



Analysis of Passenger Satisfaction as a Mediator of Repurchase Intention on Flights with International Routes

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Abstract: During the rise of the Covid-19 pandemic, the airline industry has been impacted negatively. In Indonesia, international passenger numbers have been drastically reduced due to the impact of social limitations by the government and border closures between countries. But as time goes on with the reduced spread of the virus, the number of international flights in Indonesia slowly rises to the numbers pre-pandemic. The “Revenge Travel” phenomenon has been accredited as the main source of the rise of international flight numbers, with passengers taking their “delayed” holiday during the pandemic afterward. This rise in passenger numbers has become a challenge for airlines and airports because of the impacted airline service quality. These challenges impacted passengers’ satisfaction with their repurchase intention of buying another plane ticket with the same airline. This study is conducted with the method of collecting primary data between January to May of 2024 and analyzing it via the PLS-SEM (Partial Least Squares-Structural Equation Model) method with the Smart-PLS application. This study is intended for airline passengers to use in their decision to choose an airline for their upcoming trip and airlines can use this study to find out the improvements needed by passengers.

Keywords: Airline Passengers’ Satisfaction; Airline Service Quality; Airline Repurchase Intention

INTRODUCTION

Relationship marketing theory is the process of enticing, sustaining, and improving the relationships between the company and customers (Berry et al., 1983). Relationship marketing is crucial for companies in order for them not only to attract new customers but also to maintain their existing customer base. Utilization of optimal service quality is needed in order to optimize relationship marketing. According to Jasin and Firmansyah (2023), service quality is the quality of service received by consumers and these conditions can affect the quality of products and services received. If the service received is satisfactory for the customers, then the resulting service quality is of good quality, and vice versa if the resulting service quality is of poor quality. Good service quality can increase customer satisfaction when receiving products or services from the company (Pertiwi et al., 2023). Customer satisfaction is the psychological perceptions of a customer after receiving products or services. Customer satisfaction is important for the company to have a bigger picture of how satisfied or dissatisfied a customer is with their products or services (Sugiato et al., 2023). Customer satisfaction shows how much a customer is happy with a service or product that was served by the company (Dari & Saputra, 2022). It helps to understand the long-term relationship between those two parties. Purchase intention is a person's intention to buy a particular product based on interactions that have occurred between potential customers and product or service providers (Christiarini & Rahmadilla, 2021). If the individual has already consumed a product or service from the same provider, then the purchase intention can become a repurchase intention. Repurchase intention is the possibility of someone using a product or service from the same provider in the future (Agus & Vidyanata, 2022).

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Utilization of those concepts is implemented in the aviation industry. Law et al. (2022) explain that airline service quality is a factor that greatly affects passenger satisfaction in the air travel industry. Passenger Satisfaction is an assessment of the difference between the expected product or service and the one received by customers (Chonsalasin et al., 2022). Airline tangibles, terminal tangibles, personnel services, empathy, and airline image are the five parts of airline service quality that show the quality of service that has been carried out by the airline to its passengers. In service-based companies like airlines, it is really important for them to be able to achieve customer satisfaction to build a customer loyalty (Purwianti & Enjelica, 2024).

According to Article 1 of Indonesian Law No. 1 on Aviation (2009), aviation is a unified system consisting of the utilization of airspace, aircraft, airports, air forces, flight navigation, safety and security, the environment, as well as supporting facilities and other public facilities. International flights occur when flights take off and land in two different countries. The development of technology and the impact of globalization on borders between countries make it possible for flights between two countries to occur. The history of official international flights in Indonesia began with the inauguration of Kemayoran Airport on July 8, 1940, becoming the first international airport in the country, which at that time was not yet independent (Anwar, 2021). That number continues to grow until 2024 when Indonesia is recorded to have 32 international airports (Mahardhika, 2024).

The spread of the Covid-19 pandemic in early 2020 had a negative impact on many industries. One industry that was severely affected was the airline industry. The number of international air passengers decreased dramatically from 1.13 million passengers in February 2020 to 0.56 million passengers in March 2020 and 0.03 million passengers in April 2020 (Badan Pusat Statistik, 2020). The decline in passenger numbers was caused by social restrictions and the closure of national borders to limit the spread of Covid-19. However, in the years following the COVID-19 pandemic, several findings such as the mandatory vaccines in almost all countries and the social distancing measures implemented at the beginning of the pandemic proved effective in reducing the spread of the pandemic. As the spread of the Covid-19 virus declined, the number of international air passengers increased steadily. In December 2023, the number of passengers increased to 1.5 million people (Badan Pusat Statistik, 2023). This is due to several factors, such as business needs that have almost returned to pre-pandemic levels and the number of tourists who want to visit abroad.

The increasing number of tourists is closely related to the phenomenon of "revenge travel". This phenomenon occurs because many vacation plans have been postponed due to the COVID-19 pandemic, so these tourists re-plan their vacations after the pandemic (Girish, 2021). The surge in the number of travelers causes several challenges for airlines and airports, such as the re-opening of airport terminals that have not been used since the pandemic, the reduction of employees due to layoffs during the pandemic, the need for aircraft maintenance, and so on. The surge in passengers has also enlivened competition among all airlines. For local travelers, local airlines, such as Garuda Indonesia, have become a common choice because they offer the best prices with many destinations, however, due to the improved pandemic situation and the opening of borders between countries, international airlines have also become a consideration for travelers who want to take a vacation abroad. International airlines offer a wider range of destinations, allowing travelers to stop over in a particular country before continuing their trip. The large selection of airlines offers flexibility for travelers who want to determine the destination country of their international trip. The large number of different airline options creates intense competition among all airlines. All airlines are willing to offer the best quality of service to passengers. Ticket prices are a crucial consideration because the many choices of airlines with competitive prices cause



prospective passengers to want to choose an airline that offers low ticket prices but with complete and qualified facilities.

It is very important for airlines and airports to offer the best for their passengers because airline service quality and ticket prices greatly affect passenger satisfaction. This study was conducted to test whether airline service quality and flight ticket prices affect passenger satisfaction and ticket repurchase rates on the same airline. This research was conducted with reference to the article by Shen & Yahya (2021) and Law et al. (2022) entitled "The Impact of Service Quality and Price on Passengers' loyalty towards low-cost airlines: The Southeast Asia Perspective" and "Airline Service quality, customer satisfaction, and repurchase intention: Laotian air passengers' perspective". The research conducted adds a new perspective regarding how airline service quality and flight ticket prices affect the choice of airline used by prospective air passengers. This research relies on relationship marketing theory. The research is expected to be useful for prospective airline passengers to use in their decision to choose an airline for their upcoming trip. This study can be used to select airlines that offer the best quality and airlines can use this study to find out the improvements needed by passengers.

Airline tangibles are the facilities and equipment available in the aircraft, such as seats, bathrooms, entertainment media, and air conditioning, which directly affect the quality of services offered by the airline. Airline tangibles can be considered the most important factor in airline service quality (Shen & Yahya, 2021). Terminal tangibles are the most visible indicators in the airline service quality assessment. Examples of terminal tangibles include effective signage, friendly airport staff, air conditioning in each terminal, and clean bathrooms. Terminal tangibles have a direct impact on the airline service quality assessment because they are included in the aspects that build the perception of the airline's image (Farooq et al., 2018). Personnel services is an assessment designed to assess employees working within an airline. The indicators used to assess personnel services are assessments related to the attitude, knowledge, and experience of airline employees and the level of personal concern of employees for airline passengers. In addition, the experience of passengers in buying airline tickets is also included in the assessment of personnel services (Rady, 2018). Empathy is an assessment of the airline's ability to offer on-time departure and arrival times, compensation in the event of damage or loss to passenger luggage, and the availability of the number of flight employees at the airline (Syarif, 2019). Airline image is an assessment of how passengers perceive the value of the airline. Airline image examines the value of promotions or discounts given by the airline to passengers along with the consistency of ticket prices sold to the general public. Assessments related to price and also airline safety form an image of the airline (Libent & Magasi, 2024).

Research by Shen and Yahya (2021) shows that three airline service quality tools consisting of airline tangibles, airline image, and empathy have a significant positive effect on passenger satisfaction, but not on indicators of terminal tangibles and personnel services. Shah et al. (2020) revealed that all airline service quality variables except responsiveness (personnel services) have a positive impact on customer satisfaction. Meanwhile, Hassan and Salem (2022) stated that service quality unity has a significant positive impact on passenger satisfaction indicators.

- H₁: Airline tangibles have a significant positive influence on passenger satisfaction.
- H₂: Terminal tangibles have a significant positive influence on passenger satisfaction.
- H₃: Personnel services have a significant positive influence on passenger satisfaction.
- H₄: Empathy has a significant positive influence on passenger satisfaction.
- H₅: Airline image has a significant positive influence on passenger's satisfaction.



Price fairness is the level at which customers assess what they pay to get a product or service in accordance with what they get (Agus & Vidyanata, 2022). Price fairness shows an indication of how a customer achieves satisfaction with the product or service consumed (Octaviani et al., 2021). Research conducted by Shen and Yahya (2021) stated that the price indicator has a significant positive impact on the passenger satisfaction variable. The results of similar research that has been carried out by Konuk (2019) and Do et al. (2023) also revealed that the price fairness indicator has a positive impact on passenger satisfaction.

H₆: Price fairness has a significant positive influence on passenger satisfaction.

The results of research conducted by Law et al. (2022) on the relationship between airline service quality and repurchase intention show that there is no statistical significance between the two indicators. However, research by Purwianti et al. (2021), Pertiwi et al. (2023), and Jasin & Firmansyah (2023) show that there is a positive significance that occurs between service quality and repurchase intentions. Test results with a high significance value reveal that Airline Service Quality affects the intention to repurchase the same airline airplane ticket by passengers. Rasaily et al. (2023) revealed that all service quality indicators have a positive relationship with repurchase intention. Responsiveness (Personnel Services) has a positive but insignificant relationship with a significance value of 0.08.

H₇: Airline tangibles have a significant positive influence on repurchase intention.

H₈: Terminal tangibles have a significant positive influence on repurchase intention.

H₉: Personnel services have a significant positive influence on repurchase intention.

H₁₀: Empathy has a significant positive influence on repurchase intention.

H₁₁: Airline image has a significant positive influence on repurchase intention

Studies conducted by previous researchers show that price fairness has a significant effect on repurchase intention. Agus & Vidyanata (2022) reveal that customers are willing to pay higher costs to get high service quality. The study by Purwianti et al. (2022) shows that price has a significant effect on purchase intention because the marketed price is proportional to the quality of the product obtained by consumers so consumers feel that the quality obtained is very satisfying.

H₁₂: Price fairness has a significant positive influence on repurchase intention.

The study by Law et al. (2022) revealed that there was a positive significant relationship between the two variables but the data achieved did not produce significant statistical results. Nainggolan et al. (2023) revealed that satisfaction by customers in a purchase does not have a significant effect on repurchase intention because it does not fulfill the customer's desire for the satisfaction they expect.

H₁₃: Passenger satisfaction has a significant positive influence on repurchase intention.

Ramadhani et al. (2021) revealed that customer satisfaction is able to mediate the relationship between service quality and repurchase intention. The researcher also stated that the results found indicate an increase in customer repurchase intentions if service quality improves and has an impact on increasing customer satisfaction. Similar results were also found in other studies from Wikantara et al. (2024), Cahyati & Seminari (2020), Wiatna & Sanaji (2022), and Ramadhani et al. (2021). Sukaeri et al. (2023) also added that before service quality can have an impact on repurchase effects, good service quality can satisfy customers. Customer satisfaction also has the potential to provide specific benefits, such as future profits due to repeat purchases by passengers.

H₁₄: Passenger satisfaction has a mediating effect between air quality (airline tangibles, terminal tangibles, personnel services, empathy & airline image) and price fairness on repurchase intention.

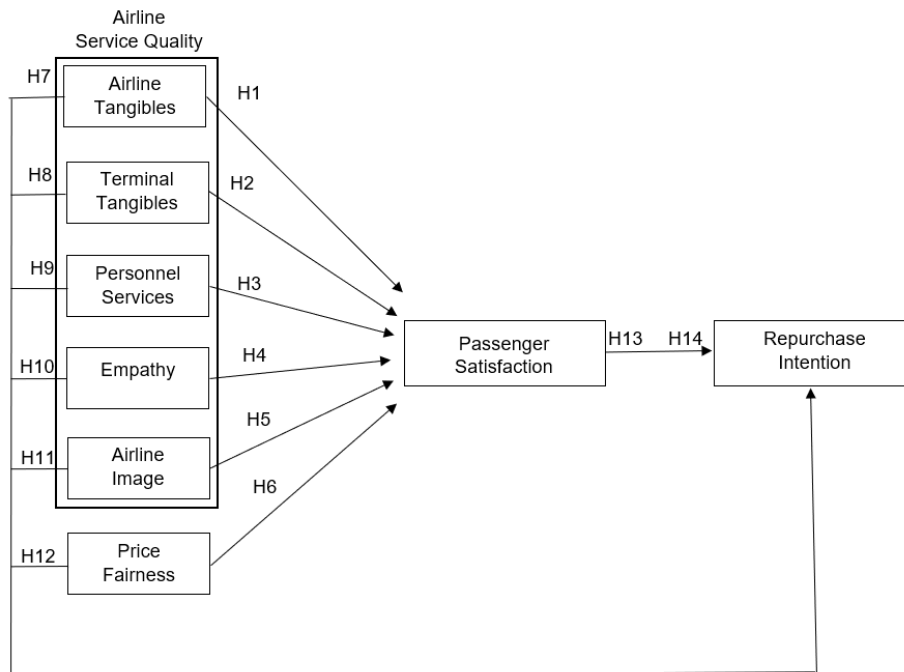


Figure 1. Research Framework
 Source: Processed data (2024)

METHODS

The sample is representative of the population used to analyze data in research. Samples were used in the study because of the high number of populations, so only part of it could be studied (Amin et al., 2023). The sampling technique used is purposive sampling. By using this technique, the researcher decided to use international airline passengers who are Generation Z and millennial passengers from the entire intended population, regardless of the airline and passenger destination. With the appropriate sample target, the data used will be relevant to the purpose of the research analysis carried out. Then, based on data obtained from Badan Pusat Statistik (2023), as of December 2023, there were 1.5 million international air flight passengers. Due to the target demographic population figures, the number of respondents was determined using the tabulation applied by Krejcie and Morgan (1970). The calculation results from the tabulation showed that at least 385 respondents were needed to conduct the research. In processing respondent data, researchers applied Structural Equation Modeling, an analysis method that combines factor analysis and regression (Kuncara et al., 2023). Data processing in this study used the Smart Partial Least Square (SmartPLS) software application because it can be used to conduct mediation tests.



Table 1. Variables Measurements

Variables	Measurements	Sources
Airline Tangibles	ATA1 Aircraft were equipped with the latest and modern technology ATA2 The quality of the catering service was good. ATA3 The quality of air-conditioning in the planes was good. ATA4 The Interior of the aircraft was well-maintained ATA5 The seats were clean and comfortable. ATA6 The cleanliness of the plane toilets was well maintained.	Omar Boubker (2022)
Terminal Tangibles	TTA1 Quality of air-conditioning in airport terminals TTA2 The information counter was readily available to assist me. TTA3 The number of shops was adequate for my needs. TTA4 The airport had effective signboards. TTA5 The security and control system was friendly and reliable. TTA6 An adequate number of trolleys were available at the airport. TTA7 The cleanliness of the airport toilets was well maintained.	Omar Boubker (2022)
Personnel Services	PSE1 The airline staff was well-dressed PSE2 Workers were well aware of their duties. PSE3 Ticketing and reservation service was error-free PSE4 Flight attendants were well-behaved and had a good attitude. PSE5 Whenever I required airline personnel to answer my questions PSE6 Flight attendants were providing equal personal care to everyone. PSE7 Workers were willing to extend their help to everyone on the plane.	Omar Boubker (2022)
Empathy	EMP1 Passengers receive personal care. EMP2 Keeping the interests of the passengers at heart. EMP3 Know passenger needs. EMP4 Flight schedules are convenient.	Mohammed Al Awadh (2023)
Airline Image	AIM1 Availability of seats and promotional offers are very appealing to me AIM2 Ticket prices are worth the services I received AIM3 This airline bears a good brand image.	Omar Boubker (2022)
Price Fairness	PF1 This airline offers the best possible price that meets my needs PF2 Compared to other airlines, the ticket price charged by this airline is reasonable. PF3 The price for an airline ticket is appropriate relative to its performance. PF4 This airline provides a variety of pricing, such as economy and business class.	Quynh Huong Do (2023)
Passengers' Satisfaction	PSA1 I am happy about my decision to choose this airline PSA2 My choice of this airline was a wise decision. PSA3 I did the right thing to choose this airline as a service provider. PSA4 I am satisfied, and my experience with this airline was very enjoyable.	Omar Boubker (2022)



Variables	Measurements	Sources
Repurchase Intention	R11 I anticipate repurchasing from this airline soon	Quynh Huong Do (2023)
	R12 I will likely repurchase from this airline soon.	
	R13 I expect to repurchase from this airline soon.	
	R14 I want to continue rather than discontinue using this airline.	
	R15 My intentions are to continue using this airline rather than opting for alternative airlines.	

Source: Author's Data (2024)

RESULTS AND DISCUSSION

The reopening of borders between countries after the COVID-19 pandemic increased the need for flights between countries among the public. In examining the quality of flight services experienced by passengers, researchers distributed research questionnaires and received back 438 responses.

Table 2. Descriptive Statistics

Description	Frequency (438)	Percentage
<u>Gender</u>		
Male	186	42%
Female	252	58%
<u>Age</u>		
<20 Years	23	5%
20-25 Years	184	42%
26-30 Years	150	34%
30-35 Years	73	17%
>35 Years	8	2%
<u>Last Education</u>		
Elementary school or equivalent	1	0.2%
Junior high school or equivalent	0	0%
High school or equivalent	248	57%
Bachelor's degree	178	41%
Master's degree and above	11	3%
<u>Jobs</u>		
Student	157	36%
Private Employee	163	37%
Government Employee	67	15%
Self-employed	48	11%
Teacher	1	0.2%
More	2	0.5%
<u>Monthly Income</u>		
<RP5,000,000,-	188	43%
Rp5.000.000,- to Rp10.000.000,-	153	35%
Rp10,000,001,- to Rp15,000,000,-	78	18%
>Rp15.000.000,-	19	4%
<u>Flight Frequency</u>		
1-2 times	256	58%
3-5 times	150	34%
6-10 times	24	5%
>10 times	8	2%
<u>Airlines</u>		
Garuda Indonesia	251	57%
Citilink	124	28%
Batik Air	112	26%

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Description	Frequency (438)	Percentage
Japan Airlines (JAL)	71	16%
All Nippon Airways (ANA)	59	13%
Korean Air	63	14%
Emirates	83	19%
Singapore Airlines	70	16%
Qatar Airlines	36	8%
Others	22	4%

Source: Author's Data (2024)

The responses received show that the majority of respondents are students (36%) and private employees (37%) with a monthly income of less than 5 million (43%). This shows that international flights are no longer costly as many airlines provide affordable flights. The majority of respondents have a flight frequency of 1 to 2 times per year (58%). The airlines that respondents have used vary, but many respondents fly the Indonesian national airline, Garuda Indonesia (57%).

Table 3. Outer Model Analysis

Construct	Items	Outer Loadings	VIF	AVE	Conclusion
Airline Tangibles	AT1	0.780	1.497	0.419	Valid
	AT3	0.544	1.247		
	AT4	0.653	1.314		
	AT5	0.606	1.208		
	AT6	0.570	1.194		
Terminal Tangibles	TT1	0.866	2.548	0.417	Valid
	TT2	0.781	2.260		
	TT3	0.839	2.777		
	TT5	0.841	2.812		
	TT6	0.858	2.839		
Personnel Services	PS1	0.925	2.064	0.405	Valid
	PS2	0.817	1.682		
	PS3	0.823	2.042		
Empathy	EMP1	0.803	1.714	0.708	Valid
	EMP2	0.651	1.267		
	EMP3	0.707	1.373		
	EMP4	0.818	1.458		
Airline Image	AI1	0.762	1.360	0.734	Valid
	AI2	0.787	1.190		
	AI3	0.745	1.329		
Price Fairness	PF1	0.746	1.267	0.559	Valid
	PF2	0.580	1.044		
	PF3	0.640	1.157		
	PF4	0.545	1.103		
Passengers' Satisfaction	PSA1	0.687	1.291	0.585	Valid
	PSA2	0.566	1.109		
	PSA3	0.621	1.166		
	PSA4	0.700	1.241		
Repurchase Intention	RI1	0.716	1.317	0.400	Valid
	RI2	0.597	1.165		
	RI3	0.622	1.191		
	RI4	0.622	1.215		
	RI5	0.670	1.247		

Source: Author's Data (2024)



Hair et al. (2019) revealed that the variance inflation factor abbreviated as VIF is a measurement that is often used to test the collinearity contained in the indicators of an analysis. A VIF number above 5 indicates that there is a problem with collinearity. Ideally, the VIF number should be below 3, because a low VIF value indicates that there is no bias in data processing. Based on the VIF test table, all independents are below the limit of 10. This indicates that there is no multicollinearity in the regression model because all data has a VIF value below 3.

Outer loadings with a minimum of 0.4 can be tested because data in the range of 0.4 to 0.7 should only be eliminated from data analysis if the data can help improve the reliability of the data (Hair et al., 2011). Based on the outer loadings test table, all variables have numbers above 0.5. This shows that all variables are valid and can represent the relationship of each variable strongly. Therefore, the data that has been obtained can be tested further. With those considerations, items AT2, TT4, PS4, PS5, PS6, and PS7 were removed because they did not reach the minimum outer loadings number.

Average Variance Extracted (AVE) is a calculation used to test convergent validity in an analysis (Hair et al., 2019). Previous research that has been done reveals that AVE should have a number above 0.5, but if the number has low results but is supported by high reliability (composite reliability in subsequent tests produces sufficient numbers), then the test can still be run. (Jansen, 2019). Based on the Average Variance Extracted (AVE) test table, the eight variables tested have sufficient numbers to be tested. This shows that all variables are valid. With valid outer loadings and AVE results, all variables in this study are valid and each indicator can clearly distinguish all variables involved in the test.

Table 4. Reliability Analysis

Construct	Cronbach Alpha	Composite Reliability	Conclusion
Repurchase Intention	0.651	0.782	Reliable
Passenger Satisfaction	0.528	0.739	Reliable
Airline Tangibles	0.626	0.770	Reliable
Terminal Tangibles	0.918	0.936	Reliable
Personnel Services	0.827	0.892	Reliable
Empathy	0.739	0.834	Reliable
Airline Image	0.651	0.809	Reliable
Price Fairness	0.491	0.724	Reliable

Source: Author's Data (2024)

Cronbach's Alpha and composite reliability are scales used to measure whether the data obtained for testing is reliable for further use. The lower the Cronbach's Alpha number, the less reliable the data is (Duli, 2019). According to Hair et al. (2019), composite reliability numbers with numbers from 0.6 to 0.7 are acceptable but are only considered satisfactory if they are higher than 0.7. Based on the results of the reliability test that has been carried out, all Cronbach's alpha and composite reliability values are considered reliable because they have values above 0.4, with the smallest value of 0.491 for Cronbach's alpha and 0.724 for composite reliability. These results indicate that the test data is reliable and can be used to measure all variables generated.



Table 5. Discriminant Validity Test

Construct	AI	AT	EMP	PSA	PS	PF	RI	TT
AI	0.765							
AT	0.387	0.636						
EMP	0.761	0.33	0.748					
PSA	0.404	0.512	0.359	0.696				
PS	-0.208	0.024	-0.242	-0.007	0.857			
PF	0.381	0.562	0.367	0.688	-0.164	0.682		
RI	0.411	0.602	0.313	0.655	-0.128	0.674	0.647	
TT	0.149	0.097	0.132	-0.004	0.713	-0.185	-0.148	0.842

Source: Author's Data (2024)

The Fornell-Larcker criterion is an assessment that compares the roots of the AVE test and their relationship with other variables in the test. (Klaus Dos Santos, 2022). Based on the results of the Fornell-Larcker test, all variable constructs have higher AVE square root values than all the variable numbers below them. Therefore, it can be said that all discriminant validity values are met because these values are greater than the other constructs below them.

Table 6. Hypothesis Testing: Direct Effect

Hypothesis	Path	P-value	Result
H1	AT>RI	0.000	Accepted
H2	TT>RI	0.018	Accepted
H3	PS>RI	0.350	Rejected
H4	EMP>RI	0.266	Rejected
H5	AI>RI	0.001	Accepted
H6	PF>RI	0.000	Accepted
H7	AT>PSA	0.019	Accepted
H8	TT>PSA	0.187	Rejected
H9	PS>PSA	0.020	Accepted
H10	EMP>PSA	0.266	Rejected
H11	AI>PSA	0.011	Accepted
H12	PF>PSA	0.000	Accepted
H13	PSA>RI	0.000	Accepted

Source: Author's Data (2024)

The P-value is the probability that the studied data would occur if the hypotheses have a piece of strong evidence (Tanha et al., 2017). The relationship between the tested variables must have a P-value below 0.05 for the relationship to be considered valid. This test proves that several variables have a positive significant effect on passenger satisfaction and repurchase intentions. Four variables such as airline tangibles, airline image, and price fairness have a significant positive influence on the intention to repurchase flight tickets. Airplanes that can provide a sense of security and calm for passengers on the trip greatly affect the level of passenger satisfaction. This can be the reason why the airline tangibles variable is able to have a significant positive effect on passenger satisfaction. Airline Image is very influential on passenger satisfaction because the image of the airline is the first consideration of passengers before the passenger buys a flight ticket with the airline. Then, in terms of price fairness, it gives passengers the perception that the value they get or receive from the airline is balanced with the value they spend. Thus, the combination of these three things is able to form a positive experience for passengers and encourage their motivation to choose the airline again for future trips. However, in the context of influencing passenger satisfaction, these variables may not play a direct role because satisfaction can be influenced by other

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complex factors, such as travel comfort, flight reliability, and customers' personal experiences that are not always related to these variables.

Table 7. Hypothesis Testing: Indirect Effect

Path	P Values	Result
AT>PSA>RI	0.058	Rejected
TT>PSA>RI	0.224	Rejected
PS>PSA>RI	0.048	Rejected
EMP>PSA>RI	0.286	Rejected
AI>PSA>RI	0.039	Rejected
PF>PSA>RI	0.000	Accepted

Source: Author's Data (2024)

For the indirect relationship hypothesis, p values must also be below 0.005 in order to be declared valid. With the data in the table above, it can be concluded that passenger satisfaction is able to mediate the relationship between the variable of price fairness on repurchase intentions. With increased passenger satisfaction, it is likely that passengers will feel more satisfied with the travel experience and tend to choose the airline again for the next trip. On the other hand, other variables may not directly influence passenger satisfaction as they are more subjective and can be influenced by complex external factors such as public perception, personal values, or previous experiences that are not always directly related to perceived satisfaction.

Table 8. R-Square and R-Square Adjusted

Construct	R Square	R Square Adjusted
Passenger Satisfaction	0.534	0.527
Repurchase Intention	0.601	0.595

Source: Author's Data (2024)

The magnitude of variable changes in a test (Rhamadhani & Saputri, 2023). The R Square value of 0.7534 in the passenger satisfaction variable indicates that 53.4% of the variation in passenger satisfaction can be explained by the independent variables. The adjusted R Square value of 0.527 indicates that 52.7% of the variation in passenger satisfaction can be explained by the independent variables after the number of independent variables is analyzed. The R Square value of 0.601 in the repurchase intention variable shows that 60.1% of the variation in repurchase intention can be explained by the independent variables. The adjusted R-Square value of 0.595 indicates that 59.5% of the variation in repurchase intention can be explained by the independent variables after the number of independent variables is analyzed. The test results show that the independent variables have an increasing factor in explaining variations in passenger satisfaction and repurchase intention.

CONCLUSION

The research that has been carried out shows the results that airline service quality aspects such as airline tangibles and airline images, along with price fairness indicators, have a significant positive effect on passenger satisfaction and repurchase intention. However, airline service quality indicators such as empathy do not show a significant effect on passenger satisfaction and repurchase intention. Another indicator of airline service quality, terminal tangibles have a significant positive effect on passenger satisfaction, but not repurchase intention. In contrast, the personnel services indicator



has a significant positive effect on repurchase intention, but not on passenger satisfaction. In the indirect relationship test with the passenger satisfaction indicator as a mediating variable, the two aspects of airline service quality consisting of personnel services and airline image, along with the price fairness indicator, are variables that have a significant effect on repurchase intention with passenger satisfaction mediation. The results of this study indicate that there are many aspects that are factors of consideration for a passenger's decision to be satisfied with the services of a particular airline and the opportunity for that passenger to buy flight tickets with the same airline in the future.

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