

**INFLUENCE OF BRAND IMAGE AND SERVICE VALUE
ON PURCHASE FOR CUSTOMER SATISFACTION
AT PT CITILINK INDONESIA TBK
(Halim Perdana Kusuma Airport 2018-2023)**

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Abstract: To influence clients purchasing choices and maintain its position in the aviation sector, Citilink must improve its perceived value to achieve passenger satisfaction. PT Citilink Indonesia has built a strong reputation in the aviation industry. The airline must consistently provide a positive service value impression to each customer to remain competitive and survive in the field, which ultimately affects customer satisfaction and buying decisions. The findings of this study suggest that even airlines with a strong brand image will struggle to satisfy and attract consumers unless they also build a high level of trust in delivering exceptional service value. The study, which was conducted over three months at Halim Perdana Kusuma Airport with a sample size of 164 respondents, used a quantitative approach using SMARTPLS (Partial Least Square) 3.0 for data processing. The sampling is through distributing questionnaires and using non-probability sampling through Citilink passengers as the object of research.

Keywords: *Brand image, perceived value, customer satisfaction, purchase decision, citilink*

1. Introduction

Transportation plays a significant role in various aspects of society, economy, social, and political matters, maintaining defense, security, and preserving national unity. (Dr. H. Irwan S.H, 2022) One of them is air transportation, which is greatly favored since it can travel long distances of tens of thousands of kilometers and has a high speed of up to 300 kilometers per hour. (Antomi, 2021)

Since the year 2000, both the number of airlines operating and the number of passengers using air transportation have increased, resulting in strong growth for the national aviation industry (Siska, 2022). The increase in domestic airplane passengers in May 2022 reached 5.3 million people, so the graph rose to 40.41% month-on-month since April 2022 (BPS, 2020). In the aviation sector, Indonesian customers exhibit consumer behavior when selecting an aircraft from a variety of options, including low-cost (low cost) and high-end (full service) trips. According to data from the website (Topbrands, 2023) Citilink airline is the top airline brand in 2021–2023.

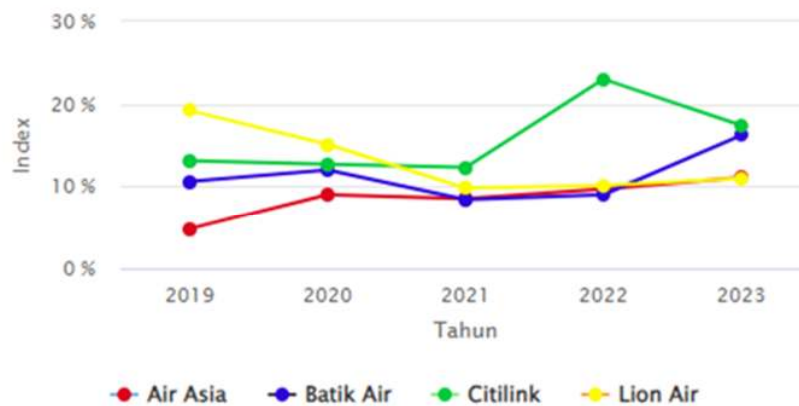


Figure 1. Sub Categories Airlines (Topbrands, 2023)

According to Kotler (Kotler 2005) marketers are interested in consumers perceptions of specific goods and services, since these perceptions shape the product and brand images that affect consumers buying decisions. Brand image is the knowledge and behavior of an individual toward a service or product that conveys the impression and message that the individual responds to the brand and influences the intention to take the desired action. (Nurliyah et al., 2022) Customers

will evaluate the benefits they received from their efforts to obtain these products, and they will buy from businesses that offer the highest perceived value as a result.

So perceived value is arguably a good thing because if a service or product can't add value, it will lose out to competitors who can gain value from customers, and businesses must keep track of perceived value and have a plan for doing so. (Prasetyo and Suseno, 2015). As a result of that process, consumers will either feel satisfied or dissatisfied with the value they received when buying the brand. (Cucu Sumartini & Fajriany Ardining Tias, 2019).

Customer satisfaction comes first at Citilink. Citilink has received a number of accolades as evidence of its dedication to providing the best possible service to customers, including: four-star accreditation from APEX for low-cost airlines from 2018–2021; four-star recognition from Skytrax for the low-cost airline (LCC) class; and a five-star achievement in the airline safety rating category during COVID–19 in September 2021. (PT Citilink Indonesia, 2021)

Based on insights by (Dihni, 2022) via databoks.katadata.co.id regarding Indonesian Airlines on time performance (OTP) in 2021, Citilink is in third place with a percentage of 95.8%, while Batik Air is in second place with a percentage of 74.1% and Garuda Indonesia suggests the top spot as the leader for being the most punctual airline, with a percentage of 95.8%. Through customer satisfaction at Citilink Indonesia airline, the authors conducted research to find out whether there is a relationship between brand image, perceived value, and purchase decision.

2. Literature review

Brand Image

According to (Anang, 2019) brand image is formed from knowledge and prior interactions with the brand and represents how consumers perceive the brand overall. Attitudes in the form of preferences and beliefs for a brand are related to the brand's image. The aforementioned theory holds that a company's brand image is what gives its products a good name and aids consumers in specifically remembering them.

Brand image is described as the consumer's perception of a good or service as a reflection of their feelings toward that good or service (Pangestoe, 2020). Brand image means the outward performance of a product or service, including any efforts made to meet the psychological or social needs of customers. Acceptance and response, both positive and negative, to a brand, are acceptance and response, particularly from the public and the larger community in general (Keke et al., 2023). Customers will choose products with that brand in the future because they think the product they choose is the best, and manufacturers will stay away from rivals who have a strong brand reputation.

Indicators that form a brand image according to Aaker and Biel quoted from (Nantigiri, 2022) are: 1. Corporate Image, 2. Product Image, 3. User Image.

Perceived Value

The consumer's evaluation of the overall advantages of goods or services in relation to the advantages attained and the costs incurred to obtain goods or services is known as perceived value. (Hellier, 2003)

According to (Suariedewi & Sulistyawati, 2016) providing high-quality service will affect how customers perceive its value. In order for customers to believe they are getting a great deal for their money when they receive good service. According to (Tjiptono, 2019) there are four indicators to measure perceived value: emotional value, social value, quality / performance value, and price / value of money.

Customer Satisfaction

When a customer is happy with a company's goods or services, they believe that the company did a good job of preparing them to meet their needs. (Emrah Cengiz Ph, 2010). (Simanihuruk, 2023) defines customer satisfaction as an attitude, assessment, and emotional response made by customers following the purchase or use process. According by (Keke et al., 2023) Customer satisfaction is a phenomenon that combines attributes with other consumption emotions. It is determined by comparing the actual performance of a product with expectations and the outcomes of evaluating the experience of consuming a good or service. Report by (Gofur, 2019) any Four (4) actions, including work and other factors, are required of businesses in order to achieve and maintain customer satisfaction: 1.) Determine who the client is, 2.) Recognize what customers expect in terms of service quality 3.) be respectful of good customer service practices, 4.) comprehend the customer feedback inner cycle and customer satisfaction measurement. Because an organization must treat its customers as important because, if their needs, wants, and expectations are met, customer satisfaction will result.

Indicators for measuring customer satisfaction according to Indrasari in (Ramadhini, 2021) include: Conformity of expectation, Purchase Interest, Willingness to recommend.

Buying Decision

According to (P. dan G. A. Kotler, 2008) the stage of the decision-making process where the user actually purchases the product is known as ensuring a purchase decision. This is due to the fact that before making a purchase transaction,

consumers go through a number of stages, including learning about the problems they encounter. (Rahayu et al., 2023) A decision is defined as the selection of an action from two or more options. If a consumer wishes to make a decision, he or she must be presented with various options. Meanwhile Belch (2004) asserts that it is the end result of a drawn-out process that involved a thorough search for information, comparisons, and evaluation, for other things.

According (Kotler & Keller, 2009) indicators of buying decisions are: Purchasing product, Brand Purchase, Channel Selection, Purchase Timing, Purchase Amount / Post-Purchase Behavior

From the explanation that follows, it is possible to formulate the following study's hypothesis:

H1: There is suspected a connection between brand image and customer satisfaction.

H2: There is suspected a connection between perceived value and customer satisfaction.

H3: There is suspected a connection between brand image and buying decision.

H4: There is suspected a connection between perceived value and buying decision.

H5: There is suspected a connection between customer satisfaction and buying decision.

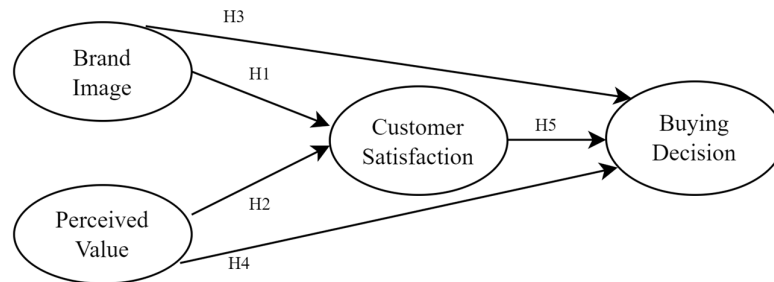


Fig. 2 Research Model

3. Research method

Buying decisions, Brand Image, Perceived Value, and Customer Satisfaction are all covered in the quantitative research methodology. Quantitative research employs data collection methods such as research instruments and statistical data analysis techniques to examine specific populations and samples. This is done to put the hypothesis's findings to the test. (Indriyati et al., 2022). Purposive sampling, a type of non-probability sampling used in this study, determines the sample through specific considerations in accordance with the desired criteria to be able to determine the sample to be studied, which is how samples are chosen for research purposes. (Sugiyono, 2018) The participants in this study were passengers who used Citilink at Halim Perdana Kusuma Airport in 2023. The purposive sampling method approach is a sampling technique that involves giving out questionnaires directly to samples that are thought to fit the study's criteria. There were 165 respondent data collected, but only 164 were used to process the data in SEM PLS 3.0 (Structural Equation Modeling Partial) because 1 (one) of the data was invalid and did not meet the criteria. According (Hair et al., 2019) the ratio of the number of indicators x to the number of SEM PLS (5 to 10). The minimum respondents is calculated using the calculations below: $15 \times 10 = 150$ respondents.

The researcher chose 150 respondents as the minimum number of respondents using these calculations to determine the minimum number of respondents based on the number of indicators 15.

Table 1. Measurement Indicator

Variable	Indicator		Source
Brand Image	BI1	Corporate Image	(Nantigiri et al., 2022)
	BI2	Product Image	
	BI3	User Image	
Perceived Value	PV1	Emotional Value	(Tjiptono, 2019)
	PV2	Social Value	
	PV3	Quality/Performance Value	
	PV4	Price/Value of money	
Customer Satisfaction	CS1	Comformity of expectation	(Ramadhini, 2021)
	CS2	Purchase interest	
	CS3	Willingness to recommend	
Buying Decision	BD1	Purchasing product	(P. & K. K. Kotler, 2009)
	BD2	Brand purchase	
	BD3	Channel selection	
	BD4	Purchase timing	
	BD5	Purchase amount/Post purchase behaviour	

4. Results and discussion

Characteristics of responden

Respondent requirements for this study include using Citilink airlines at Halim Perdanakusuma Airport in Jakarta for the 2018–2023 period, being male or female, and having an age range of 17 > 30 years. accompanied by the respondent's professional background, which can include students, employees, civil servants, business owners, and others who have flown with Citilink airlines out of Halim Perdanakusuma Airport.

Outer Model Evaluations

Some of three criteria—composite reliability, rho A, and Cronbach alpha—are used to assess the outer model. The indicators in this study meet the criteria for convergent validity because each has a loading factor value greater than 0.70 and a p-value lower than 0.05. Each construct's Composite Reliability and Cronbach Alpha values are greater than 0.70, which indicates that the reliability requirements have been satisfied.

Realibility and validity test

Table 2. Cronbach Alfa, Composite Realibility, and AVE

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0,935	0,938	0,944	0,605
Perceived Value	0,953	0,954	0,959	0,68
Customer Satisfaction	0,94	0,944	0,949	0,652
Buying Decision	0,955	0,956	0,962	0,736

Source: Processed data,2023 (SmartPLS3.0)

All of the indicators used in this study considered valid with a loading factor > 0.5 based on results of the aforementioned validation and reliability tests. By achieving Cronbach alpha results of > 0.70 and an average of > 0.5, all study variables are considered reliable.

Inner model testing

R Square

Table 3. R Square latent variable

Variable	R Square	R Square Adjusted
Buying decision	0,831	0,828
Customer satisfaction	0,793	0,79

Source: Processed data,2023 (SmartPLS3.0)

The effect of brand image and perceived value on buying decisions is reported in the table above to be 0.831 or 8.31%, meaning that 16.9% is found in variables not covered in this study. This table's conclusion reveals a 0.793 or 79.3% correlation between brand image and perceived value and customer satisfaction, of which 20.7% is explained by factors outside the remit of this study.

Hypothesis test

The results of data processed with SmartPLS 3.0 are:

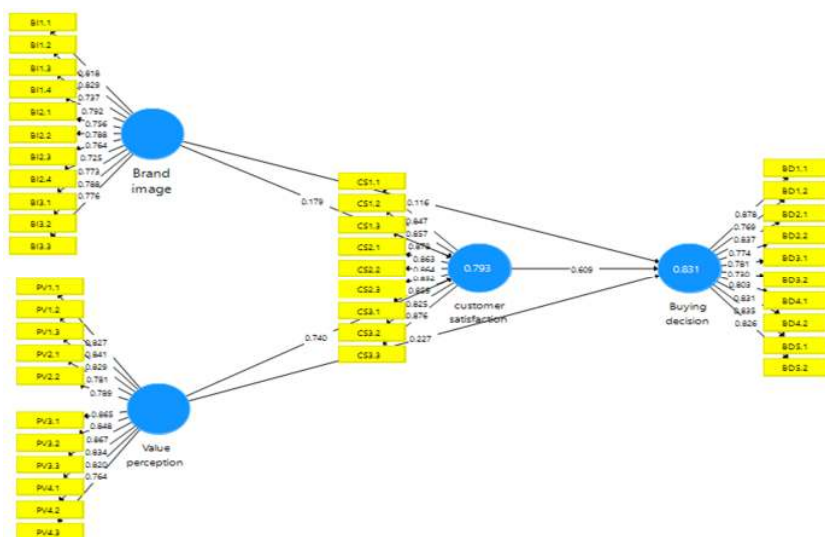


Figure 3. Path coefficient

Indicators	X1	X2	Y	Z
BD1.1			0,878	
BD1.2			0,769	
BD2.1			0,837	
BD2.2			0,774	
BD3.1			0,781	
BD3.2			0,73	
BD4.1			0,803	
BD4.2			0,831	
BD5.1			0,835	
BD5.2			0,826	
BI1.1	0,818			
BI1.2	0,829			
BI1.3	0,737			
BI1.4	0,792			
BI2.1	0,756			
BI2.2	0,788			
BI2.3	0,764			
BI2.4	0,725			
BI3.1	0,773			
BI3.2	0,788			
BI3.3	0,776			
CS1.1				0,847
CS1.2				0,857
CS1.3				0,878
CS2.1				0,863
CS2.2				0,864
CS2.3				0,852
CS3.1				0,859
CS3.2				0,825
CS3.3				0,876
PV1.1		0,827		
PV1.2		0,841		
PV1.3		0,829		
PV2.1		0,781		
PV2.2		0,789		
PV3.1		0,865		
PV3.2		0,848		
PV3.3		0,867		
PV4.1		0,834		
PV4.2		0,82		
PV4.3		0,764		

Table 4. Path Coefficient number

With a value of 0.116 the graph above suggest that brand image has an effect on buying decisions, and perceived value with a value of 0.227 have a direct impact on buying decisions. Brand image has a direct impact on customer satisfaction with a value of 0.179. Value perception has a direct impact on customer satisfaction and Customer satisfaction has impact of buying decision with a value of 0.609. The table below provides a summary of how these factors affect each other:

Table 5. Direct Influence Table

Variabel	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Remarks
Brand image -> Buying decision	0,116	0,12	0,063	1,836	0,067	Not Significant
Brand image -> customer satisfaction	0,179	0,197	0,09	1,989	0,047	Significant
Perceived value -> Buying decision	0,227	0,234	0,081	2,802	0,005	Significant
Perceived value -> customer satisfaction	0,74	0,723	0,088	8,421	0	Significant
customer satisfaction -> Buying decision	0,609	0,598	0,08	7,648	0	Significant

Source: Processed data, 2023 (SmartPLS3.0)

The effect of brand image on customer satisfaction

The p-value for this study is $0.047 < 0.05$. Due to the current brand image, it can be concluded from the above results that it is significant or accepted. The result above leads to the conclusion that H1 is accepted because Citilink creates an image that reflects the preferences and satisfaction of its customers. According (Herliza & Saputri, 2016) brand image has an positive impact on customer satisfaction.

The effect of Perceived value on Customer satisfaction

The research's results indicate that a p-value of $0.000 < 0.05$ has a direct impact on customers' perceptions of value, which is significant. This indicates that H2 is accepted, the perceived value obtained is in line with the customer's preferences, and the customer is therefore satisfied. In accordance with previous research (Benny et al., 2020) customer satisfaction is said to be strongly affected by perceived value.

The effect of brand image on buying decision

It can be said that brand image is not considered part of passenger buying decisions with a research p-value of $0.067 > 0.05$, which implies that there is no direct relationship between brand image and buying decisions. This research, H3 with (Ianencko et al., 2020) which says brand images are influenced by buying decisions.

The effect of perceived value on buying decision

The p-value for this study is $0.005 < 0.05$. Results above suggest H4 is significant or accepted because the value provided is of high quality. Customer interest in using a service can be generated by the perceived value of the service, which has a positive influence on buying decisions. According to the study's findings (Prasetyo & Suseno, 2015) perceived service value has a significant impact on buying decision, allowing it to influence customers to use it.

The effect of Customer satisfaction on buying decision

The p-value for this study is $0.000 < 0.05$, suggesting a direct correlation between consumer satisfaction and buying decision. Which means that H5 has an impact and accepted because customers' satisfaction with a product will affect the choice they make to buy it. In accordance with what was reported (Hidayat, 2015) Customer satisfaction has a significant influence on buying decisions.

Mediation Test**Table 5. Indirect influence table**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Remarks
Brand image -> customer satisfaction -> Buying decision	0.109	0.118	0.057	1.912	0.056	Not significant
Perceived Value -> customer satisfaction -> Buying decision	0.45	0.433	0.079	5.689	0	Significant

Source: Processed data, 2023 (SmartPLS3.0)

The effect of brand image on buying decision is mediated by customer satisfaction

Based on the study's data results, the p-value is $0.056 > 0.05$, indicating that brand image cannot influence consumer decisions that are mediated by customer satisfaction. By the results of data it can't be accepted. In order to ensure that its customers make purchases, Citilink must be able to improve its image as a Low Cost Carrier Company through customer satisfaction.

The effect of perceived value on buying decisions mediated by customer satisfaction

The p-value for the data results of this study is $0.000 > 0.05$, indicating that perceived value affects buying decisions through customer satisfaction. To increase customer satisfaction, airlines must provide perceived value and quality to passengers. If this is done successfully, other customers may be persuaded to purchase its goods or services provided by Citilink.

5. Conclusion

This study was conducted to assist airlines in the aviation sector know the factors that affect buying decision. Brand image, perceived value, customer satisfaction, and buying decisions are the variables used in this study.

These in the result of hypothesis testing: (1) Customer satisfaction has a significant effect on buying decisions on Citilink airlines; (2) brand image has no significant effect on these decisions; (3) perceived value has a significant effect on customer satisfaction on Citilink airlines; (4) brand image has a significant effect on customer

satisfaction on Citilink airlines; (5) perceived value has a significant effect on customer satisfaction on Citilink airlines. The result in mediation test : (1) brand image has no significant effect on buying decisions mediated by customer satisfaction on Citilink airlines; (2) perceived value has a significant effect on buying decisions mediated by customer satisfaction on Citilink airlines. The researchers are concerned that even if an airline has a positive brand image, if it is not matched by the perceived value of the product, consumers may not be interested in buying it.

This study suggests that Citilink should enhance the information provided about its services. For citilink users to feel satisfied with the information they have used, officers must also possess a greater mastery of the information they provide to passengers. Future researchers are advised to include several additional variables not covered by earlier studies. The study's findings indicate that brand image and perceived value, as well as customer satisfaction, can have an impact on consumers' decisions to buy.

6. Implication

- a. The statement "Citilink has good popularity as one of the companies in the Low-Cost Carrier aviation sector" gets the lowest score in the Brand Image variable. This means that there is not much awareness of Citilink's brand in the low-cost airline travel market. In order to enhance the company's reputation, Citilink needs to have a better marketing plan in place for its branding as a low-cost airline.
- b. The statement "Citilink airlines have good service quality" (number one in the perceived quality value indicator) gets the lowest score in the perceived value variable. This indicates that there has been improper handling of the perceived value of service quality. Citilink and crews needs to serve customers in a prompt, respectful, and decent manner to raise their perceived Quality Value.
- c. The statement "The value and facilities provided by Citilink are by what I expected and meet consumer needs" (number one on the Expectation Conformity indicator) gets the lowest score in the Customer Satisfaction variable. This indicates that customers haven't felt that Citilink's services and value meet their needs and expectations. To boost customer satisfaction with current values and amenities, the airline and its staff must enhance service values, comfort, and facility innovation. They also need to train crew members to enhance services and be more attentive to passengers' needs,

ultimately surpassing their expectations.

- d. Statement number 2 (two) in the Channel Selection indicator received the lowest score in the buying decision variable, namely "I seek information from many sources regarding Citilink airlines." This means that consumers do not seek information about Citilink Airlines from multiple sources when making buying decisions, possibly for a variety of personal reasons related to their experience or opinions about Citilink Airlines. As a result, to improve buying decisions in channel selection, the airline must look for and read reviews from a variety of sources that include customer experience. So that citilink companies can concentrate on developing and improving distribution channels that are in line with customer needs and preferences, and thus have a significant influence on passengers buying decisions.

7. Research limitations

The author ran into several challenges while conducting this research, which had an impact on how the research turned out. The challenges faced include, among others:

- a. The limited place or location of research is only in one area; if the research is carried out in a different location, there may be slightly different results.
- b. The time available to complete this research is relatively short, while the sample demand is very large. However, the findings of the research are not far from the possibility.
- c. Limitations of the study's subject matter make it somewhat challenging to conduct because it requires locating respondents who meet the author's criteria and contacting them to inquire about their availability to assist in completing the chosen questionnaire.

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