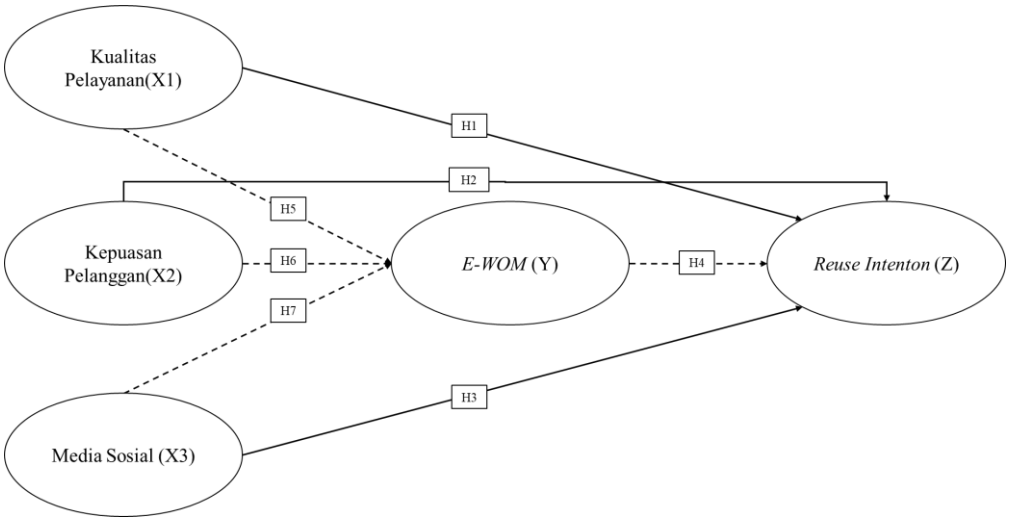
Based on the background described above, the increasing public demand for air transportation services at Soekarno-Hatta International Airport highlights the importance of examining the relationship between service quality and passengers' intention to reuse airport services. Therefore, the author is interested in conducting a more in-depth investigation into how service quality, customer satisfaction, and social media influence reuse intention through electronic word of mouth among passengers at Soekarno-Hatta International Airport. These issues will be examined in a study entitled "The Effect of Service Quality, Customer Satisfaction, and Social Media on Reuse Intention through Electronic Word of Mouth (e-WOM) among Passengers at Soekarno-Hatta International Airport."

METHOD

This study applies a descriptive quantitative design using a survey method to examine the effects of service quality, customer satisfaction, and social media on reuse intention, both directly and indirectly through electronic word of mouth (e-WOM). The population consists of passengers who have used the facilities and services of Soekarno–Hatta International Airport during the August 2024–July 2025 research period. A total of 143 eligible passengers were selected using simple random sampling and participated by completing the research questionnaire.

Data were collected through a structured questionnaire consisting of 45 statement items. Service quality was measured using 14 items covering tangible, reliability, assurance, responsiveness, and empathy; customer satisfaction using six items; social media using 11 items; e-WOM using eight items; and reuse intention using six items. The research model positions service quality, customer satisfaction, and social media as independent variables, e-WOM as the mediating variable, and reuse intention as the dependent variable.

The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS version 4. The analysis included measurement model assessment through convergent validity, discriminant validity, composite reliability, and Cronbach's alpha, followed by structural model evaluation using R-square, Q-square, and Goodness of Fit. Hypotheses were tested through bootstrapping and were considered significant when the t-statistic exceeded 1.96 and the p-value was below 0.05

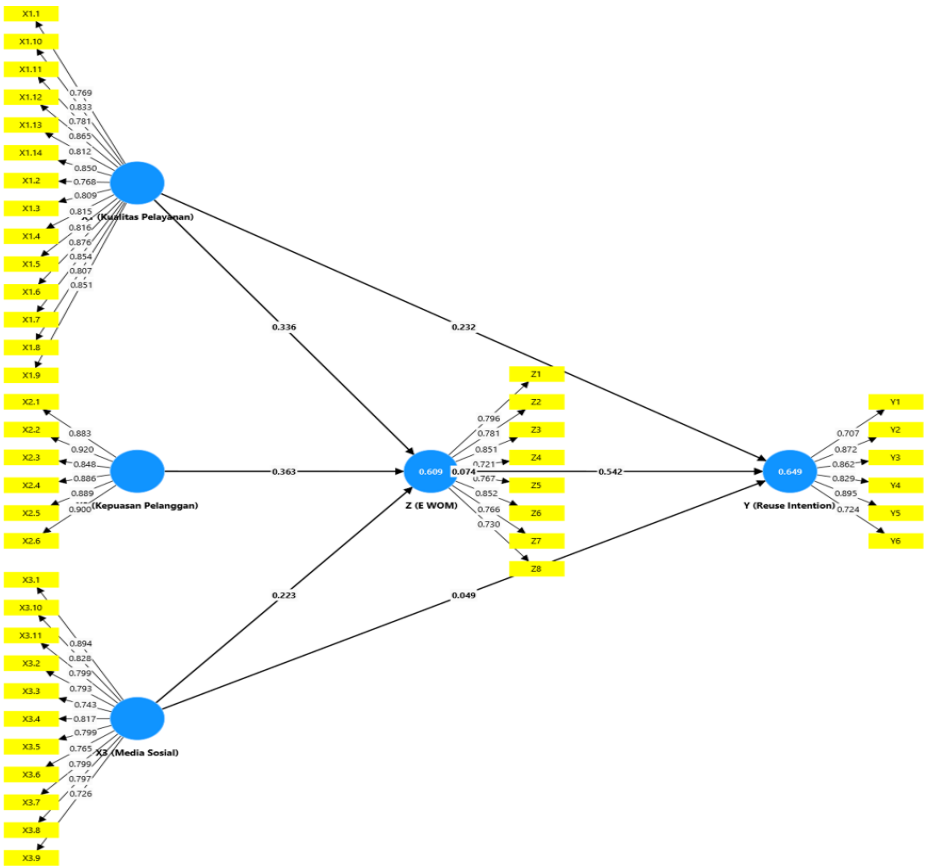


Source: Research Results

Figure 1. Research Model

RESULTS AND DISCUSSION

The assessment of convergent validity constitutes a fundamental stage in both exploratory and confirmatory factor analysis within multivariate statistical frameworks. This evaluation aims to determine the extent to which each indicator or construct accurately represents the theoretical concept being measured. Essentially, it examines the consistency of observed variables in capturing a common latent dimension. A widely accepted benchmark in this assessment is that an indicator is considered valid when its factor loading exceeds 0.70, signifying a strong association between the indicator and the underlying construct. The results of the PLS model estimation conducted to evaluate these validity measures are presented below:



Source: Research Results

Figure 2. Outer Model

Based on the findings of the validity analysis, the loading factor values illustrating the relationship between each variable and its corresponding indicators are presented as follows:

Table 1. Outer Loading

Variable	Indicator	Outer Loading	Indication
Service Quality	**X1.1**	0.769	VALID
	X1.2	0.768	
	X1.3	0.809	
	X1.4	0.815	
	X1.5	0.816	
	X1.6	0.876	
	X1.7	0.854	
	X1.8	0.807	
	X1.9	0.851	
	X1.10	0.833	
	X1.11	0.781	
	X1.12	0.865	
	X1.13	0.812	
	X1.14	0.850	
Customer Satisfaction	**X2.1**	1,055	VALID
	X2.2	1,040	
	X2.3	1,035	
	X2.4	1,020	
	X2.5	0.952	
	X2.6	1,010	
Social Media	**X3.1**	0.808	VALID
	X3.2	0.987	
	X3.3	0.938	
	X3.4	0.861	
	X3.5	0.900	
	X3.6	0.934	
	X3.7	0.885	
	X3.8	0.853	
	X3.9	0.946	
	X3.10	0.901	
	X3.11	0.898	
Electronic Word of Mouth (e-WOM)	**Z1**	0.921	VALID
	Z2	0.991	
	Z3	0.862	
	Z4	0.953	
	Z5	0.860	
	Z6	0.875	
	Z7	0.938	
	Z8	0.860	
Reuse Intention	**Y1**	0.775	VALID
	Y2	1,133	

Variable	Indicator	Outer Loading	Indication
	Y3	1,144	
	Y4	0.756	
	Y5	1,250	
	Y6	0.743	

Source: Research data

The table above illustrates the factor loading results for each indicator across the examined constructs, indicating varying levels of contribution among the variables. As all factor loading values exceed the recommended threshold of 0.70, each indicator satisfies the criteria for validity. Beyond factor loadings, convergent validity is further evaluated using the Average Variance Extracted (AVE) as a complementary indicator. AVE represents the extent to which a construct explains the variance of its indicators relative to the variance arising from measurement error. A construct is considered to demonstrate adequate convergent validity when its AVE value surpasses 0.50. The AVE results for each variable are presented below:

Table 2. AVE (Average Variance Extracted)

Research Variable	Average variance extracted (AVE)	Indication
X1 (Service Quality)	0.677	VALID
X2(Customer Satisfaction)	0.789	VALID
X3 (Social-Media)	0.636	VALID
Y (Reuse Intention)	0.669	VALID
Z (Electronic Word of Mouth (e-WOM)	0.615	VALID

Source: Research data

Ghozali & Latan, (2015) state that the Average Variance Extracted (AVE) is utilized to assess the convergent validity of constructs measured using reflective indicators. An AVE value of 0.50 or above signifies that a construct explains more than half of the variance in its observed indicators.

In addition, construct reliability is examined through Cronbach's Alpha and Composite Reliability (CR). A construct is regarded as having satisfactory internal consistency when both Cronbach's Alpha and Composite Reliability values exceed the threshold of 0.70, indicating that the indicators reliably and consistently represent the same latent concept.

Table 3. Cronbach Alpha and Composite Reliability

	Cronbach's alpha	Composite reliability (rho_c)	Indication
X1 (Service Quality)	0.964	0.967	Reliable
X2(Customer Satisfaction)	0.947	0.957	
X3 (Social-Media)	0.947	0.950	
Y (Reuse Intention)	0.906	0.923	
Z (Electronic Word of Mouth (e-WOM)	0.913	0.927	

Source: Research data

The findings indicate that all constructs exhibit Cronbach's Alpha values exceeding the acceptable thresholds (≥0.6 for exploratory research and ≥0.7 for confirmatory research), along with Composite Reliability values greater than 0.70. These results confirm that the research instruments possess strong internal consistency and reliability, making them appropriate for use. Consequently, the data obtained can be regarded as consistent and dependable for subsequent analytical procedures.

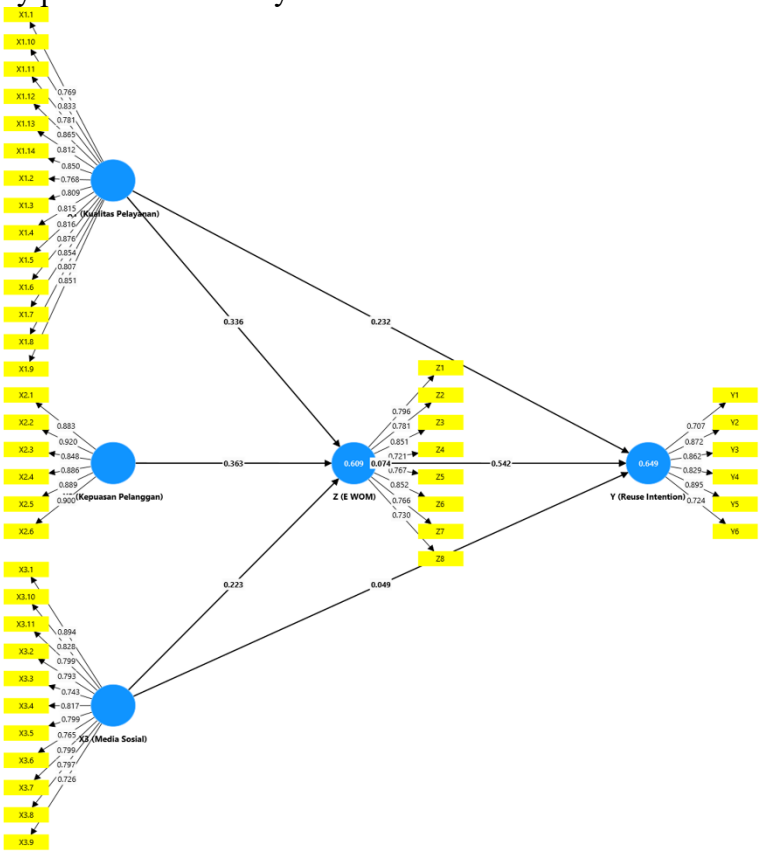
Table 4. The Coefficient of Determination (R^2)

	R-square	R-square adjusted
Y (Reuse Intention)	0.649	0.639

Z (Electronic Word of Mouth (e-WOM)	0.609	0.601

Source: Research data

Reuse Intention model yields an R-square value of 0.649, or 64.9%, which falls into the strong category. The R-square value for the Electronic Word of Mouth variable is 0.609, or 60.9%, which is also classified as strong, while the Adjusted R-square value for the Electronic Word of Mouth variable is 0.601, or 60.1%, likewise indicating a strong category. Therefore, it can be concluded that the proposed model demonstrates good performance, or in other words, exhibits satisfactory predictive accuracy.



Source: Research Results

Figure 4. Bootstraping Model

This stage focuses on hypothesis testing to evaluate the significance of the relationships among variables in the proposed research model, including the independent variables Service Quality (X1), Social Media (X3), and Customer Satisfaction (X2), the mediating variable Electronic Word of Mouth (e-WOM) (Z), and the dependent variable Reuse Intention (Y). The analysis was performed using the bootstrapping procedure in Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software.

Hypothesis testing was conducted by examining the path coefficients, T-statistics, and P-values generated from the bootstrapping results. A hypothesis is considered supported when the P-value is less than 0.05, indicating a statistically significant relationship. Conversely, a hypothesis is not supported when these criteria are not met.

Table 6. Bootstrapping Result

Hypothesis	Path	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
H1	The Effect of Service Quality on Reuse Intention	0.232	0.076	3,037	0.002

H2	The Effect of Service Quality on Electronic Word of Mouth (e-WOM)	0.336	0.074	4,544	0.000
H3	The Effect of Customer Satisfaction on Reuse Intention	0.074	0.068	1,091	0.275
H4	The Effect of Customer Satisfaction on Electronic Word of Mouth (e-WOM)	0.363	0.077	4,692	0.000
H5	The Effect of Social Media on Reuse Intention	0.049	0.070	0.701	0.483
H6	The Effect of Social Media on Electronic Word of Mouth (e-WOM)	0.223	0.070	3,179	0.001
H7	The Effect of Electronic Word of Mouth (e-WOM) on Reuse Intention	0.542	0.079	6,843	0.000
H8	The Effect of Service Quality on Reuse Intention through Electronic Word of Mouth (e-WOM)	0.182	0.051	3,545	0.000
H9	The Effect of Customer Satisfaction on Reuse Intention through Electronic Word of Mouth (e-WOM)	0.197	0.045	4,408	0.000
H10	The Effect of Social-Media on Reuse Intention through Electronic Word of Mouth (e-WOM)	0.121	0.046	2,643	0.008

Source: Research data

Hypothesis 1

The hypothesis testing results show a coefficient value of 0.232, a T-statistic of 3.037, and a P-value of 0.002, which is lower than the significance level of 0.05. Therefore, H1 is accepted. This result indicates that service quality has a positive and significant effect on passengers' Reuse Intention at Soekarno–Hatta International Airport. Better facilities, clear information, security, and responsive staff can create positive passenger experiences and encourage future reuse.

The findings of this study are consistent with Zhao et al. (2026), who demonstrated that airport service quality has a significant effect on passengers' reuse intention. Furthermore, Hong et al (2024) also found that improvements in service quality, including those achieved through service innovation and technology integration, have a direct effect on passengers' behavioral intentions.

Hypothesis 2

The testing results show a coefficient value of 0.336, a T-statistic of 4.544, and a P-value of 0.000. Since the P-value is lower than 0.05, H2 is accepted. This indicates that service quality has a positive and significant effect on Electronic Word of Mouth (e-WOM). Passengers who receive comfortable facilities, accurate information, and responsive services are more likely to share positive reviews and recommendations through digital platforms.

This result is supported by Paisri et al (2022), who stated that positive service experiences encourage customers to communicate their opinions and recommendations online.

Hypothesis 3

The hypothesis testing results show a coefficient value of 0.074, a T-statistic of 1.091, and a P-value of 0.275. Since the P-value is greater than 0.05, H3 is rejected. This means that customer satisfaction does not have a significant direct effect on passengers' Reuse Intention.

Although passengers may feel satisfied, their decision to reuse the airport is also influenced by flight routes, ticket prices, airline preferences, and travel needs.

This finding is consistent with Han & Hyun (2017), who explained that satisfaction does not always directly create behavioral loyalty and may require other supporting factors, such as trust and perceived value.

Hypothesis 4

The testing results show a coefficient value of 0.363, a T-statistic of 4.692, and a P-value of 0.000. Therefore, H4 is accepted. This indicates that customer satisfaction has a positive and significant effect on e-WOM. Satisfied passengers tend to share positive experiences, reviews, comments, and recommendations through social media and other online platforms.

This finding is supported by Litvin et al. (2017), who found that customer satisfaction is an important factor in encouraging customers to voluntarily communicate positive experiences through digital media.

Hypothesis 5

The hypothesis testing results show a coefficient value of 0.049, a T-statistic of 0.701, and a P-value of 0.483. Since the P-value is greater than 0.05, H5 is rejected. This indicates that social media does not have a significant direct effect on Reuse Intention. Social media primarily functions as an information and communication channel, while passengers' reuse decisions are more strongly influenced by practical factors such as flight availability, efficiency, cost, and airline selection.

This result is consistent with Harrigan et al. (2016), who explained that social media generally builds awareness and engagement but may not directly result in reuse behavior without the presence of trust, customer experience, or e-WOM.

Hypothesis 6

The testing results show a coefficient value of 0.223, a T-statistic of 3.179, and a P-value of 0.001. Since the P-value is lower than 0.05, H6 is accepted. This means that social media has a positive and significant effect on e-WOM. Interactive and informative social media platforms encourage passengers to exchange information, provide feedback, and share their airport experiences online.

This finding is supported by Erkan & Evans (2016), who stated that social media facilitates the creation and dissemination of e-WOM through information sharing and interaction among users.

Hypothesis 7

The hypothesis testing results show a coefficient value of 0.542, a T-statistic of 6.843, and a P-value of 0.000. Therefore, H7 is accepted. This result indicates that e-WOM has a positive and significant effect on Reuse Intention. Positive online reviews, comments, and recommendations increase passengers' trust and confidence in reusing airport services.

This finding is consistent Nazir & Tian (2022), who found that credible and high-quality online information significantly influences customers' behavioral intentions and reuse decisions.

Hypothesis 8

The indirect-effect testing results show a coefficient value of 0.182, a T-statistic of 3.545, and a P-value of 0.000. Since the P-value is lower than 0.05, H8 is accepted. This means that service quality has a positive and significant indirect effect on Reuse Intention through e-WOM. Good service quality creates positive experiences, which encourage passengers to share reviews and subsequently strengthen their intention to reuse airport services.

This finding is supported by Prentice et al. (2019), who explained that e-WOM serves as an important mechanism connecting positive service experiences with customer loyalty and reuse intentions.

Hypothesis 9

The indirect-effect testing results show a coefficient value of 0.197, a T-statistic of 4.408, and a P-value of 0.000. Therefore, H9 is accepted. This indicates that customer satisfaction has a positive and significant indirect effect on Reuse Intention through e-WOM. Although satisfaction does not directly influence Reuse Intention, satisfied passengers tend to share positive experiences online, which subsequently strengthens their intention to reuse airport services.

This finding is consistent with Abubakar et al. (2016), who stated that customer satisfaction may influence loyalty and behavioral intentions through communication, trust, and other mediating mechanisms.

Hypothesis 10

The indirect-effect testing results show a coefficient value of 0.121, a T-statistic of 2.643, and a P-value of 0.008. Since the P-value is lower than 0.05, H10 is accepted. This means that social media has a positive and significant indirect effect on Reuse Intention through e-WOM. Social media does not directly encourage passengers to reuse airport services but facilitates discussions, reviews, and information exchanges that form e-WOM and influence future reuse decisions.

This finding is supported by Ismagilova et al. (2019), who explained that the effect of social media on consumer behavior commonly occurs through e-WOM as a mediating mechanism.

CONCLUSION

This study concludes that passengers' reuse intention at Soekarno–Hatta International Airport is primarily influenced by service quality and electronic word of mouth (e-WOM). Service quality has a significant direct effect on reuse intention and also contributes to the formation of positive e-WOM, indicating that reliable facilities, responsive services, clear information, security, and professional staff interactions play an important role in shaping passengers' future behavioral intentions. Among the variables examined, e-WOM emerges as the strongest determinant of reuse intention, highlighting the importance of digital reviews, recommendations, and shared passenger experiences in influencing subsequent service-use decisions. Although customer satisfaction and social media do not directly affect reuse intention, both exert significant indirect effects through e-WOM, confirming its important mediating role in the proposed model.

These findings imply that airport management should adopt an integrated strategy that combines continuous service quality improvement with effective digital engagement. Enhancing physical facilities, cleanliness, comfort, staff responsiveness, and overall passenger experience remains essential, while social media should be utilized as an interactive platform for managing feedback, facilitating communication, and encouraging positive user-generated content. Strengthening e-WOM management through timely responses to passenger concerns and systematic monitoring of online reviews can further reinforce the airport's reputation and passengers' willingness to reuse its services. Overall, the study demonstrates that sustainable reuse intention can be strengthened through the combined management of high-quality service delivery and positive digital communication.

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