

## THE EFFECT ON REPURCHASE INTENTION: COMPARISONS OF SERVICE QUALITY, REPUTATION, AND BRAND IMAGE (CASE STUDY: CITILINK AND LION AIR IN JAKARTA, INDONESIA)

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**Abstract:** The decision of the passengers to choose what airlines they will ride is certainly influenced by various factors. The factors that cause passengers to repurchase an airline's ticket is certainly not the same. The aim of this research is to determine the comparison of the Service Quality, Reputation and Brand Image factors that affect the passengers in performing Repurchase Intention on Citilink and Lion Air Airlines. The study used quantitative methods by spreading questionnaires to 150 respondents consisting of 75 Citilink and 75 Lion Air passengers. Data analysis used SEM Smart PLS 3. The result of this research is the consistency of service provided by the airline as well as the confidence of passengers who have chosen an influential airline for the airline brand image that will affect the repurchase intention. Airline facilities that meet the needs of passengers will create a sense of satisfaction on its passengers who will influence the service quality on the repurchase intention. Moreover, good reputation on both airlines will be influential to increase the repurchase intention of its passengers. Hence, with the differences in factors that affect the repurchase intention, the strategy that should be applied by each airline will be different

**Keywords:** Service Quality, Reputation, Brand Image, Repurchase Intention, Comparison, Airline

### Introduction

The aviation industry is one of the services industries that has high competition among airline companies, so it needs to create and implement a competitive strategy in maintaining their business.

**Table 1. Number of Lion Air and Citilink passengers in the first quarter**

	2018	2019
<b>Citilink</b>	3.146.961	2.993.578
<b>Lion Air</b>	8.379.533	5.457.216

Source <https://tirto.id/benarkah-lion-air-meruqi-eclj>

In the early 2019, Citilink passengers protested due to the cabin temperature of the aircraft (tribunnews.com, 2019) In the same month, Lion Air got a complaint about the paid baggage policy, the prospective passengers felt the amount of money they had to spend would be almost the same as the full service airline (Batamos.com, 2019). A few months later, Lion Air received complaints until it was viral on social media, where a passenger protested about the baggage carried by toddlers aged 3.5 years (Kami, Indah Mutiara; Dinillah, 2019). Moreover, a man wrote on his Facebook page until it was viral about his homecoming plan that delayed because he did not get a seat, when he had purchased a ticket (Saragih, 2019).

This research discusses about customers' complaints regarding service quality that can create a negative brand image and reputation of Citilink airline and Lion Air which have an effect on repurchase intention.

### Literature Review

According to Foster (2018), good service quality will affect the increasing brand image. To obtain customer's attention by providing service and quality is the best tool to form brand image that excels in the customer's mind (Rahi & Ghani, 2016). The first hypothesis of this research is as follows:

H1 There is a significant effect of Service Quality towards Brand Image

Furthermore, a long lasting brand image guarantees a good reputation and builds a positive attitude from customers of the organization (Wilkins & Huisman, 2015). Reputation can affect brand image, if a product has a good image, the resulting reputation will be good. However, it can change due to negative impression of consumers; as a result, it causes bad effect on the product's reputation (Agmeka, Wathoni, & Santoso, 2019). The second hypothesis of this study is as follows:

H2 There is a significant influence of Reputation towards Brand Image

Moreover, Brand Image is considered an important aspect when consumers want to make decisions in purchasing goods (Agmeka et al., 2019). Chrisnawan, Onibala, Octora, Setiawan, Antony (2019) argue that service quality is recognized as a component affecting the intent of purchasing. The third hypothesis of this research is as follows:

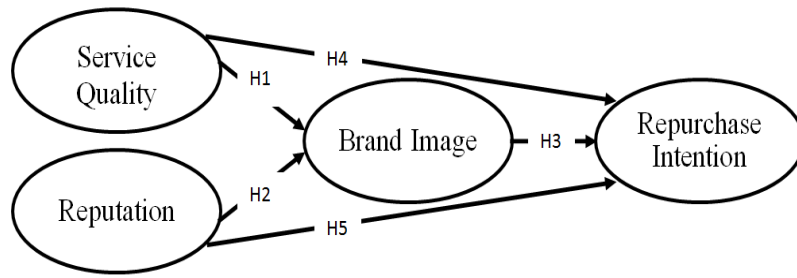
H3 There is a significant impact of Brand Image towards Repurchase Intention

After a purchase transaction is made, the customers start assessing the purchase as well as its behavior which lead to a decision in making the repurchase intention. However, the customer's rate service quality is given (Osanloo, Bahareh; Khodami, 2011). According to Tandon, Kiran, & Sah (2017), service quality dimensions have a significant and positive impact on customer's satisfaction and repurchase intention. Perception of passengers on service performance and brand image on each airline is certainly different and will affect repurchase intention (Kusumaningrum, Fadillah, Warsito, & Octora, 2018). The fourth hypothesis of this study is as follows:

H4 There is a significant effect of Service Quality towards Repurchase Intention

Besides, perception of airline passengers will form a positive company reputation, so that passengers contribute to increasing repurchase intention (Erkmen & Hancer, 2015). Reputation also has a positive impact on the performance of non-financial fields, such as satisfaction, and loyalty as well as repurchase intention (Sridhar & Mehta, 2018). The sixth hypothesis of this research is as follows:

H5 There is a significant influence of Reputation towards Repurchase Intention



**Figure 1. Frame Work**

**Method**

The study used quantitative methods with a population consisting of passengers of Citilink and Lion Air airlines. Hair, Black, Babin, (2010) state that the minimum number of samples is 5 times each parameter, but 10 times each parameter is better in this case. The sample of this research was 150 respondents consisting of 75 Citilink and 75 Lion Air passengers. The sampling technique took non-probability techniques with purposive sampling, and the research instruments made use of questionnaire, using Likert scale 1-5 with the description of value 1 = very disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = very agree. Data analysis took SEM SMART PLS 3.

**Table 2. Key Indicators**

NO	Variable	Indicator
1	Service Quality (Li & Liu, 2019)	This airline service meets my needs
		The airline's facilities meet my needs
		I am very satisfied with the service of this airline
		I will use this airline again
2	Reputation (Li & Liu, 2019)	The airline has a positive impression
		I always fly using this airline
		The airline has a safety assurance
		The airline has a good reputation
3	Brand Image (Li & Liu, 2019)	The airline is consistent with the services provided to passengers
		I am convinced with my choice of using this airline
		Passengers are kindly served
		The airline offers excellent food, snack and beverage services
4	Repurchase Intention (Li & Liu, 2019)	I will reuse this airline because it has good integrity
		The airline's commitment affects my future travel behaviour
		Good relations with the airline made me want to reuse it

**Discussion and Result**

**Table 3. Convergent Validity and AVE of Citilink dan Lion Air**

Construct	Item	Citilink		Lion Air		Result
		Outer Loading	AVE	Outer Loading	AVE	
Service Quality	X1.1	0.846	0.720	0.734	0.579	Valid
	X1.2	0.874		0.856		Valid
	X1.3	0.890		0.732		Valid
	X1.4	0.781		0.714		Valid
Reputation	X2.1	0.827	0.668	0.670	0.526	Valid
	X2.2	0.646		0.564		Valid
	X2.3	0.881		0.794		Valid
	X2.4	0.892		0.842		Valid
Brand Image	Y.1	0.879	0.702	0.758	0.525	Valid
	Y.2	0.849		0.843		Valid
	Y.3	0.817		0.721		Valid
	Y.4	0.804		0.543		Valid
Repurchase Intention	Z.1	0.856	0.780	0.848	0.635	Valid
	Z.2	0.895		0.621		Valid
	Z.3	0.898		0.896		Valid

According to Hair Jr. ; M, Hult ; Ringle ; Marko, (2016) Loading factor will be declared valid if > of 0.50. In table 3, it can be seen that all the outer loading values are above 0.50. Then, it can be concluded that the indicator used in this research achieved the results of convergent validity test.

**Table 4. Discriminant Validity**

Item Indicator	Citilink				Lion Air			
	SQ	R	BI	RI	SQ	R	BI	RI
X1.1	0.712	0.617	0.557	0.566	0.734	0.327	0.564	0.466
X1.2	0.831	0.573	0.572	0.621	0.856	0.457	0.506	0.550
X1.3	0.795	0.596	0.603	0.598	0.732	0.369	0.493	0.373
X1.4	0.780	0.649	0.659	0.656	0.714	0.444	0.513	0.584
X2.1	0.627	0.769	0.572	0.595	0.464	0.670	0.336	0.522
X2.2	0.402	0.623	0.445	0.530	0.269	0.564	0.236	0.305
X2.3	0.690	0.867	0.671	0.715	0.335	0.794	0.470	0.396
X2.4	0.714	0.885	0.790	0.729	0.439	0.842	0.565	0.46
Y.1	0.658	0.738	0.868	0.718	0.477	0.500	0.758	0.481
Y.2	0.638	0.690	0.824	0.723	0.614	0.538	0.843	0.698
Y.3	0.574	0.590	0.765	0.565	0.427	0.352	0.721	0.439
Y.4	0.646	0.578	0.815	0.594	0.441	0.212	0.543	0.361

Z.1	0.603	0.540	0.571	0.684	0.575	0.574	0.707	0.848
Z.2	0.590	0.658	0.606	0.853	0.426	0.224	0.350	0.621
Z.3	0.671	0.731	0.715	0.836	0.558	0.526	0.567	0.896

Table 4 shows that that all indicators in each construct have a higher relationship compared to the result of other loading constructs, so it can be inferred that discriminant validity is good. This reliability testing used the Composite Reliability (CR) and Alpha-Cronbach methods. According to Sekaran (2003), research instruments are considered reliable when the Cronbach Alpha value is above 0.6. This reliability testing result is as follows:

**Table 5. Reliability Testing of Citilink and Lion Air**

Variable	Citilink		Lion Air		Reliability
	Composite Reliability	Cronbach's Alpha	Composite Reliability	Cronbach's Alpha	
SQ (X1)	0,911	0,870	0,863	0,787	Reliable
R (X2)	0,888	0,830	0,823	0,711	Reliable
BI (Y)	0,904	0,858	0,811	0,695	Reliable
RI (Z)	0,914	0,859	0,829	0,696	Reliable

**Table 5. R Square and Hypothesis Testing of Citilink**

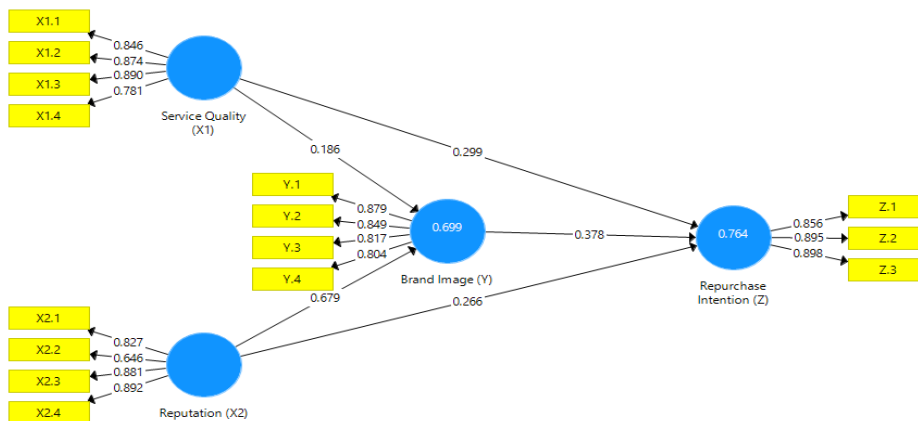
Model	Path	Path Coef	T Statistics	P Values	Decision	R Square
First	SQ-BI	0.373	3.947	0.000	H1: Support (+)	0.691
	R-BI	0.506	5.775	0.000	H2: Support (+)	
Second	BI-RI	0.301	1.989	0.047	H3: Support (+)	0.750
	SQ-RI	0.262	2.263	0.024	H4: Support (+)	
	R-RI	0.372	2.707	0.007	H5: Support (+)	

In table 5, H1 has a variable that is mutually supported, notably service quality that has an influence on brand image with P value of 0.000. The variable in H2 is supported indicating that reputation has an influence on the brand image with P value of 0.000. the variable in H3 is supported which explains that t brand image has an impact on repurchase intention with P value of 0.047. H4 supports the service quality that has an influence on the repurchase intention with P value of 0.024. H5 also has mutual support on the variable which is reputation effect towards repurchase intention with P value of 0.007.

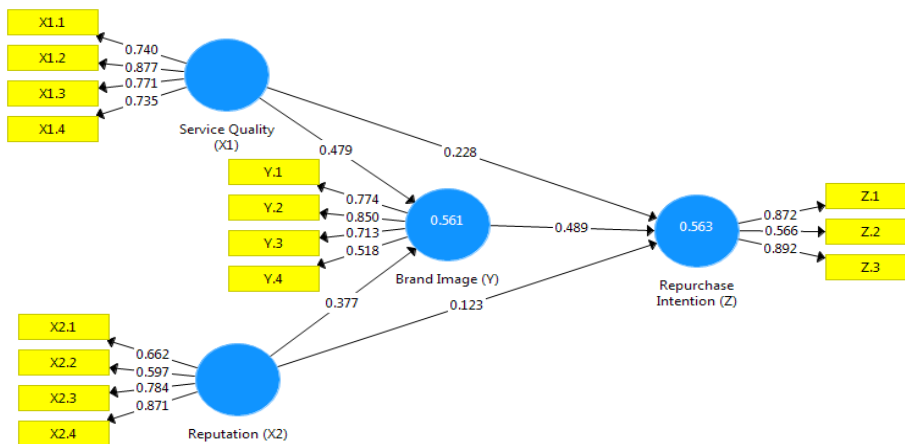
**Table 6. R Square and Hypothesis Testing of Lion Air**

Model	Path	Path Coef	T Statistics	P Values	Decision	R Square
First	SQ-BI	0.526	4.536	0.000	H1: Support (+)	0.533
	R-BI	0.299	2.355	0.019	H2: Support (+)	
Second	BI-RI	0.398	3.619	0.000	H3: Support (+)	0.586
	SQ-RI	0.272	2.236	0.026	H4: Support (+)	
	R-RI	0.214	2.082	0.038	H5: Support (+)	

In table 6, H1 has a variable that supports each other, namely service quality that has an influence on brand image with P value of 0.000. The variable in H2 supports reputation that has an effect on the brand image with P value of 0.019. H3 shows that the variable has mutual support over brand image that has an influence on repurchase intention with P value of 0.000. H4 has a variable that is mutually supported, particularly service quality towards repurchase intention with P value of 0.026. H5 also has a mutually supported variable that reputation has an effect on repurchase intention with P value of 0.038



**Figure 2. Citilink PLS Algorithm**



## Conclusion

From the results of the research, there is an influence of service quality influence on the brand image. In addition to it, Citilink airline passengers are satisfied with the service provided. Importantly, it is also strengthened by the theory of Foster (2018) That states, good service quality will affect the increasing brand image. On the other hand, in Lion Air, the facilities provided by the airline will affect the airline's brand image. It is evident that Lion Air will continue to improve the quality of its services, including OTP (Lion Air, 2019).

Reputation has an effect on the brand image of Citilink which is apparent due to the award obtained by Citilink which is the Best ASEAN Airlines at 32nd ASEANTA Awards of Excellence 2019. Similarly, Lion Air one of the largest airlines in Indonesia, was awarded as the world's Best Low-Cost Airlines in the category of Best Low Cost Airline Premium Cabin and Best Low Cost Airline Premium Seat in Skytrax World Airline Awards.

Brand image plays an important role during the decision making process of Citilink's consumers, it is reinforced by Soltani, Esfidani, Jandaghi, & Soltaninejad (2016) stating that a good brand image will build a positive attitude towards brand products, and a good brand image has a positive impact on the purchase intention. Thus, Lion Air's consistency in providing the services is influential for repurchase intention. It was supported by the opinion of Agmeka et al. (2019), contending that the higher the brand reputation is, the higher the consumers buy the product, and vice versa.

Passengers with service provided by Citilink, will certainly affect repurchase intention that is carried out by themselves. It is reinforced by the notion of Kusumaningrum et al. (2018) stating that the perception of passengers on service performance and brand image on each airline is, of course, different and affects repurchase intention. Moreover, the facility offered by Lion Air that satisfies its passengers' needs becomes a superior factor in the effect of service quality on repurchase intention carried out by its passengers. Additionally, it is reinforced by the opinion of Osanloo, Bahareh, dan Khodami (2011). After the purchase transaction is made, the customer begins to assess the purchase and its behavior, such as determining to make the purchase again, so that the customer will assess the service quality provided.

A good reputation for Citilink and Lion Air are influential to increase the repurchase intention of their passengers. In fact, it is in line with the opinion of Lee, Moon, Kim, & Yi (2015) which states that reputation and trust play an important role in establishing sustainable relationships with customers

With differences in factors affecting brand image and the intention of buyback on both airlines, the strategy needs to be made, and the implementation by both Citilink Airlines and Lion Air are different.

## Managerial implications

The result of this research which consists of passengers who are Citilink airlines and Lion Air passengers do not necessarily fly and re-purchase the airline, so it takes a special strategy for both airlines to attract passengers to use the airline again. Besides, LCC Airlines do not provide food or snacks, so there must be innovations created by the airlines about the policy on the food or snack. The commitment on services in both

airlines is necessary for passengers to re-purchase on Citilink and Lion Air.

Therefore, the researchers advise for further research that the object of re-expanded research is not only conducted in Jakarta, but also in other major cities. What is more, the research's variables are also used in other industries not limited to only the service industry.

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