

The impact of providing compensation services and flight delays on customer loyalty through repeat purchases on Citilink airlines at Soekarno Hatta International Airport (CGK) (Case Study: QG-978)

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Abstract: This study aims to examine the impact of compensation services and flight delays on customer loyalty through repurchase decisions on Citilink passengers at Soekarno Hatta International Airport (CGK). A quantitative approach was used in this study with the Structural Equation Modeling (SEM) method and data analysis using Smart PLS. The variables studied include compensation services (X1), flight delays (X2), repeat purchases as a mediating variable (Z), and customer loyalty (Y). The data source is obtained through a questionnaire distributed online to 105 respondents who have used Citilink services, based on the Isaac and Michael Table with an error rate of 5%, so the sample size is 105 respondents. The results of the analysis show that based on the retention data questionnaire statement, it turns out that the respondents gave a statement of distrust by not going to use citilink airlines again and choosing to use other airlines, which means that there is a problem with customer loyalty after delays. Effective compensation and good service quality can increase repeat purchases and customer loyalty. Conversely, flight delays have a negative impact on repeat purchases, which shows the importance of punctuality and service quality for airline companies.

Keywords: *Compensation Service, Flight delay, Repeat purchase, Customer loyalty*

1. Background

One of the most important and intricate areas of transportation is the aviation sector. According to (Benned et al., 2021). Airlines are essential to the movement of people and goods for leisure, business, and other reasons. (Sugihamretha, 2021). However, there are a number of operational issues airlines deal with, such as flight delays, which may have an impact on consumer loyalty (Etemad-Sajadi & Bohrer, 2019).

Flight delays are a frequent occurrence that can be attributed to a number of things, including operating limitations, unfavorable weather, technical problems, capacity, slot time, quality of flight navigation devices, accessibility, professionalism of airport, ATC human resources, infrastructure, facilities, equipment, and human resources handling aviation security and safety at airports (Setiawan et al., 2017) (N. Y. Kim & Park, 2016). The customer experience may suffer as a result of these delays, which may cause customers to become less devoted to the concerned airline (Simarmata et al., 2020). Airlines that use Soekarno Hatta International Airport (CGK), one of the busiest airports in Indonesia, should be aware of this.

On November 10, 2023, a Citilink flight with flight code QG-978 from Soekarno-Hatta International Airport to Kualanamu Airport was delayed for three hours, making it one of the recent cases of flight delays (Satiran, 2023). Based on the retention data questionnaire statement, it turns out that the respondents gave a statement that they would not use citilink airline again with an average value (3.13) and chose to use another airline with an average value (3.13), which means there is a problem with customer loyalty after the delay. Passengers who feel uncomfortable and disadvantaged as a result of this situation complain (Safitri &

Nieamah, 2023). Maintaining consumer loyalty to an airline depends on the airline's ability to handle this scenario well (Tay & Belgiawan, 2023).

According to the regulations in effect as of (Kementerian Perhubungan, 2015), airlines are required to compensate impacted customers with drinks and substantial meals in the event of a three-hour flight delay. It is unclear, therefore, whether or not passengers are happy with the compensation they got, even though it has been given in compliance with the relevant regulations. In addition to give compensation service, factors that influence passenger loyalty include the airline's handling of the delay issue, its communication style, and the services offered during delays (Etemad-Sajadi & Bohrer, 2019)

Customer loyalty is based on more than simply timeliness; it's also influenced by how airlines respond to problems and communicate with travelers during that time (Etemad-Sajadi, Way, & Bohrer, 2016). In the event that flight delays jeopardize customer confidence and loyalty, prompt and sufficient compensation can assist rebuild those relationships (Alvin, 2020).

The purpose of this study is to ascertain how compensation and flight delays affect the repurchase decisions and customer loyalty of Citilink Airlines at Soekarno Hatta International Airport. Thus, it's critical for airlines to comprehend how much passenger attitudes and perceptions are impacted by flight delays and compensation (Tay & Belgiawan, 2023)

Citilink can create more efficient plans to handle delays and enhance customer experience by knowing how compensation and flight delays affect customer loyalty. In order for Citilink to compete with other airlines in the fiercely competitive airline sector, this is crucial. Furthermore, it is anticipated that this study will offer perspectives and suggestions to Citilink's management on the handling of flight delays and preserving client retention going forward.

2. LITERATURE REVIEW

2.1 Compensation service delivery

One crucial component of human resource management is compensation. Pay, which consists of wages, benefits, and other incentives, is a major factor in inspiring workers and raising productivity (Cahya, S, N, & Jati, 2021);(Najib, 2021). Empirical evidence indicates that just and adequate pay can positively influence job satisfaction, employee morale, and the caliber of services provided. (Cahya et al., 2021). Furthermore, compensation is significant in a legal setting, particularly when it comes to victims of criminal activity. In this instance, the victim receives compensation and restitution from the state or the offender (Alvin, 2020). Paying workers fairly might motivate them to perform at their best and raise the caliber of their job. (Najib, 2021). Restitution (Setyawan & Prayudista, 2023) defined compensation as any amount of money or other benefit that an employee receives as a result of their employment. According to the definition of compensation given above, it can be said that compensation includes all monetary rewards as well as intangible benefits and services that employees receive as a result of their employment. It also includes any income in the form of goods or money that employees receive directly or indirectly in exchange for the services they perform for the company.

2.2 Flight delays

On commercial aircraft, flight delays are a common issue that are brought on by weather or technical operational issues (Caturjayanti, 2020). flight delay berpengaruh negatif signifikan terhadap on time performance dan frekuensi penerbangan juga berpengaruh negatif signifikan terhadap on time performance, sebagai dampak pengaruh tidak langsung antara frekuensi penerbangan terhadap on time performance melalui flight delay (Edhie Budi Setiawan et al., 2021). Connecting flights are particularly affected by delays; a 30-minute delay on the first flight might result in a delay of up to an hour

on the subsequent trip (Purnama, 2019). Besides the delay is due to inclement weather or technical operational issues, airlines are accountable for paying passengers' compensation in compliance with legal requirements (Caturjayanti, 2020). When an airline encounters a delay in departing or arriving at its destination beyond the prearranged timetable, it's called a delay or flight delay. If the flight deviates from the scheduled time by more than fifteen minutes, it is deemed delayed. In the event of a delay, the airline will promptly furnish the officer with information to notify passengers of any delays. Technical issues with the aircraft and unfavorable weather patterns are the main causes of aviation delays (Setyawan & Prayudista, 2023).

2.3 Repurchase

Numerous industries' buyback factors have been the subject of recent inquiry. Repurchase decisions in training services have been found to be highly impacted by human resources, customer relationship management (CRM), and service quality (Abadi et al., 2023). Product quality and price are thought to both directly and indirectly affect initial buy and repurchase decisions in the smartphone market (Benned et al., 2021); (Hafidh Fauzi, 2021). Research has demonstrated that viral marketing has an impact on consumers' propensity to make repeat purchases. In a bakery setting, one study found that viral marketing was responsible for 51.2% of repeat sales (Azzachra et al., 2020). These results emphasize how crucial different marketing tactics and product features are in fostering consumer loyalty and repeat business. Businesses looking to boost repurchase rates ought to concentrate on enhancing employee competencies, customer relations, and service quality (Abadi et al., 2023). Repurchase, in Hawkins' definition, is the act of consumers making a repeat buy of a product under the same brand without being motivated by deep emotions for the item. Repurchase, according to Kotler and Keller, is a consumer action related to the product that influences subsequent behavior; if customers are happy with the product, they are more likely to do so. Baruno and Susanto claim that customer pleasure can motivate repeat business and brand loyalty so that happy customers can spread the word about the product. Furthermore, Sartika stated that customers who frequently buy the same brand over and over again no longer think about purchasing alternative brands (Hantika, Farida, & Widiartanto, 2023)

2.4 Customer loyalty

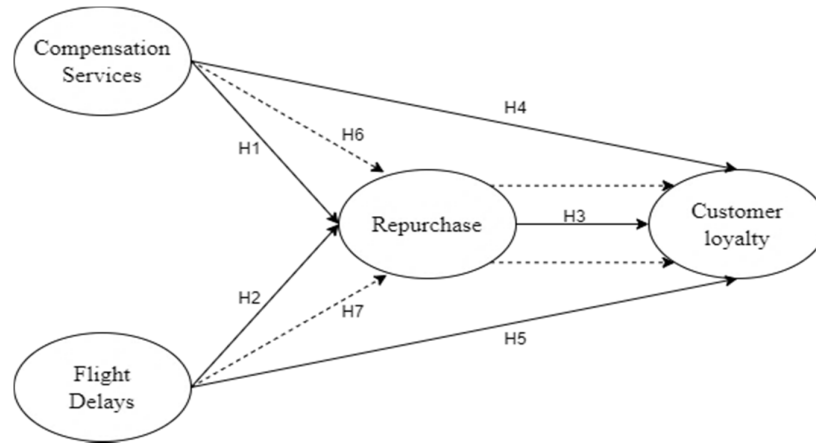
One of the key components of a successful business in a competitive market is customer loyalty. Customer commitment to a business, brand, or supplier that manifests itself in regular follow-up purchases is known as loyalty (Fasochah & Harnoto, 2014). Customer satisfaction and service quality have a significant impact on loyalty (Nuraeni et al., 2023). Customer loyalty is fostered by satisfied consumers' propensity to make repeat purchases and refer items to others (Fasochah & Harnoto, 2014). According to research, customer satisfaction and service quality have a big influence on loyalty. In fact, one study found that these factors explained 46.2% of the variation in consumer loyalty (Nuraeni et al., 2023). Businesses can employ a relational marketing approach, which focuses on creating long-term customer connections through competence, communication, trust, and handling of conflicts, to generate and retain client loyalty (Saputra, 2017). Increased client loyalty is positively connected with effective relational marketing. Literally speaking, loyalty is the state of being devoted to something. Customers that are loyal to a brand are those who are committed to it, have a positive attitude toward it, and plan to keep buying from it in the future. This implies that a customer's preferences and real purchases are constantly connected to loyalty. Customer loyalty is more closely linked to actions than to attitudes. Loyal customers exhibit

purchasing behavior, which is described as non-random purchases that are periodically disclosed by multiple decision-making units (Chusnul Rofiah, 2017).

Tables and Figures

The table is presented as follows:

Variables	Operational definition	Item	Source
Compensation services	In compliance with Ministerial Regulation No. 89/2015, offering items or monetary compensation to passengers in the event of flight delays.	1. Clear information 2. According to the rules 3. Proof of cause of delay 4. Responsible 5. Equal service	Habibah & Perdana Kusuma, (2023);Luthfia Farahdiba, (2021)
Flight Delays	Any delay in the arrival or departure of a flight is defined as the difference between the aircraft's scheduled arrival time and the time given in the schedule.	1. Human resources 2. Weather 3. Baggage loading and unloading	Helfeni Murni Sinaga and Irwina Meilani, S.Sos., (2022);Sari, (2018)
Repurchase	Repurchase is a promise made by customers to themselves after they have used a good or service; this promise is based on a favorable perception.	1. Transactional interest 2. Reference interest 3. Preferential interest 4. Explorative interest	Br Marbun, Ali, & Dwikotjco, (2022);Yuliana Ella Putri, (2022)
Customer loyalty	Some customers who make frequent purchases visit the same location to fulfill their needs by purchasing a good or service and paying for it.	1. Repeat purchase 2. Habitual consumption of the brand 3. Always liked the brand 4. Keep choosing the brand 5. Convinced that the brand is the best, 6. Recommend the brand to others.	Firmansyah, (2021);Chusnul Rofiah, (2017)



Model structure

Hypothesis

H1: Compensation service delivery affects repurchase.

According to research on compensation and recurring business (Roschk & Gelbrich, 2017), personal remuneration like letters written by hand can promote recovery satisfaction and cooperative customer behavior. (Purbasari & Permatasari, 2018) discovered a strong correlation between customer happiness, service quality, and repeat business. While payment by itself might not be enough to encourage customers to make additional purchases, personalization and integration with other aspects of service quality might increase its efficacy. These results imply that companies should concentrate on providing comprehensive customer service and combine pay with other tactics to promote repeat business. (Grewal et al., 2008) explain in The Effect of Compensation on Repurchase Intention in Service Recovery that repurchase intentions are higher when the corporation bears responsibility for steady service breakdowns. However, compensation has little bearing on repurchase intentions in cases when the failure is unstable or the corporation bears no responsibility.

H2: Flight delays affect repeat purchases.

A number of important variables that affect consumer behavior are revealed by research on aviation service quality and repurchase intentions. Repurchase intentions for airline tickets are highly influenced by flight schedule availability, service delays, and corporate reputation (Simarmata et al., 2020). The quality of pre-flight, in-flight, and post-flight services is positively correlated with the intention to repurchase (Handayani, 2020). The relationship between repurchase intentions and service quality is mediated by customer satisfaction. Furthermore, repurchase intentions are influenced by pricing, with price and service quality having a favorable relationship (Andrayeni, 2021). On the other hand, repurchase intentions may suffer from the combination of price and service quality (Andrayeni, 2021). These studies emphasize the significance of a number of elements related to the airline sector, such as price tactics that promote customer loyalty and repeat business, schedule reliability, quality of service at various points during the flight experience, and consumer happiness. According to (Afpriyanto, 2020) in his article, repurchase intentions are negatively impacted by delays, positively impacted by complaint handling, and positively impacted by corporate image.

H3: Repurchase affects customer loyalty.

Studies indicate that customer loyalty is significantly impacted by repurchase interest. Repurchase interest is positively impacted by experiential marketing, and this in turn affects client loyalty (Rismawan, Mulyana, & Munawar, 2021). There exists a strong correlation

between consumer behavior and customer loyalty, repurchase behavior, and buy intention (Hermawan, 2023). These results imply that companies can boost customer loyalty by emphasizing elements like product quality, price policies, and marketing campaigns that influence repurchase intention. Companies may create successful strategies to cultivate enduring customer relationships and preserve a competitive edge in the market by having a thorough understanding of this relationship. (Hantika et al., 2023) claimed in his paper that customer loyalty is positively and significantly impacted by repurchases. Consumer loyalty is impacted by brand trust through recurring purchases.

H4: Compensation service delivery affects customer loyalty.

Luthfia Farahdiba (2021) states in his essay that compensation has a strong and positive effect on passenger loyalty, accounting for 59.7% of the variance in passenger loyalty. Research indicates that pay plays a vital part in enhancing consumer loyalty. According to research conducted in Kenya, paying customers well influences their loyalty, and providing excellent customer service is essential to lowering discontent (Wamuyu et al., 2015). Overcompensation does have its limitations, though. According to (Haesevoets et al., 2017), while modest overcompensation (up to 150% of the purchase price) may increase customer loyalty, excessive compensation may result in declining returns or even unfavorable responses from certain customers. Employees are not the only ones affected by compensation; customers are also affected. Employee loyalty has been demonstrated to be positively and significantly impacted by financial compensation, and this can thus have an impact on customer satisfaction (Sutawijaya & Pertiwi, 2017). According to these results, businesses should carefully analyze their compensation plans in order to maximize staff and customer loyalty, which will eventually improve service quality and provide them a competitive edge.

H5: Flight delays affect customer loyalty.

In the airline business, flight delays have a big effect on consumer loyalty. Studies reveal that delays hurt customer retention; one study found that delays hurt low-cost airlines' customer retention by 22.6% (Fathurahman et al., 2018). Long-term customer loyalty depends on their happiness with wait times, and self-service technology adoption may help to partially mitigate this relationship (Ayodeji et al., 2022). Fascinatingly, consumer impressions are impacted by the cause of the delay. Compared to internally produced delays, the impact on satisfaction is less severe when delays are attributed to external sources like bad weather (Anderson et al., 2011). These results highlight the intricate connection in the aviation sector between customer satisfaction, loyalty, and flight delays. Perceived waiting time positively affects sentiments of fear and rage, which in turn negatively affects intentions to remain loyal in the future (Li et al., 2021).

H6: Service compensation affects customer loyalty through Repurchase

Empirical studies demonstrate the significance of compensated services in augmenting client loyalty via recurring purchases in many industries. Customer loyalty in the hospitality industry has been found to be significantly impacted by pay (Wamuyu et al., 2015). Comparably, in e-commerce, compensation is found to be a significant element that favorably affects e-recovery, which in turn affects e-loyalty and intents to make additional purchases online (Shafiee & Bazargan, 2018).

H7: Flight delays affect customer loyalty through repeat purchase

In the airline sector, flight delays can significantly affect customer loyalty and repurchase intentions. Studies reveal that the association between behavioral intentions and attributions is mediated by negative emotions brought on by delays (I. Kim & Cho, 2014). Customer happiness and loyalty are influenced by service quality and price, with satisfaction having a major positive influence on loyalty (Mahmud, Jusoff, & Hadijah, 2013). Customer service, price, frequency of flights, safety, luggage handling, loyalty

programs, and punctuality are some of the factors that affect decisions to buy and repurchase (Thaichon et al., 2016). For business travelers, punctuality is very crucial, and for pleasure tourists, cost is a major factor (Thaichon et al., 2016). If airlines want to lessen the detrimental effects of delays on customer loyalty, they should concentrate on controlling passengers' emotions and providing constant service quality (I. Kim & Cho, 2014); (Mahmud et al., 2013). By implementing tactics for client retention that are based on these variables, airlines can sustain customer loyalty and boost profitability.

3. Research Methods

3.1 Research Design

This research uses a quantitative method, the study was conducted on Citilink airline customers who have experienced flight delays at Soekarno Hatta International Airport (CGK). Research using primary data and secondary data, primary data obtained from questionnaires and secondary data obtained from literature study data such as journals and reading sources available on the internet and other literature. The data analysis technique used is multiple linear regression analysis techniques. The variables studied include compensation services (X1), flight delays (X2), repeat purchases as a mediating variable (Z), and customer loyalty (Y).

3.2 Population

According to Handayani (2020) population is the totality of each element to be studied that has the same characteristics, it can be an individual from a group, event, or something to be studied. In this study, the population used is Citilink airline users with the code QG-978 on the Soekarno Hatta - Kualanamu route with a capacity of 150 seats who experience delays at Soekarno Hatta International Airport (CGK).

3.3 Sample

According to Sugiyono (2019:127) the sample is part of the number and characteristics of the population. The sample used is random sampling (Probability/Random Sampling). Differences in social and geographical characteristics that may exist in each element of the population are not important and have a significant influence on the analysis process and research results, so researchers can take simple random samples.

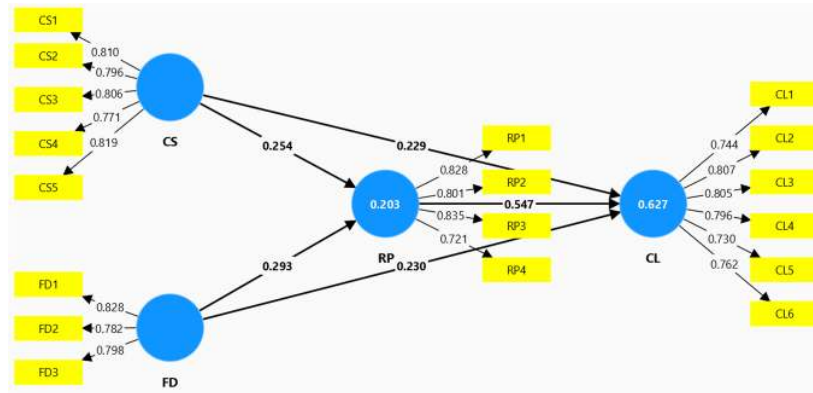
N	1%	5%	10%
10	10	10	10
20	19	19	19
30	29	28	27
40	38	36	35
50	47	44	42
...	...	...	...
100	87	78	73
110	94	84	78
120	102	89	83
130	109	95	88
140	116	100	92
150	122	105	97
...	...	...	...
1000000	663	348	271
∞	664	349	272

105 respondents make up the sample, which was chosen using the Isaac and Michael Table with a 5% error rate.

3.4 Data Analysis Tools

In order to manage the questionnaire results and draw conclusions from the study, the authors employed Structural Equation Modeling (SEM) - SmartPLS 4 software to analyze the data.

4. Results and Discussion



PLS-SEM Algorithm

4.1 Outer Model

Tabel 1. Convergent Validity and Reliability

Variables	Items	Outer loadings	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CL	CL1	0,744	0,867	0,871	0,900	0,600
	CL2	0,807				
	CL3	0,805				
	CL4	0,796				
	CL5	0,730				
	CL6	0,762				
CS	CS1	0,810	0,861	0,871	0,899	0,641
	CS2	0,796				
	CS3	0,806				
	CS4	0,771				
	CS5	0,819				
FD	FD1	0,828	0,726	0,731	0,844	0,644
	FD2	0,782				
	FD3	0,798				
RP	RP1	0,828	0,808	0,820	0,874	0,636
	RP2	0,801				
	RP3	0,835				
	RP4	0,721				

Outer Loadings: describes the strength of the relationship between each item (indicator) and its respective construct. Values above 0.7 are generally considered strong, indicating that the item contributes well to measuring the construct. **Cronbach's Alpha:** measures the internal consistency or reliability of items within a construct. A value of 0.7 or higher indicates high reliability, indicating that the items are consistent and acceptable in measuring the construct. **Composite Reliability (rho_A and rho_C):** Both rho_A and rho_C measure the reliability of the construct. A value of 0.7 or higher indicates that the items together form a reliable and acceptable measure of the construct. **Average Variance Extracted (AVE):** assesses convergent validity, measuring how much variance in the items can be explained by the construct. A value above 0.5 is a good measure of convergent validity, indicating that more than 50% of the latent variable can explain on average more than half of the variance of its indicators, meaning the construct is well represented by its items. Based on **table 1** above, it explains that all variables (CL, CS, FD, and RP) have Outer Loadings, Cronbach's Alpha, Composite Reliability (rho_a and rho_c), and AVE values that are within the accepted range. This indicates that the items measuring these variables are reliable and valid, and can be trusted to be used in further research.

Tabel 2. Discriminant Validity - HTMT

	CL	CS	FD	RP
CL				
CS	0,568			
FD	0,630	0,452		
RP	0,844	0,411	0,495	

CL (customer loyalty) and CS (compensation service) (0.568): explains that there is a good level of discrimination between the two variables and has acceptable discriminant validity. **CL (customer loyalty) and FD (flight delay) (0.630):** explains that there is a good level of discrimination between the two variables and has acceptable discriminant validity. **CL (customer loyalty) and RP (Repurchase) (0.844):** explains that these two variables are significantly different from each other and that the discriminant validity between them is acceptable despite being close to the 0.85 threshold. **CS (customer satisfaction) and FD (flight delay) (0.452):** explains that there is a good level of discrimination between the two variables and has acceptable discriminant validity. **CS (customer satisfaction) and RP (Repurchase) (0.411):** explains that the two constructs are very different from each other and have strong discriminant validity. **FD (flight delay) and RP (repurchase) (0.495):** explaining that this number is well below the threshold, it indicates strong discriminant validity. Based on **table 2** above, the HTMT value of each pair of variables is on average less than the specified threshold of 0.85. This indicates that each variable in the model has strong discriminant validity, so it can be accepted that each construct has met the appropriate discriminant validity criteria.

4.2 Inner Model

Multicollinearity and Hypothesis

Tabel 3. VIF and Hypothesis Testing Direct

	VIF	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CS -> RP	1,144	0,119	2,134	0,016
FD -> RP	1,144	0,128	2,283	0,011
RP -> CL	1,254	0,120	4,541	0,000
CS -> CL	1,225	0,081	2,827	0,002
FD -> CL	1,252	0,105	2,200	0,014

Tabel 3. VIF and Hypothesis Testing Direct

	VIF	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CS -> CL	-	0,066	2,094	0,018
FD -> CL	-	0,091	1,760	0,039

VIF (Variance Inflation Factor): describes the level of multicollinearity among the variables, all values ranged from 1.144 to 1.254, which indicates that multicollinearity is not a problem as VIF values below 5 are generally acceptable. **Standard Deviation (STDEV):** This column describes the standard deviation of each variable's effect size, which measures variability or dispersion. **T statistic (|O/STDEV|):** The T value indicates the strength of the relationship between the independent and dependent variables. Typically, a T value above 1.96 (for a 95% confidence interval) indicates a significant relationship. **P-Values:** This indicates the significance of each relationship. A p-value below 0.05 means the relationship is statistically significant. Based on **table 3** above, the overall model shows that compensation services and flight delays have a significant influence on customer loyalty, both directly and through repeat purchases. repeat purchases play an important role in building customer loyalty. the table explains the strength and significance of the relationship between variables, with none showing multicollinearity problems, and having significant p values for hypothesis testing.

Tabel 4. R-Square Table

	R-square	Description
CL	0,627	Strong
RP	0,203	Weak

CL (Customer Loyalty): The R-square value is 0.627, which means that about 62.7% of the variability in customer loyalty can be explained by the independent variables used in the model.

RP (Repurchase): The R-square value is 0.203, indicating that about 20.3% of the variability in repurchases can be explained by the independent variables used in the model. Based on **table 4** above, customer loyalty is a more dominant variable in explaining the variability of

exogenous variables compared to repeat purchases. In other words, customer loyalty has a more significant influence in the model compared to repurchases which have a relatively smaller influence.

Tabel 5. F Square

	f-square	Description
CS -> CL	0,114	Small
CS -> RP	0,071	Small
FD -> CL	0,114	Small
FD -> RP	0,094	Small
RP -> CL	0,639	Large

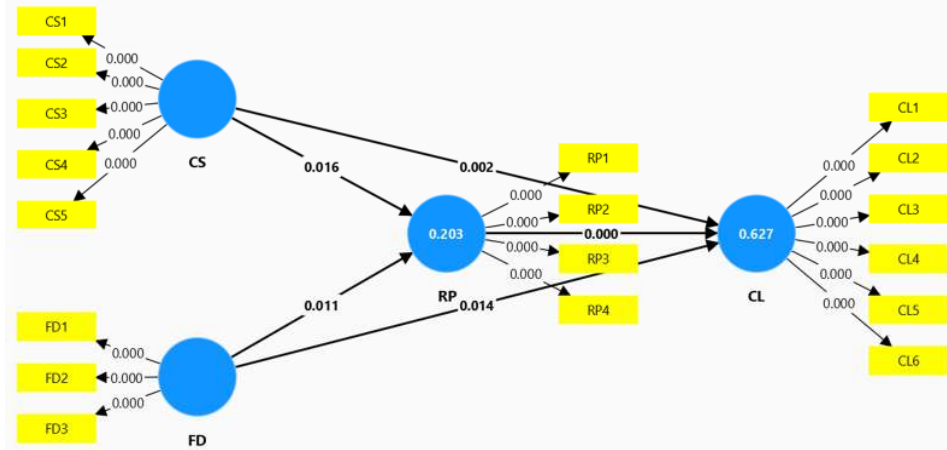
CS (Compensation service) -> CL (Customer Loyalty): The f-square value of 0.114 indicates the small effect size of compensation service on customer loyalty. **CS (Compensation service) -> RP (Repeat Purchase):** The f-square value is 0.071, explaining that compensation service on repeat purchase is small. **FD (Flight Delay) -> CL (Customer Loyalty):** The f-square value is 0.114, indicating a small effect of flight delays on customer loyalty. **FD (Flight Delay) -> RP (Repurchase):** The f-square value is 0.094, flight delays have small effect on repeat purchases. **RP (Repeat Purchase) -> CL (Customer Loyalty):** The f-square value of 0.639 indicates a large influence of repeat purchases on customer loyalty. Based on **table 5** above, the overall model shows that although all variables have an influence on customer loyalty and repeat purchases, repeat purchases are the most dominant factor in increasing loyalty.

Table 6. PLS-Predict

	Q ² predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE
CL1	0,157	0,582	0,486	0,587	0,464
CL2	0,099	0,749	0,595	0,754	0,585
CL3	0,329	0,542	0,455	0,547	0,436
CL4	0,117	0,776	0,605	0,789	0,598
CL5	0,031	0,764	0,575	0,825	0,607
CL6	0,264	0,516	0,445	0,533	0,442
RP1	0,113	0,632	0,502	0,660	0,482
RP2	0,120	0,581	0,500	0,610	0,499
RP3	0,030	0,773	0,606	0,819	0,639
RP4	0,004	0,664	0,549	0,688	0,531

Q²predict: Reflects the predictive relevance of the PLS-SEM model. Higher values indicate stronger predictive power. **PLS-SEM_RMSE (Root Mean Square Error):** Measures the average squared differences between predicted and observed values in the PLS-SEM model. Lower values are better, indicating higher accuracy. **PLS-SEM_MAE (Mean Absolute Error):** Measures the average absolute difference between predicted and observed values. Lower values also indicate better model performance. **LM_RMSE and LM_MAE:** Similar to the PLS-SEM metrics but for the linear model. Comparing these metrics helps to assess which model performs better in terms of prediction accuracy. Based on **table 6** above, shows a comparison of the performance of the Partial Least Squares Structural Equation Modeling (PLS-SEM) model with the Linear Model (LM) model based on the Q²predict value, Root

Mean Square Error (RMSE), and Mean Absolute Error (MAE). **PLS-SEM predictions are more accurate:** Most of the RMSE and MAE values in PLS-SEM are lower than those in LM, especially in indicators CL1, CL3, and CL6. This indicates that the PLS-SEM model provides more accurate predictions than the LM for these variables. **Q²predict performance:** The highest Q²predict values were found in CL3 (0.329) and CL6 (0.264), indicating that the predictions for these items were better than other items. In contrast, the lowest values were for RP3 (0.030) and RP4 (0.004), indicating a lower quality of prediction on these variables. **LM shows worse performance in some items:** LM has higher RMSE and MAE values on many items, such as CL4 and CL5, compared to PLS-SEM, indicating worse prediction performance. Overall, PLS-SEM appears to be superior in terms of prediction accuracy to the LM model.



Bootstrapping

4.3 Discussion

H1: Compensation services affect repurchase.

The results of this study show that the relationship between CS → RP (Compensation Services → Repurchase) has a T-statistic of 2.134 with a P-value of 0.016, in this hypothesis, a significant influence or relationship is obtained at the significance level <0.05. This shows that Compensation Service has a significant influence on Repurchase.

H2: Flight delays have an effect on repeat purchases.

The results of this study show that the relationship between FD → RP (Flight Delay → Repurchase) has a T-statistic of 2.283 with a P-value of 0.011, in this hypothesis, a significant influence or relationship is obtained at the significance level <0.05. This shows that Flight delays have a significant influence on Repurchase.

H3 : Repurchase affects customer loyalty.

The results of this study show the relationship between RP → CL (Repurchase → Customer Loyalty) has a T-statistic of 4.541 with a P-value: 0.000, in this hypothesis, a very significant influence or relationship is obtained (p-value <0.001) which indicates that Repurchase has a very strong and significant influence on Customer Loyalty.

H4: Compensation service affects customer loyalty.

The results of this study show that the relationship between CS → CL (Service Compensation → Customer Loyalty) has a T-statistic of 2.827 with a P-value of 0.002, in this hypothesis, a

significant influence or relationship is obtained at the significance level <0.05 . This shows that Compensation services have a significant influence on Customer Loyalty.

H5: Flight delays affect customer loyalty.

The results of this study show that the relationship between FD $\rightarrow$ CL (Flight Delay $\rightarrow$ Customer Loyalty) has a T-statistic of 2.200 with a P-value of 0.014, in this hypothesis, a significant influence or relationship is obtained at the significance level <0.05 . This shows that Flight delays have a significant influence on Customer Loyalty.

H6 : Compensation service affects customer loyalty through Repurchase.

The results of this study show that the relationship between CS $\rightarrow$ RP $\rightarrow$ CL (Compensation Service $\rightarrow$ Repurchase $\rightarrow$ Customer Loyalty) has a T-statistic of 2.094 with a P-value of 0.018, in this hypothesis, a significant influence or relationship is obtained at the significance level <0.05 . This shows that Compensation Services have a significant influence on Customer Loyalty through Repurchase.

H7: Flight delays affect customer loyalty through repeat purchases.

The results of this study show that the relationship between FD $\rightarrow$ RP $\rightarrow$ CL (Flight Delay $\rightarrow$ Repurchase $\rightarrow$ Customer Loyalty) has a T-statistic of 1.760 with a P-value: 0.039, in this hypothesis, a significant influence or relationship is obtained at the significance level <0.05 . This shows that flight delays have a significant influence on Customer Loyalty through Repurchase.

5. Conclusion

This study shows that independent variables such as compensation and flight delays have a significant effect on customer loyalty to airlines both directly and through repeat purchases. The results of the analysis show that providing effective compensation with good service quality due to flight delays can increase repeat purchases and customer loyalty (Sutawijaya & Pertiwi, 2017) (Haesevoets et al., 2017).

Flight delays have a negative impact on repeat purchases, without proper handling flight delays can also reduce customer loyalty, this shows the importance of punctuality and service quality for airlines, by providing effective compensation with good service quality, it can help restore customer trust and loyalty (Roschk & Gelbrich, 2017).

Airlines such as Citilink must focus on providing adequate services and improving operations to reduce delays in order to increase customer loyalty, this understanding is important for airlines to compete in a competitive aviation market.

6. Implications

Practical Implications: This research provides guidance for airlines, especially Citilink, to improve punctuality and adequate compensation services in reducing the negative impact of flight delays. By providing effective compensation and improving punctuality, airlines can increase customers' desire to make repeat purchases and maintain customer loyalty.

Managerial Implications: Airline management can use the results of this study to design better delay handling strategies and effective communication with customers during delays. This is important to maintain customer trust and prevent a decline in loyalty due to flight delays and unsatisfactory service.

Theoretical Implications: This study also enriches the literature on the effect of compensation and flight delays on repurchase decisions and customer loyalty. This research can be used as a reference for further studies on the relationship between compensation services, flight delays, repurchases and customer loyalty in the airline industry.

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