

Service Performance, Brand Image and Repurchase Intention A Study Comparasion of Citilink and Lion air Airlines

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Abstract

This research aims to know how service performance and brand image of citilink and lion air influence the repurchase intention. The method of this research used validity test, reliability, simole regretion, and double regretion. The main data is gained by survey of 100 questionnaires to cilitink and lion air users. The result shows that lion air has a bigger influence of repurchase intention because people know them first. However citilink has good service performance but infamous brand image.

Keywords: Comparasion, Service performance, brand image, repurchase intenton, Low Cost Carrier

INTRODUCTION

Air transportation generally has an increasingly important role in the process of movement for people and goods from one place to another place. Air transportation is in great demand by all circles, because it has many advantages such as, short travel time compared to other modes of transport, safety and comfort are a priority. The Law of Republic of Indonesia Number 1, 2009, Article 97 concerning about Aviation states that there are some services in Schedule Air Transportation, Commerce Business Entity, they are full service and medium service. Besides the services, there is also 1 service available with minimum standart (*No Frills*) or can be called as Low Cost Carrier (LCC). There are some characteristics of the airline that are categorized as LCC, such as; affordable ticket prices and limited service, but basically LCC is a business of air transport service that is all effective and efficient.

List of low cost carrier airlines in Indonesia:

Table 1.

NO	NAME OF BUSINESS ENTITY	SERVICE CLASS
2	PT. CITILINK INDONESIA	Low Cost Carrier (No Frills)
3	PT. LION MENTARI AIRLINES	Low Cost Carrier (No Frills)
5	PT. WINGS ABADI	Low Cost Carrier (No Frills)
8	PT. INDONESIA AIRASIA	Low Cost Carrier (No Frills)
9	PT. INDONESIA AIR ASIA EXTRA	Low Cost Carrier (No Frills)
10	PT. ASI PUDJIASTUTI	Low Cost Carrier (No Frills)

Source: Sub-Directorate of Business Guidance and Tariff of Air Transport Services.

Based on The Law of Republic of Indonesia Number 1, 2009, Article 97 concerning about Aviation and the characteristics of LCC proposed by Doganis and Lawton, the researchers choose Citilink and Lion airlines as the object of research. Therefore, the factors that influence the demand for aviation services include fee, service quality, ontime performance (Vasigh, Fleming, & Tacker, 2009). In addition, sometimes LCC airlines pay less attention to the accuracy of departure even though it is a major factor that is considered to be important by passengers. In general, LCC passengers are sensitive to price. This makes the LCC airline continues to strive to create a strong brand image so that passengers remain loyal and reuse the airline.

At present the growth and competition among low cost carrier airlines in Indonesia force various airlines to pay attention to the value of the service quality provided so that passengers can tolerate the services provided. On the other hand, passengers of LCC are getting smarter to push the airline to provide optimal services, even though the airline uses in the category LCC.

(Parasuman, Zeithaml, & Berry, 1988) They develop a service quality measuring tool or *SERVQUAL* which is still one of the contributors that is often used in developing quality measurements or services. In evaluating the quality of services, they argue that consumers compare the services, expect and receive to get like their perception of the service (Gap analysis); Cronin and Taylor convert the gap-based *SERVQUAL* scale into *SERVPERF*, a performance-only index. Their study was later reproduced by Brady, Cronin and Brand. (Cronin & Taylor, 1994)

Developing a service or service quality measurement model is called *SERVPERF* (*Service Performance*). *SERVPERF* states that the service or service received by the customer is a measure of the quality of services and the quality value will be obtained from the service provided by the service provider to the customer.

Suitability between quality and good service performance and prices offered by most affordable airlines builds passenger interest to use it again in the future. This repurchase activity often occurs because consumers have already felt the services that have been given previously. In buying a product or service from the same company for the second time is a consumer decision, while still paying attention to the current situation and the surrounding environment (Lacey & Morgan, 2008). Repurchase is an asset for a company because it can be used as an indicator of company revenue coming. (Kazemi, Abadi, & Kabiry, 2013) It is stated that companies must consider doing repurchase intention to be more appropriate for managing company assets and marketing plans.

Passengers desire to do repurchase intention towards the airline is influenced by an increase in brand image. The higher view of the passenger towards the brand image, will trigger the desire of passengers to make a repurchase (Chen, 2011). In the airline industry, efforts to make strong brands images are important for airlines. (Lin & Ryan, 2016) Positive brand image is effected by relations and associations among good brands based on customer mind, because mindset of associations causes the brand knowledge (Keller, 2016). This research objective is to compare the effect of service performance and brand image towards repurchase intention on Lion Air and Citilink.

Conceptual Framework And Hypotheses

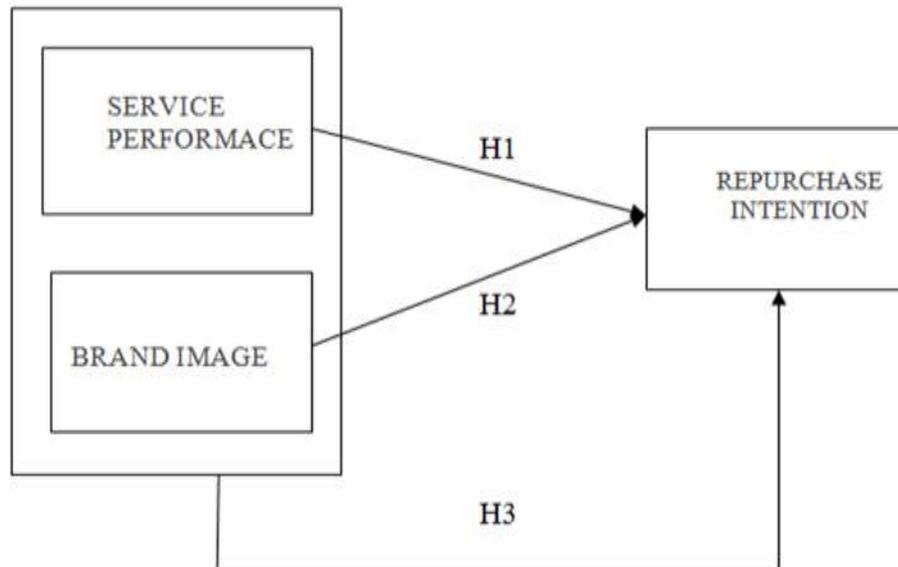


Figure 1.

H1: Service performance has an effect on repurchase intention.

H2: Brand Image has an effect on repurchase intention.

H3: Service performance and Brand Image have an effect on repurchase intention.

METHOD

This research examines the variable of service performance and brand image on the repurchase intention from passengers of the Citilink and Lion Air airlines. Population is 3.304 passengers and sample of this research is 100 passengers with 5% error rate (Sugiyono, 2017). Data collection was carried out by distributing questionnaires about passenger perceptions of service performance and brand image (as independent variables) and repurchase intention (as dependent variable). The respondent's response to the statement can be speculated using a Likert scale with 5 points of the assessment level, namely: 5. Strongly agree; 4. Agree; 3. Neutral; 2. Disagree; 1. Strongly disagree.

1. Data Collection Techniques

Data collection was carried out from passengers on air transport services on the airline Citilink and Lion Air at Soekarno Hatta International Airport. Data was collected through distributing questionnaires to the passengers. The questionnaire is a data collection technique that is done by giving some questions or statements to respondents to be answered (Sugiyono, 2017).

2. Test Validity and Reliability

Validity Test is the degree of determination between what happens to the object of research and whether the research can be used or not. While reliability is a measuring tool made in the form of a reliable questionnaires, and if the measuring instrument used repeatedly can be relatively the same results (Sugiyono, 2017). Testing in this study was declared valid and reliable by selecting 30 respondents who had used lion air and citilink before. The variable is declared valid and reliable if $R_{hitung} > R_{tabel}$ (Sugiyono, 2017)

DISCUSSION AND RESULT

The results of Test validity and Reliability with 19 Attribute in Soekarno Hatta International Airport.

Table 2.

Source: primary data processed by SPSS, 2018. ** significant at the level of 0.05

Variable	Indicator	Loading factor	Description	Cronbach alpha	Description
Service Performance (SP)	SP1	.668	Valid	.898	Reliable
	SP2	.632	Valid		
	SP3	.633	Valid		
	SP4	.623	Valid		
	SP5	.689	Valid		
	SP6	.685	Valid		
	SP7	.856	Valid		
	SP8	.698	Valid		
	SP9	.685	Valid		
	SP10	.654	Valid		
	SP11	.564	Valid		
Brand Image (BI)	BI1	.695	Valid	.830	Reliable
	BI2	.664	Valid		
	BI3	.499	Valid		
	BI4	.568	Valid		
	BI5	.764	Valid		
	BI6	.598	Valid		
	BI7	.701	Valid		
Repurchase Intention (RI)	RI1	.669	Valid	.761	Reliable

Based on the results of testing data quality, with total sample N = 100 (loading factor: 0.05), then it can be stated that the respective indicator variable declared valid.

Based on the results of testing data quality, with total sample N = 100 (Minimum Cronbach Alpha > 0.60), then it can be stated that each variable declares reliability. It can be stated that the test of data quality has been met and can proceed to the next research.

Repurchase intention on Citilink and Lion Air airlines has a different value from each passenger perception of service performance and brand image owned by the two airlines. In Citilink passengers, the assessment of repurchase intention is 59.83% in which service performance is the main thing to make passengers feel satisfied with the services provided by the Citilink airline. The highest rating in Citilink airline passengers is 71.17%, that is, from the indicators of all services provided suit the passengers taste. And the lowest value of passenger perception towards citilink is 57.33%, that is from the brand image indicator which means that citilink is less remembered by the public.

Whereas the repurchase intention to lion air passengers is higher than Citilink, which is 60.17%. This is influenced by the brand image indicator with the highest rate of 69.50%. The brand image that has been formed by the Lion Air is already strong enough because it is influenced by the image that has been known in advance and the public's view of the cheap ticket prices provided by Lion Air airline which means Lion Air is easy to be remembered and has been attached to community. The lowest assessment of passenger perceptions of Lion Air is 42.83% with less than maximum service, that is, the airline schedules do not depart on time according to the flight schedule that has been set.

Service performance has a significant influence on repurchase intention of 0.043 according to the results of the hypothesis test which states $R_{hitung} > R_{tabel}$ where $2.048 > 1.984$ with a contribution of 26% and the brand image also has a significant effect on repurchase intention of 0.022 according to the results of the hypothesis test that states $T_{count} > T_{table}$ where $5.900 > 1.984$ with a large contribution of 22.9%. While 52.1% is influenced by other indicators that were not in this study.

Service performance and brand image have a significant influence on repurchase intention of 0.008 according to the results of the hypothesis test which states that $F_{hitung} > F_{tabel}$ where $5.030 > 2.70$ with a contribution of 36% while 64% is influenced by other indicators that are not mentioned in this study.

CONCLUSION

Passenger perception of low cost carrier in service performance and brand image of Citilink and Lion Air is different and will affect the repurchase intention. Citilink has a good performance because its service fits with the passengers taste and it makes the passengers satisfied while they use the airline. Whereas, service performance from Lion Air is not as good as Citilink because the delay of the schedule happens frequently. However, Lion Air has a strong brand image which is known by citizens that the airline has a cheap tickets cost, and it makes Lion Air has a good impression on citizens' beliefs. The result shows that the passengers of low cost carrier will choose Lion Air for doing repurchase intention instead of Citilink.

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