The Influence of Customer Experience, Information Quality, and Service Innovation on Trust that Mediated by Repurchase Intentions on Conventional Taxis in Jakarta

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ABSTRACT: The purpose of this study was to determine the effect of customer experience, information quality, and service innovation on repurchase intention mediated by trust in conventional taxi customers in Jakarta. Trust as mediation aims to strengthen repurchase intention to increase the desire to repurchase conventional taxi services in Jakarta.

In this study, a quantitative research method was used, and the hypothesis testing of the population used in this study was conventional taxi users registered at Soekarno Hatta airport in 2021. Sampling used a purposive sampling technique and 347 respondents who were conventional taxi customers. Data analysis used software Amos version 26 with the support of multivariate analysis method structural equation model version 8.80 in hypothesis testing.

The findings of this study are the direct effect of service innovation on repurchase intention is not supported. Meanwhile, the hypothesis of service innovation in forming repurchase intention is also not supported because conventional taxis already have a certain market, namely, customers aged between 40 to 55 years and are comfortable with the experience of using these conventional taxis. On the other site, another six-hypothesis direct effect are supported, and 2 indirect effects are also supported. The implications of the results of this study are for conventional taxi companies to maintain and further improve excellent service quality, especially for conventional taxi customers in Jakarta who have experienced a customer experience with convenient, flexible, and fast service.

KEYWORDS: customer experience, information quality, service innovation, repurchase intention, trust, conventional taxis.

INTRODUCTION

Conventional taxi companies in DKI Jakarta that were successful before are now shrinking in number and those that are still surviving are required to establish appropriate strategies that are sustainable (Afriyadi, 2017). The phenomenon of the presence of ride-hailing platforms is a threat to conventional taxi companies in Jakarta as well as global ones such as Yellow Taxi in the United States, Black Cab in the UK, Hinomaru Taxi in Japan, Danzhong in China, and Premier Taxis in Singapore (Athoillah et al., 2019).

Application fleet units ride-hailing occurred starting in 2018 by 589% and in 2019 by 330%, on the other hand, conventional taxis experienced a drastic decline in 2020 during the Covid-19 pandemic and after the pandemic by 17.52%. From these facts, the decline in conventional taxis is not too significant with the increase in ride-hailing platforms, especially in the DKI Jakarta area. In other words, conventional taxis still have loyal customers who are still willing to use them regularly for their activities. The persistence of conventional taxi operations at Soekarno-Hatta Airport is likely due to trust to reuse conventional taxi services with certain brands. Another factor to consider when choosing a conventional taxi is a taxi company that is experienced and has a brand that is well known for being safe and comfortable and that there is a very strong association between taxis and certain brands. Moreover, this perception is very strong in the minds of customers and is the people's choice when looking for a taxi whose drivers are friendly, safe, polite, and of course comfortable. There are three reasons why people use conventional taxis, namely, safety is the main thing for taxi transportation users, it seems exclusive, and this makes taxis considered safer than other means of transportation. The reason for time efficiency is the main priority for users to use a taxi to reach their destination more quickly, other reasons are more comfortable, exterior, and interior, cleanliness, and temperature conditions (Kompas.com, 2015).

Novelty in this study has a different construct from previous studies where the placement and function of trust, which is usually the dependent variable, becomes a mediating variable. The role of mediation is to become a mediator between the three

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independent variables of customer innovation, information quality, and service innovation with the dependent variable repurchase intention and the object of research on conventional taxis. In previous studies, the dependent variable was customer loyalty, whereas in this study repurchase intention was the dependent variable which the authors had not found in previous studies.

LITERATURE REVIEW

1. Customer Experience

Customer experience is generated through a long process of interaction by various channels, which is generated through functional and emotional cues. Klaus & Maklan (2013) define customer experience as conceptually different from service quality and therefore require appropriate new measurements. Hence the customer experience is a customer's cognitive and affective evaluation during service, directly and indirectly, related to purchasing behavior, as an accumulation of all events that the customer is aware of. Customer experience is the embodiment of the company that covers all organizational and customer interactions. Furthermore, the factors that affect the business-to-consumer (B2C) customer experience, namely, accessibility, competence, customer recognition, personalization, problem-solving, promise fulfillment, and value of time (Vivie et al., 2013).

2. Information Quality

Information quality is shown in the sequencing idea, the level of detail, and the variety of information selected during the framework and progress stages. In addition, the substance of the report is an estimate of the productivity of client data quality. Information content includes understandability, accuracy, adequacy, and relevance, the configuration of presentation methods, timeliness, and information results. There is strong support for record-keeping to meet client needs with information quality (Zaineldeen, 2021). Other researchers DeLone & McLean (2014) stated that information quality is the output that can consistently meet customer requirements and expectations. Information quality is closely related to the use of systems and networks, information is an asset, and advances in technology and information are considered an economic disruption. measures Information quality used includes accuracy, relevance, comprehension, completeness, currency, dynamism, personalization, and variety. Springer et al., (2020) added that relevance means that the information has benefits, information is presented on time because it forms the basis for deciding. dimension Value-Added Features, namely service providers must be able to provide high-quality alternative information.

3. Service Innovation

YuSheng & Ibrahim (2019) defines service innovation as a multidisciplinary process in designing, realizing, and marketing a combination of existing and or new service products with activities to create a positive service experience. As a new service or renewal of an existing service that provides benefits for both the organization and its customers. According to Sebastiani & Paiola (2010), service innovation is a problem that arises and challenges in innovation studies, service innovation is related to changes in service systems. The combination of technology management with organizational and human perspectives is responsible for increasing value. this perspective can enable a company to shift its attention from the results of innovation to a different method of serving customers and markets better. According to Mahmoud et al., (2018) the customer interface dimension, refers to the new way in which clients are involved in service production. Yuningsih et al., (2020) state that service innovation has attributes; relative advantage, compatibility, complexity, trialability, and technological options.

4. Trust

According to Kotler & Keller (2022) trust is a company's willingness to rely on business partners, this depends on several interpersonal and inter-organizational, such as competence and the company's perceived integrity, honesty, and benevolence. Trust is needed by various parties including users of information technology to improve one's performance in an activity, a partner who has reliability and integrity can be relied upon and is expected to fulfill obligations in a stable relationship. Trust can be built by companies by keeping promises to customers, being able to provide security in every transaction that customers make, being able to provide a sense of security, so that it will affect customer loyalty to the company increasing (Marcella, 2018). There are three dimensions of the trust variable, namely: integrity, benevolence, and ability. Ability, an ability which refers to the competence and characteristics of the company in influencing and authorizing specific areas. Integrity is related to the behavior or habits of the company in carrying out its business. Benevolence is the willingness of the seller to provide mutually beneficial customer satisfaction between the two parties (Setyoparwati, 2019).

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5. Repurchase Intention

According to Ghassani & Sri Suryoko (2017), repurchase intention is a customer commitment that is formed after purchasing a product or service, there are four indicators to measure repurchase intention, namely, transactional interest, namely one's interest, and tendency to buy; explorative interest, namely interest that shows individuals in seeking information about service products that support the positive characteristics of service products. Preferential interest, namely interest that describes the behavior of someone who has a primary preference for the product or service. Referential interest, namely the tendency of someone to refer products or services to others. Furthermore, according to Subawa (2020) companies need to create repurchase intention to increase revenue. Repurchase intention is said to be high if customers reuse products or services repeatedly to create loyalty to the company. According to Rohwiyati & Praptiestrini (2019), there are four indicators to measure repurchase intention, namely, transactional interest, explorative interest, referential interest, and preferential interest.

CONCEPTUAL FRAMEWORK

To provide an overview of research on. the influence of customer experience, information quality, and service innovation on repurchase intention through trust as mediation, the research conceptual framework is shown in figure 1 as follows.
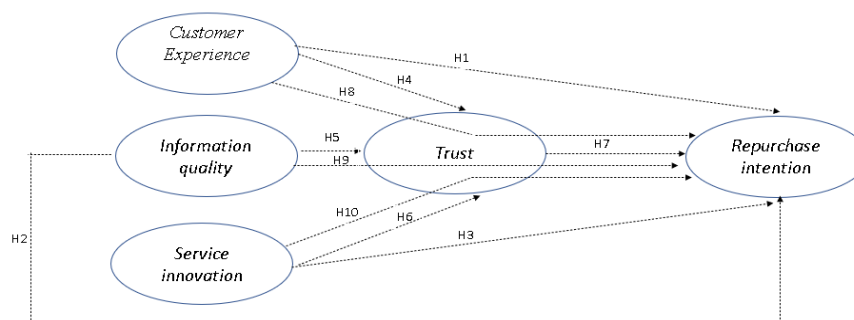

Figure 1. Conceptual Framework
Source: Developed by Researchers in 2022

Model Development and Research Hypothesis

Based on the problem formulation and conceptual framework, the hypothesis developed in the research is as follows:

H1: customer experience has a significant effect on repurchase intention.

H2: information quality has a significant effect on repurchase intention.

H3: service innovation has no significant effect on repurchase intention.

H4: customer experience has a significant effect on trust.

H5: information quality has a significant effect on trust.

H6: service innovation has a significant effect on trust.

H7: trust has a significant effect on repurchase intention.

H8: customer experience has a significant effect on repurchase intention that mediated by trust.

H9: information quality has a significant effect on repurchase intention that mediated by trust

H10: service innovation influential significant on repurchase intention that mediated by trust

RESEARCH METHODOLOGY

1. Research Design

This study uses a quantitative approach that emphasizes the use of formal questions with predetermined answer choices in questionnaires and causal research, which allows researchers to assess the causal relationship between two or more variables through hypothesis testing (Hair et al., 2019). To explain the causal relationship between variables through hypothesis testing, an emphasis on explanatory research (Sekaran, 2016). Based on the time dimension used in this study, which is one-shot or using cross-sectional, data is collected only once, either daily, weekly, or monthly to answer questions (Sekaran, 2016). This study uses primary data collected directly from respondents to answer research problems and the unit of analysis used is individuals, namely conventional taxi customers who have used at least one time of use.

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2. Measurement Scale
All variables are measured using dimensions and several statement items. This study measures the variables of customer experience, information quality, service innovation, trust, and repurchase intention with interval scale through Likert scale of 1 to 5 as a measurement scale designed to test how strongly respondents agree with a statement.

3. Population and Sample
For data collection techniques using non-probability sampling, wherein the sampling design members of the population do not have the same opportunity to be selected as samples and the size of the population is unknown (Ghozali, 2016). The sampling technique used was purposive sampling. There are 347 respondents who were conventional taxi customers were used as the sample used were customers who had made direct orders via telephone, website, or ordering application or from taxi queues at official bases (taxi stands) at airports in Soekarno Hatta as well as at official taxi stands in malls, lobbies, bus terminals, stations, as well as crowd centers and other entertainment centers in the city of Jakarta and its surroundings.

4. Research Instruments
a. Validity and Reliability Tests
In this study, the validity test was carried out with convergent validity and was seen from the factor loading, while the reliability test was seen from Cronbach's alpha and composite reliability.

Table 1. Construct Validity and Reliability

Constructs	Notations	Loading Factor	Cronbach's Alpha
Customer experience	helpfulness	0.824	0.947
	value for time	0.861	
	customer recognition	0.737	
	promise fulfillment	0.895	
	personalization	0.875	
	competence	0.780	
	accessibility	0.781	
Information quality	Accuracy	0.906	0.952
	completeness	0.937	
	Relevance	0.919	
	value added	0.937	
Service	value creation	0.816	0.929
	customer interface	0.908	
	service delivery system	0.911	
	technological option	0.869	
Trust	ability	0.807	0.912
	integrity	0.803	
	benevolence	0.741	
Repurchase intention	transactional interest	0.784	0.893
	explorative interest	0,709	
	referential interest	0.787	
	preferential interest	0,636	

Source: data processed by SEM 8.80 using Amos 24

Can be seen in table 1, the loading factor value of each indicator to measure the quality variables of customer experience (CE), information quality (IQ), service innovation (SI), trust (T), and repurchase intention (RI) is more than 0.50 (Hair et al., 2021) concluded that all the indicators used as measurement instruments in this study met the convergent validity criteria and were declared valid. As for the reliability test results shown in table 2, Cronbach's Alpha value has met the threshold which is greater than 0.70 and this shows that the instrument used in this study is reliable.

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b. Analysis Model and Data Analysis Techniques Data

Analysis used amos software version 26 with the multivariate analysis method structural equation model version 8.80. The next analysis is to determine the suitability of the model by evaluating various goodness of fit index (GFI), comparative fit index (CFI), incremental fit index (IFI), and normed fit index (NFI). Model fit index, as shown in table 2 below.

Table 2. Results of the Overall Fitment Criteria Model

Goodness of Fit	Cut-off-Value	Results	Description
Comparative fit index (CFI)	0.80 ≤ NFI < 0.90	0.850	Marginal Fit
Incremental fit index (IFI)	0.80 ≤ NFI < 0.90	0.851	Marginal Fit
Normed fit index (NFI)	0.80 ≤ NFI < 0.90	0.830	Marginal Fit

Source: Amos model Fit Summary

IFI is like NFI which is also not affected by the number of samples. The fit criteria for the CFI and IFI models in this study showed marginal fit results with values greater than or equal to 0.80 to less than 0.90 with successive values of 0.850 and 0.851, while NFI was still in the marginal fit stage, namely in the range greater than or equal to 0.80 to less than 0.90 with a value of 0.830. Overall, it shows the results for the goodness of fit with marginal fit results (good enough). So that it can be continued in the next analysis.

RESEARCH RESULTS AND DISCUSSION

Table 3. Dominant Characteristics of Respondents

Characteristics	Dominant Respondents	Frequency	Percentage
Gender	Male	213	61.4%
Age	>50 years	162	46.7%
Level of Education	Graduated from University	133	38.3%
Occupation	Other	115	33.1%
Income	<Rp 10,000,000	218	62.8%

Source: Table 9 for the 2021 field survey

From the table 3 above shows that the male gender is more dominant in using conventional taxis by 61.4%. Meanwhile, more respondents aged more than 50 years, namely 46.7%, where this age range most often uses conventional taxis to meet their needs. Respondents with the last education had studied up to a bachelor's degree (S1) more by 38.3% were at the bachelor's level education was the level that was able to digest and understand the experience, information, and innovation contained in conventional taxis to meet their needs using conventional taxi transportation or influence the purchase decision which is getting higher in conventional taxi transportation services. Furthermore, respondents with this type of work, namely other employees, were 33.1% who had more income or income to meet their needs. Respondents with a monthly income of less than IDR 10,000,000 were the most, namely 62.8%, where in this type of monthly income they were considered capable of having more income or income to meet their needs and often used conventional taxis.

RESEARCH RESULT AND DISCUSSION

Hypothesis testing can be done by looking at the results of the p-value, while the path coefficient is used to see the level of significance of the relationship. Hypothesis testing can be done by looking at the P-value results, while the path coefficient is used to see the significance level of the relationship. The basis for deciding to test the hypothesis is obtained by comparing the P-value with a probability index of 0.05 or 5%. Following are the results of the path coefficient and P-value as shown in table 10 below.

Table 4. Path Coefficient Results and P-Value

Results of Hypothesis Testing for Direct Effect

Relationship between variables	Estimate	SE	P-value	Description
SE to RI	0.167	0.079	0.034	H1 Supported (significant)
IQ to RI	0.137	0.045	0.002	H2 supported (significant)

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SI to RI	0.136	0.075	0.069	H3 Not supported (not significant)
SE to T	0.434	0.036	0.000	H4 supported (significant)
IQ to T	0.200	0.025	0.000	H5 supported (significant)
SI to T	0.409	0.031	0.000	H6 Supported (significant)
T to RI	0.505	0.163	0.002	H7 Supported (significant)

Source: Processed with SEMPLS 8.80 and Amos 24

The following will explain in detail the results of the analysis and discussion of research results based on hypothesis testing from table 4 as follows.

1) The Effect of customer experience on repurchase intention

Based on the test results, it was found that the estimated value of customer experience was 0.167, which was greater than SE 0.079, meaning that the higher the perception of customer experience, the higher the perceived repurchase intention would be. The test results show that the P-value of 0.034 is less than 0.05, so hypothesis 1 (H1) is supported or the null hypothesis (H0) is not supported, which causes a significant influence between customer experience and repurchase intention. Research by Nasermoadeli et al., (2013) states that emotional experiences and social experiences have a significant positive effect on repurchase intention. Research by Kazancoglu & Demir (2021) states that changes in repurchase intention are caused by the concentration and telepresence dimensions of flow experience. Furthermore, Kavitha & Haritha (2018) state that customer experience correlates with repurchase intention. Research by Hansory & Dharmayanti (2014) found that customer experience is influenced by accessibility, competence, customer recognition, helpfulness, personalization, and the self-fulfillment value of time. the need for conventional taxi services during rush hour is a positive customer experience, conventional taxis are much better and are still the main choice, namely at the right place, at the right time, and quickly when needed by their customers which will have an impact on repurchase intention.

2) Effect of Information quality on repurchase intention

There is a positive influence between information quality on repurchase intention (Guo et al., 2016). Based on the test results, the estimated value of information quality is 0.137 greater of SE 0.045 means that the higher the perception of information quality will have the effect of increasing the perception of repurchase intention. The test results show that the P-value of 0.002 is less than 0.05, so hypothesis 2 (H2) is supported or the null hypothesis (H0) is not supported, which causes a significant influence between information quality and repurchase intention. Research by Wang et al., (2012) states that the form of information quality improvement shows that this system can significantly improve the quality of taxi services for service users with repeated repurchase intentions. Tao (2007) research shows that improving information quality can address good solutions to road networks and pick-up times or delivery times on a large scale, which becomes a guideline for future work. Research by Lee & Cheng (2008) shows that portable navigation systems are better than those that rely on manual driver expertise in customer search. In addition, performance in terms of safety is also better than taxis that use the onboard navigation system. In short, incorporating e-technology can promote taxi company competitiveness and driver performance and safety as well as offer environmental benefits.

3) Effect of service innovation on repurchase intention

Test results found that the estimated value of service innovation was 0.136 greater than SE 0.075, meaning that the higher the respondent's perception of service innovation, the higher the respondent's perception of repurchase intention. The test results show a P-value of 0.069, so the third hypothesis (H3) is not supported, or the null hypothesis (H0) is supported, which means that there is no effect between service innovation and repurchase intention. This research contrasts with research from Phuong & Thi Dai (2018) that service quality of electronic mobile applications, ride-hailing services, various features, and service innovation of information systems are significant predictors of overall perceived service quality. In addition, the study reports a significant positive effect of perceived service quality and customer satisfaction on repurchase intention. According to Wang et al., (2012) state that the characteristics of the travel behavior of urban residents show that the artificial intelligence system in taxis equipped with wireless satellites and GPS (global positioning system), service innovation can significantly improve the quality of taxi services. Research by Phuong & Trang (2018) that service innovation from information systems is a significant predictor of overall perceived service quality. In addition, the study reports a significant positive effect of perceived service quality and customer satisfaction on repurchase intention.

4) The effect of customer experience on trust

Based on the test results, it was found that the estimated value of customer experience was 0.434, greater than SE 0.036, meaning that the higher the perception of customer experience, the higher the perception of the level of trust. The test results show that the P-value of 0.000 is less than 0.05, so hypothesis 4 (H4) is supported or the null hypothesis (H0) is not supported, which causes a significant influence between customer experience and trust. In Bagusagung & Ari (2021) that the role of trust is in mediating customer experience on repurchase intention, research was conducted on online transportation users, the results of the study show that all hypotheses are supported, that customer experience has a positive and significant effect on trust, customer experience has a positive and significant effect on repurchase intention, trust has a positive and significant effect on repurchase intention, trust can mediate the influence of customer experience on repurchase intention. The results of research by Wu et al., (2021) show that market-oriented service strategies reduce perceptions of experience uncertainty avoidance, and increase perceptions of experience individuality, trust, and experience satisfaction. Ruan et al., (2020) that technological competence and implementation of service innovation are the main factors in hotel brand equity and have a positive interaction effect on customer perceived value. The tandem mediation of customer cognition (perceived value) and emotional factors (trust) drives brand equity.

5) Effect of information quality on trust

From the results of the hypothesis testing there is a positive influence between information quality and trust. Based on the test results, it was found that the estimated value of information quality was 0.200, greater than SE 0.025, meaning that the higher the perception of customer experience, the higher the perceived trust. The test results show that the P-value of 0.000 is less than 0.05, so hypothesis 5 (H5) is supported or the null hypothesis (H0) is not supported, which causes a significant influence between information quality and trust. Research by Courbage & Nicolas (2021) found that one of the most important factors affecting trust, the negative effects of bad experiences are more prominent than the positive effects of good experiences. Researchers also found that trust was higher among women, younger and less educated individuals, while lower among individuals with higher literacy. In addition, access to insurance information via the internet is associated with lower trust in insurance, while higher trust is observed among individuals who use newspapers and magazines, communication, and information quality play an important role in management. In Subawa et al., (2020) some variables have a significant effect on the trust variable, namely, user interface quality, information quality, and perceived privacy on E-commerce websites in Bali, Indonesia. The results of this study, namely experiential marketing, social media marketing, and brand trust partially have a positive and significant effect on repurchase intention.

6) Effect of service innovation on trust

There is a negative effect between service innovation on trust, so the research hypothesis is not supported. Based on the test results, it was found that the estimated value of service innovation was 0.409, which was greater than SE 0.031, meaning that the higher the perception of service innovation, the higher the perceived trust. The test results show that the P-value is 0.000 which is less than 0.05, so hypothesis 6 (H6) is supported or the null hypothesis (H0) is not supported which causes a significant influence between service innovation and trust. Ruan et al., (2020) stated that technological competence and implementation of service innovation are the main factors in hotel brand equity and have a positive interaction effect on customer perceived value. The tandem mediation of customer cognition (perceived value) and emotional factors (trust) drives brand equity. In research's Biswas et al., (2022) the results show that the perception of service innovation and the reputation of the banking industry in India greatly increases customer satisfaction and trust. It can be concluded that the role of pleasant service innovation from conventional taxi users, especially Blue Bird, Express, Primajasa, Taksiku, and Gamya taxis in the Jakarta area has a positive effect on the trust of these conventional taxis.

7) Effect of trust on repurchase intention

There is a positive influence between trust and repurchase intention. increased perception of repurchase intention. The test results show that the P-value of 0.002 is less than 0.05, so the seventh hypothesis (H7) is supported, or the null hypothesis (H0) is not supported which causes a significant influence between trust and repurchase intention. Mutia et al., (2017)The results of his research show a significant influence of trust on repurchase intention, increasing repurchase intention, companies making good strategies for customers in building connections. Trust as the dominant influencing variable must be controlled directly by the company. The results of research by Trivedi & Yadav (2020) show that trust fully mediates between security issues, privacy issues, and repurchase intention. The results of research by Wijayajaya & Astuti (2018) show that e-service quality has a positive effect on customer satisfaction, customer satisfaction has a positive effect on trust and brand image, trust and brand image have a

positive effect on repurchase intention. Based on the research conducted, states that trusts can have an influence on increasing repurchase intentions and there is a positive relationship between trust and repurchase intention.

Table 5. Combined Sobel test of 3 Hypotheses

Hypothesis Testing Results for Indirect Influence

Input:			Statistic Test:	Std. Error:	p -Value:
The influence of customer experience on trust-mediated repurchase intention					
a	0.434	Sobel test:	3.00065605	0.07304069	0.00269399
b	0.505	Aroian test:	2.99101908	0.07327603	0.00278048
Sa	0.036	Goodman test:	3.01038677	0.0728046	0.00260915
Sb	0.163	Reset all	Calculate		
The influence of information quality on trust-mediated repurchase intention					
a	0.200	Sobel test:	2.88907627	0.03495927	0.00386375
b	0.505	Aroian test:	2.86964679	0.03519597	0.00410931
Sa	0.025	Goodman test:	2.90890582	0.03472096	0.00362696
Sb	0.163	Reset all	Calculate		
The influence of service innovation on trust-mediated repurchase intention					
a	0.409	Sobel test:	3.0161176	0.06848042	0.00256034
b	0.505	Aroian test:	3.00794021	0.06866659	0.00263025
Sa	0.031	Goodman test:	3.02436206	0.02436206	0.00249158
Sb	0.163	Reset all	Calculate		

Source: data processed by the author

8) Influence of customer experience on repurchase intention mediated trust

In table 4, the Sobel test results found that the value of the repurchase intention is 0.219 greater than SE 0.073, meaning that the higher the perception of customer experience, the more indirect will influence the increasing perception of repurchase intention. The test results showed a P-value value of 0.002 smaller than 0.05, so hypothesis 8 (H8) was supported or hypothesis zero (H0) was not supported which caused an indirect influence between customer experience and repurchase intention mediated trust significantly. Researcher Subawa (2020)stated that the test results showed that there was an indirect influence between customer experience on repurchase intention mediated by significant trust. Based on the research conducted, states that customer experience can have an influence on increasing repurchase intentions, which is mediated by trust, stating that there is a positive relationship between trust and repurchase intention. Seber (2018) results of research that interactions through social media and past online shopping experiences have a significant effect on trust. Trusts have a significant influence on repurchase intention. Interactions through social media and past online shopping experiences have a significant effect on repurchase intentions through trust.

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9) Influence of information quality on repurchase intention mediated trust

Table 11 of the Sobel test results obtained an estimated repurchase intention value of 0.101 greater than SE 0.034, meaning that the higher perception of information quality will indirectly affect the increasing perception of repurchase intention. The test results showed a P-value value of 0.003 smaller than 0.05, so hypothesis 9 (H9) was supported or hypothesis zero (H0) was not supported which caused an indirect influence between information quality and repurchase intention mediated by the significant trust. Afriani (2020) stated that the variable ease of use has a significant effect on trust, quality of information has a significant effect on trust, ease of use has a significant effect on repurchase intention, and quality of information and trust affects repurchase intention. In a study conducted by Afriani (2020) on the Traveloka Application in Kebumen Regency, Central Java, it was stated that based on the test, the variable ease of use has a significant effect on trust, quality of information has a significant effect on trust, ease of use has a significant effect on repurchase intention, quality of information and trust affects repurchase intention. The results of the research through the Sobel test found that the higher the perception of information quality will indirectly influence increasing the perception of repurchase intention. There is an indirect influence between information quality and significant trust-mediated repurchase intentions. Statistically, on trusts there is a positive influence of information quality on repurchase intention mediated trust means that the higher the information quality of conventional taxi users, the higher the repurchase intention.

10) Influence of service innovation on repurchase intention mediated trust

Furthermore, in table 11 Indirect influence testing using the Sobel test obtained an estimated repurchase intention value of 0.206 greater than SE 0.068, meaning that the higher perception of service innovation will indirectly affect the increasing perception of repurchase intention, with a P-value value of 0.002 smaller than 0.05 then hypothesis 10 (H10) is supported or the null hypothesis (H0) is not supported which causes an indirect influence between service innovation to repurchase intention mediated significant trust. The results of Seber (2018) on Tokopedia Surabaya application users prove that interactions through social media and past online shopping experiences have a significant effect on trust. Trusts have a significant influence on repurchase intention. Interactions through social media and past online shopping experiences have a significant effect on repurchase intentions through trust.

CONCLUSION

In accordance with the novelty of the conceptual framework of the research, this study aims to find out and analyze the role of customer experience, information quality, and service innovation in increasing repurchase intentions mediated by trust. In general, the results of this study can be concluded by including that all research hypotheses are supported as positive and significant except for the direct hypothesis of the influence between service innovation and repurchase intention on conventional taxi customers. The overall indirect influence of the variable gives a significant positive effect on the repurchase intention mediated trust in conventional taxi customers. And proven to support the theoretical foundation and develop previous research. The results of this study strengthen the basic concept of service management, which is a system that provides value to customers through a continuous process by prioritizing strategies and improvements in the form of services regularly.

In this study out of the ten hypotheses proposed, there is one hypothesis that is not supported (insignificant), namely the third hypothesis, namely the direct influence of the service innovation variable in increasing repurchase intention on conventional taxi customers, the role of service innovation does not apply to conventional taxi users in the Jakarta area because conventional taxis already have a certain market, namely customers over 40 years old and already feel comfortable with the experience of using such conventional taxis.

This makes implications for conventional taxi companies to maintain and further improve the quality of excellent service, especially for conventional taxi customers in Jakarta who have experienced the comfort of customer experience, comfortable and flexible services in the public transportation system are in accordance with the tendencies of existing social needs and the characteristics of urban travel behavior, the desire of people who always want convenience and speed of service. The adoption of information and communication technology innovations is important for conventional taxi companies so that service innovation can significantly improve the quality of conventional taxi services. The role of trust as mediation is a starting point for service quality to be able to create repurchase intention. Trusts play an important role in establishing long-term relationships between customers and conventional taxi companies that include the quality, reliability, and integrity of the services that the company delivers to customers, so trusts are considered one of the important ways to build and maintain relationships with customers in the long term to increase repurchase intention. Through the cooperation of technology companies in efforts to develop conventional taxi applications, developing taxi service products with the millennial generation segment. Meanwhile, another important thing is to develop the knowledge and behavior habits of conventional taxi drivers and prepare good facilities in

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accordance with the quality of conventional taxis services to increase trust and repurchase intention. Improving driver welfare through reviewing the partnership system and their old-age well-being as well as conducting research on the millennial youth segment and innovations in marketing.

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