

Repurchase Intention based on Price, Service Quality and Passenger Satisfaction (A survey on Citilink passengers, 2022)

Danisa Aliffiani Mega Putri¹, Farrel Radhitya Ramadhan²
Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

*Corresponding author : farrel747@gmail.com

Abstract: This research was conducted on customers who use Citilink airlines flights from Soekarno Hatta Airport. quantitative approach, and SPSS Version 25 application to analyze the data. The data is collected by distributing 100 questionnaires to users of Citilink flights from Soekarno Hatta Airport in 2022. In this study, researchers conducted validity tests, reliability tests, simple linear regression tests, and hypothetical test. The purpose of this study is to analyze the effect of ticket prices, customer satisfaction, service quality, and the repurchase intentions of Citilink flights from Soekarno Hatta Airport in 2022.

Keyword : Citilink, Soekarno Hatta Airport, ticket prices, customer satisfaction, service quality, and The Repurchase Intentions

Introduction

After experiencing a decline in passengers due to restrictions on people's movement during the Covid-19 pandemic, the government has begun to stretch traffic restrictions and eliminate the requirements for PCR (Polymerase Chain Reaction) and antigen testing for those who have been vaccinated. made the number of airplane passengers increase, which was accompanied by the entry of Eid al-Fitr. One of the airlines experiencing an increase in the number of passengers is Citilink.

President Director of Garuda Indonesia Irfan Setiাপutra revealed, Thursday (28/4/2022), Garuda Indonesia Group carried 47,132 passengers with a total of 326 flights. The total passengers of Garuda Indonesia Group increased by 65.5% compared to the initial period of homecoming flow on April 25, 2022. From this, it can be seen that there was a rapid increase compared to the previous 3 days.

Another impact of the increase in airline ticket prices is that the increase in ticket prices is not matched by the services provided. Philip Kotler and Armstrong (2019) stated that service quality is the ability of a service to

retain its customers, which shows that service is important in retaining customers. The services provided can certainly affect customer satisfaction. According to Kotler (2018), satisfied customers will make repeat purchases.

Citilink Price Chart Before June



Data Source: Google Flight

From this data, it can be seen that 43 days before June, on May 1, ticket prices rose quite rapidly.

The purpose of this study was to determine whether there was an effect of ticket prices, service quality, and passenger satisfaction on the decision to repurchase domestic airline passengers for the May 2022 period at Soekarno Hatta airport. This research is expected to be a source of information for future knowledge and can be a source of reference for those in need. For institutions and companies, it is hoped that the results of this study can be input for considering passenger repurchase by providing service, price, and passenger satisfaction.

Literature Review

Price

According to Philip Kotler and Armstrong (Gofur, 2019), price is the amount of money spent on goods or services or how much money a consumer exchanges for benefits or using the goods or services. There are four price indicators according to Kotler and Armstrong (Yuniar putri, 2021), namely: 1) Affordability: Consumers can reach the price that the company has set for the

goods or services. 2) The conformity of the price with the quality of the product: Consumers often assume that the higher the price, the better the quality of a product. 3) Price competitiveness: Consumers like to compare the price of one product with another. 4) The conformity of the price with the benefits: Consumers will buy a product and service if they feel that the benefits obtained exceed or correspond to the amount of value issued.

Service Quality

According to Tjiptono (Gofur, 2019), service quality is a form of business or action to meet the needs and desires of consumers and can achieve what consumers expect. In addition, Philip Kotler and Amstrong (2019) define service quality as a service ability to retain its customers. There is also a definition which stated that the quality of service means the ability of service providers to get customer satisfaction in the most efficient way possible (Ramya, 2019). From this definition, it can be concluded that service quality is a form of business or action of the ability of a service provider to provide its customers with the expected satisfaction. The dimensions of quality service according to Zeithaml, Parasuraman, and Berry (Nazhran et al., 2021) are: 1) Tangibility, 2) Reliability, 3) Assurance, 4) Responsiveness, 5) Empathy

Customer Satisfaction

Kotler in (Purbasari & Purnamasari, 2018) said that customer satisfaction is the level of a person's feelings after the performance or results he feels compared to his expectations. Tjiptono in (Prasetio, 2012) states that customer satisfaction is an evaluation after the purchase decision process where the chosen alternative is equal to or exceeds expectations. From all the above theories, it can conclude customer satisfaction is the level of a person's feelings or attitudes as a reaction to the results obtained from goods or services equal to or exceeding expectations. According to Kotler in (Purbasari & Purnamasari, 2018) satisfied consumers will do: 1) Recurring purchases,

2) Say positive things about the company, 3) Pay less attention to the products of other companies, 4) Buying another product from the same company.

Repurchase Intentions

Purchase intentions is a situation where consumers want to buy a product under certain conditions (Mirabi et al., 2015). Meanwhile, Assael Henry in (Purbasari & Purnamasari, 2018) arguing that purchase intentions are interests that indicate that customers will make repeat purchases. Thus, it can be concluded that purchase intentions are the desire of consumers to repeatedly buy a product at a certain time of conditions. According to (Halim et al., 2014) there are a number of signs that can indicate repurchase intentions, such as: 1) The customers will make it the first choice for product, 2) the customers will constantly buy the product, 3) the customers will become loyal to the product.

Hypothesis

Price (X_1) Against Repurchase Intentions (Y)

According to prior research (Yuniar putri, 2021) argues that pricing greatly affects the decision to purchase products by customers. Meanwhile, (Ali et al., 2021; Ongkowiyo, 2022; Susanto et al., 2021) proves that price has a significant influence on repurchase intentions. Based on these theories, it can be concluded that price is the amount of money that consumer exchanges for goods or services. Research by Ali et al. (2021) entitled Price And Promotion As The Factor Of Citilink Passengers Ticket Purchase Intention During The Covid-19 Pandemic shows that the price variable has an influence on Citilink tickets purchase intentions. It can be concluded that:

H1: price has a significant influence toward repurchase intentions

Service Quality (X_2) Against Repurchase Intentions (Y)

Prior research from (Savirah et al., 2020) service quality is one of the importance factors in making the customer to repurchase. It can give impact

on repurchase. According to Purbasari & Purnamasari (2018) proves that the quality of service and customer satisfaction have an influence on repurchase. Research conducted by (Akbar et al., 2021) also found out that service quality has a positive effect on purchase intentions. It can be concluded that:

H2: service quality has a significant effect on repurchase intentions.

Customer Satisfaction (X₃) Against Repurchase Intentions (Y)

According to the research conducted by (Susanto et al., 2021) entitled "The Effect of Service Quality and Price on Customer Satisfaction and Repurchase Intention (Case Study at Crown Prince Hotel Surabaya)" proves that customer satisfaction has a significant influence on repurchase intention. A study from (Rosaliana, 2018) found out that customer satisfaction has significant influence on Re-purchase Intention. Meanwhile (Reynard Olii & Nurcaya, 2016) also found out that customer satisfaction has a positive and significant effect on repurchases. It can be concluded that:

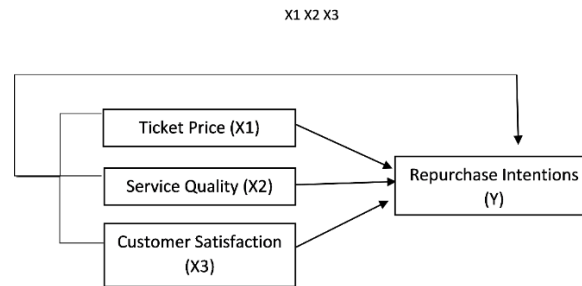
H3: customer satisfaction has a positive and significant effect on repurchase intentions.

Price (X₁), Service Quality (X₂), and Customer Satisfaction (X₃) Against Repurchase Intentions (Y)

Research by Purbasari & Purnamasari (2018) entitled "The Effect of Service Quality and Customer Satisfaction on Repurchase" shows that the quality of service and customer satisfaction have an influence on repurchase. Researches by (Resti & Soesanto, 2016; Sari & Hariyana, 2019) also prove that Customer satisfaction is influenced by perceptions of price and service quality, while repurchase intentions is influenced by perceptions of price, quality of service, and customer contentment. It can be concluded that:

H4: price, service quality, and customer satisfaction have a significant influence toward repurchase intentions simultaneously.

Therefore, the conceptual framework of this research is as follows:



Research Methods

This research is a quantitative study of linear regression. The data used is data from a questionnaire filled out by domestic airplane passengers from Soekarno-Hatta International Airport who departed on Eid al-Fitr 1443H/2022 as respondents. The 5-point likert scale containing "strongly disagree (1)" to "strongly agree (5)" was used in this study as a measure of attitudes and opinions for independent and dependent variables. The technical analysis of this study was assisted by the application of SPSS to analyze the regression of the questionnaire results.

Population and Sample

In this study, the population and samples were people who became passengers on domestic airplanes from Soekarno-Hatta International Airport which departed on Eid al-Fitr 1443H/2022. Its passenger population is 47.132 passengers.

In this study, there was a tolerable margin of error of 10%. The Slovin formula is used to determine the sample count. The number of samples used in this study is based on the Slovin formula is:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{47.132}{1 + (47.132)(0,1)^2}$$

$$n = \frac{47.132}{472,32}$$

$$n = 99.78 \sim 100 \text{ Person}$$

Measurement Items

Construct	Item
Price (Putri, 2021) http://eprints.umg.ac.id/id/eprint/4609	X.1 Affordability
	X.2 The conformity of the price with the quality of the product
	X.3 Price competitiveness
	X.4 The conformity of the price with the benefits
Service Quality (Nazhran et al., 2021) https://proceedings.itltrisakti.ac.id/index.php/ATLR/article/view/470/503	X.5 Tangibility
	X.6 Reliability
	X.7 Assurance
	X.8 Responsiveness
	X.9 Empathy
Customer Satisfaction (Purbasari & Purnamasari, 2018) http://jurnal.unswagati.ac.id/index.php/jibm Pengaruh	X.10 Recurring purchases
	X.11 Say positive things about the company
	X.12 Pay less attention to the products of other companies
Repurchase Intensions (Halim et al., 2014) https://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/1388/1249	X.13 Buying another product from the same company
	Y.1 The customers will make it the first choice for product,
	Y.2 the customers will constantly buy the product
	Y.3

the customers will become loyal to the product

No.	Variabel	Item	Pernyataan
1	Price	1. Affordability	1. Harga dari tiket pesawat Citilink untuk terjangkau
		2. The conformity of the price with the quality of the product	2. Harga dari tiket pesawat Citilink yang ditawarkan sesuai dengan kualitas yang disediakan
		3. Price competitiveness	3. Harga dari tiket pesawat Citilink sangat kompetitif
		4. The conformity of the price with the benefits	4. Harga dari tiket pesawat Citilink yang ditawarkan sesuai dengan manfaat yang didapatkan
2	Service Quality	1. Appearance of physical facilities, equipment, personnel and written materials	1. Fasilitas pesawat Citilink terlihat baik, 2. Fasilitas pesawat Citilink terlihat lengkap
		2. Ability to performance the promised service dependably and accurately	3. Pegawai penerbangan Citilink mampu memberikan pelayanan sesuai yang dijanjikan dengan pelayanan akurat 4. Pegawai penerbangan Citilink mampu memberikan pelayanan sesuai yang dijanjikan dengan pelayanan handal
		3. Willingness to help customers and provide prompt service	5. Pegawai penerbangan Citilink memberikan layanan kepada calon penumpang dengan sigap
		4. Employee's knowledge and courtesy and their ability to inspire trust and confidence	6. Pegawai penerbangan Citilink memiliki pengetahuan yang cukup baik

			7. Pegawai penerbangan Citilink memiliki kepercayaan yang tinggi dalam hal melayani konsumen
3	Customer Satisfaction	1. Recurring purchases	1. Saya memiliki kemauan untuk membeli tiket penerbangan maskapai Citilink yang sama secara berulang
		2. Say positive things about the company	2. Saya memberikan feedback yang positif terhadap pelayanan penerbangan Citilink
		3. Pay less attention to the products of other companies	3. Saya kurang memperhatikan penerbangan selain Citilink
		4. Buying another product from the same company	4. Saya kerap membeli tiket pesawat dari maskapai yang sama yaitu Citilink
4	Repurchase Intention	1. The customers will make it the first choice for product	1. Saya akan menjadikan maskapai Citilink yang dipilih menjadi pilihan utama ketika membeli tiket pesawat
		2. The customers will constantly buy the product	2. Saya akan terus membeli tiket moda transportasi yang sama
		3. The customers will be loyal to the product	3. Saya akan menjadi loyal terhadap maskapai Citilink yang dipilih

Discussion and Result

Validity Test

The data collected was tested for validity using Statistical Product and Service Solution (SPSS) version 25.0. The validity test is conducted by contrasting the calculated r value with the table r value. For *degree of freedom* (df) = n-k in this instance, the number of constructs is k and the number of

samples is n. In this instance, the value of df can be calculated $100-2$ or $df = 98$ with alpha 0.1 obtained $r_{table} 0.165$. The question item is deemed valid if r_{counts} exceed r_{table} and r has a positive value.

	Corrected Item-Total Correlation	Validity		Corrected Item-Total Correlation	Validity		Corrected Item-Total Correlation	Validity		Corrected Item-Total Correlation	Validity
Pernyataan X1 No 1	0,571	Valid	Pernyataan X2 No 1	0,619	Valid	Pernyataan X3 No 1	0,560	Valid	Pernyataan Y No 1	0,751	Valid
Pernyataan X1 No 2	0,630	Valid	Pernyataan X2 No 2	0,448	Valid	Pernyataan X3 No 2	0,484	Valid	Pernyataan Y No 2	0,739	Valid
Pernyataan X1 No 3	0,655	Valid	Pernyataan X2 No 3	0,643	Valid	Pernyataan X3 No 3	0,542	Valid	Pernyataan Y No 3	0,816	Valid
Pernyataan X1 No 4	0,574	Valid	Pernyataan X2 No 4	0,577	Valid	Pernyataan X3 No 4	0,574	Valid			
			Pernyataan X2 No 5	0,731	Valid						
			Pernyataan X2 No 6	0,696	Valid						
			Pernyataan X2 No 7	0,693	Valid						

Based on the validity test above, there is no invalid statement since it has a Corrected Item-Total Correlation value of > 0.165 so that all statements are worthy of being used as variable analysis.

Reliability Test

Reliability tests were carried out using the help of SPSS version 25.0 by calculating the value of Cronbach's Alpha. The data is considered to be reliable if the value of Cronbach's Alpha exceeds 0.6.

	Cronbach's Alpha	N of Items	Reliability
X1	0,795	4	Reliable
X2	0,857	7	Reliable
X3	0,736	4	Reliable
Y	0,879	3	Reliable

The results of the reliability test for the customer satisfaction variable showed that all propositional items in the questionnaire had Cronbach's alpha of > 0.60 . Therefore the proposition is called reliable.

Simple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,735	1,373		1,992	0,049
	Price	0,468	0,090	0,466	5,213	0,000
2	(Constant)	-0,773	1,858		-0,416	0,678
	Service Quality	0,376	0,066	0,501	5,730	0,000
3	(Constant)	0,044	0,952		0,046	0,963
	Customer Satisfaction	0,702	0,067	0,725	10,416	0,000

Based on the simple linear regression test results, the significance level for the price variable (X1) is $0.000 < 0.005$. Furthermore, H1 is accepted with a 90% confidence level since the t arithmetic value is $5.213 > 1.66$. That is, the repurchase intentions variable (Y) is partially influenced by the price variable (X1). Despite the increase in ticket prices, the majority of Citilink passengers believe that the prices are reasonable. This is due to all national airlines increased the ticket price so that there is a new standard of ticket price.

Based on the simple linear regression test results, the significance level for the service quality variable (X2) is $0.000 < 0.005$. Furthermore, H2 is accepted with a 90% confidence level since the t arithmetic value is $5.730 > 1.66$. That is, the repurchase intentions variable (Y) is partially influenced by the service quality variable (X2). It is because Citilink pay more attention to the service quality despite Citilink is a Low-Cost Carrier and compared to the other airlines, Citilink is pay more attention to the service quality.

Based on the simple linear regression test results, the significance level for the customer satisfaction variable (X3) is $0.000 < 0.005$. Furthermore, H3 is accepted with a 90% confidence level since the t arithmetic value is $10.416 > 1.66$. That is, the repurchase intentions variable (Y) is partially influenced by the customer satisfaction variable (X3). One could assert that Citilink gave more than the passengers expected so that customer satisfaction could be achieved.

Result Test F (Simultaneous)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	322.276	3	107.425	35.595	.000 ^b
	Residual	289.724	96	3.018		
	Total	612.000	99			

a. Dependent Variable: Repurchase Intentions

b. Predictors: (Constant), Customer Satisfaction, Price, Service Quality

- If the significance value is < 0.05 or $F \text{ count} > F \text{ table}$ then the hypothesis is accepted
- If the significance value is > 0.05 or $F \text{ count} < F \text{ table}$ then the hypothesis is rejected

Based on the T-test results table, the significance value is known to be $0.000^b < 0.05$, other than that the calculated F value is $35.595 > F \text{ table } 0,214$. Therefore, it can be concluded that H4 is accepted, which indicates that there is a significant effect of Ticket Prices (X1), Service Quality (X2), and Passenger Satisfaction (X3) on The Repurchase Intentions (Y).

Determination Coefficient Result

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 ^a	.527	.512	1.73723

a. Predictors: (Constant), Customer Satisfaction, Price, Service Quality

Based on the table, it is known that the R square's value is 0.527. This indicates that the variables of price, service quality, and customer satisfaction simultaneously affect the repurchase intentions of Citilink domestic flight by 52.7%. While the remaining 47.3% is influenced by other factors.

Conclusion

Domestic airlines, including Citilink, ensure that there will be price cuts on high-end fares during Eid 2022. Unfortunately, the increase in ticket prices does not match the services offered. The purpose of this study is to determine whether ticket prices, service quality, and passenger satisfaction affect the decision to repurchase domestic passengers at Soekarno-Hatta Airport in the period of May 2022. It can be useful for those in need.

The price variable has a significant effect on repurchase intentions. Despite the increase in ticket prices, the majority of Citilink passengers believe that the prices are reasonable. Based on the results the service quality also has a significant effect on repurchase intentions. It is because Citilink pay more attention to the service quality despite Citilink is a Low-Cost Carrier Furthermore, the customer satisfaction has a significant effect on repurchase intentions. One could assert that Citilink gave more than the passengers expected so that customer satisfaction could be achieved.

Based on the results, it indicates that Ticket Prices (X1), Service Quality (X2), and Passenger Satisfaction (X3) simultaneously effect on The Repurchase Intentions (Y).

Reference

- Akbar, N. Z., Putri, V. H., Marina, S., & Liana, E. (2021). the Effect of Electronic Word of Mouth and Electronic Service Quality on Purchase Intention of Ticket Citilink Indonesia Airlines. *Global Research on Sustainable Transport & Logistics ISSN: 5778, 597–609*. <https://proceedings.itltrisakti.ac.id/index.php/ATLR/article/view/417>
- Ali, I. O. R., Ramadini, K., Lesmini, L., & Iryatie, M. (2021). Price and Promotion As the 10 engers Ticket Purchase Intention During the Covid-19 Pandemic. *GROSTLOG 2021 Global Research on Sustainable Transport & Logistics, 5778(Lcc)*.

- Gofur, M. A. (2019). *PENGARUH CITRA MERK, KUALITAS PELAYANAN, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PRODUK ICE CREAM DI PT WINGS SURYA GRESIK*. 8–33.
- Halim, B. C., Dharmayanti, D., Si, M., Brahmana, K. M. R., Pemasaran, P. M., Petra, U. K., & Siwalankerto, J. (2014). *Pengaruh brand identity terhadap timbulnya brand preference dan repurchase intention pada merek toyota*. 2(1), 1–11.
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study : the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1), 267–273.
- Nazhran, S., Diani, T., Ozali, I., & Mafrudoh, L. (2021). The Effect of Brand Image and Service Quality on Garuda Indonesia Tickets Purchase Decisions. *Advances in Transportation and Logistics Research*, 4, 30–39.
- Ongkowijoyo, T. E. (2022). The Effect of Price and Product Quality on Consumer Satisfaction and Repurchase Interest at Cipork Keriyuk (Cab. G-Walk). *Magister Management Universitas Ciputra Surabaya*.
- Prasetio, A. (2012). Pengaruh Kualitas Pelayanan dan Harga terhadap Kepuasan Pelanggan. *Management Analysis Journal*, 1(4), 1–8.
<http://journal.unnes.ac.id/sju/index.php/maj>
- Purbasari, D. M., & Purnamasari, D. L. (2018). Pengaruh Kualitas Pelayanan dan Kepuasan Pelanggan Terhadap Pembelian Ulang. *Kinerja*, 2(1), 43–54. <https://doi.org/10.34005/kinerja.v4i1.1698>
- Putri, S. Y. (2021). *Effect of Airplane Ticket Prices and Airport Service Quality on Purchasing Decisions during the Covid-19 Pandemic At Ngurah Rai Bali Internasional Airport*.

- Ramya, N. (2019). SERVICE QUALITY AND ITS DIMENSIONS. *EPRA Publishing*.
- Resti, D., & Soesanto, H. (2016). Pengaruh Persepsi Harga, Kualitas Pelayanan Melalui Kepuasan Pelanggan Terhadap Minat Beli Ulang Pada Rumah Kecantikan Sifra Di Pati. *Diponegoro Journal of Management*, 5(1), 1–12. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Reynard Olih, K., & Nurcaya, I. (2016). Peran Kepuasan Pelanggan Dalam Memediasi Pengaruh Experiential Marketing Terhadap Pembelian Ulang Tiket Pesawat Pada Pt Jasa Nusa Wisata Denpasar. *None*, 5(8), 251455.
- Rosaliana, F. (2018). *Pengaruh Sales Promotion dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Serta Dampaknya pada Minat Pembelian Ulang (Survei pada Konsumen Jasa GrabCar di Kota Malang)*.
- Sari, R. K., & Hariyana, N. (2019). Pengaruh Harga, Kualitas Pelayanan Dan Kualitas Produk Terhadap Minat Pembelian Ulang Dan Kepuasan Pelanggan Online Shopping Pada Remaja Di Situbondo. *Jurnal Bisnis Dan Manajemen*, 6(2), 107–116. <https://doi.org/10.26905/jbm.v6i2.3674>
- Savirah, A. S., Agitson, K., Octaviani, R. D., & Suminar, R. (2020). THE EFFECT OF SERVICE QUALITY AND BRAND AWARENESS ON REPURCHASE INTENTION (THE STUDY ON ARGO PARAHYANGAN PRIORITY TRAIN). *Institut Transportasi Dan Logistik Trisakti, Jakarta - Indonesia*.
- Susanto, T. W. P., Sudapet, I. N., Subagyo, H. D., & Suyono, J. (2021). The Effect of Service Quality and Price on Customer Satisfaction and Repurchase Intention (Case Study at Crown Prince Hotel Surabaya). *Faculty of Economics and Business, Narotama University*.

Yuniar putri, S. (2021). *Pengaruh Harga Tiket Pesawat dan Kualitas Pelayanan Bandar Udara terhadap keputusan pembelian Tiket Pesawat di Masa Pandemi Covid-19 Pada Bandar Udara Internasional Ngurah Rai Bali.*