ABSTRAK

Jumlah penduduk Indonesia pada tahun 2019 mencapai sekitar 262 juta orang, membuat jumlah trafik penumpang udara di Indonesia dalam satu dekade terakhir meningkat tajam. Analis penerbangan di tanah air memperkirakan jumlah penumpang udara di Indonesia pada 2019 menembus kisaran 100 juta penumpang. *Low Cost Carrier* (LCC) adalah penerbangan dengan biaya rendah atau sebuah maskapai penerbangan yang menyediakan tiket pesawat dengan tarif/harga terjangkau dengan mengurangi beberapa layanan umum bagi penumpang pesawat seperti layanan catering, minimalis reservasi sehingga menekan biaya penerbangan dan harganya dapat dijangkau oleh masyarakat luas. Dengan konsep *Low Cost Carrier* (LCC) ini semua kalangan masyarakat dapat menikmati jasa transportasi dengan pesawat terbang. Maskapai penerbangan Citilink adalah salah salah satu maskapai penerbangan domestik dan internasional yang menjadi favorit para pengguna jasa transportasi udara di Indonesia. Pasalnya, dengan harga tiket yang relatif terjangkau, Citilink menawarkan fasilitas penerbangan kelas ekonomi yang cukup nyaman dan aman.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Tangibles, Schedule, Services Provided by Ground Staff, Services Provided by Flight Attendants, Behavior Price* dan *Monetary Price* terhadap *Customer Satisfaction* dalam membentuk *Re-Purchase Intention* pada pelanggan Citilink di Surabaya. Manfaat yang diharapkan dari penelitian ini adalah memberikan kontribusi pada pengembangan teori dan penelitian pemasaran, khususnya mengenai pengaruh variabel pengaruh *Tangibles, Schedule, Services Provided by Ground Staff, Services Provided by Flight Attendants, Behavior Price* dan *Monetary Price* terhadap *Customer Satisfaction* dalam membentuk *Re-Purchase Intention.*

Penelitian ini merupakan penelitian dengan metode kuantitatif dengan pengolahan data menggunakan SPSS 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 100 responden dengan karakteristik responden pria dan wanita berumur 18-65 tahun, dan pernah membeli dan menggunakan pesawat maskapai Citilink minimal 2 kali dalam satu tahun terakhir serta pernah berinteraksi secara langsung dengan petugas layanan *check-in* dan pramugara/pramugari dalam satu tahun terakhir.

Hasil penelitian menunjukkan bahwa variabel yang memiliki pengaruh terbesar pertama adalah variabel *Customer Satisfaction* terhadap *Re-Purchase Intention* sebesar 0,525; variabel yang memiliki pengaruh terbesar kedua adalah *Monetary Price* terhadap *Customer Satisfaction* sebesar 0,399; variabel yang memiliki pengaruh terbesar ketiga adalah *Tangibles* terhadap *Customer Satisfaction* sebesar 0,280; variabel yang memiliki pengaruh terbesar keempat adalah *Service Provided by Ground Staf* terhadap *Customer Satisfaction* sebesar 0,145; variabel yang memiliki pengaruh terbesar kelima adalah *Behavior Price* terhadap *Customer Satisfaction* sebesar 0,099; variabel yang memiliki pengaruh terbesar keenam adalah *Schedule* terhadap *Customer Satisfaction* sebesar 0,093; dan variabel yang memiliki pengaruh terbesar terakhir adalah *Services Provided by Flight Attendants* terhadap *Customer Satisfaction* sebesar 0,015.

Kata Kunci: *Tangibles, Schedule, Services Provided by Ground Staff, Services Provided by Flight Attendants, Behavior Price, Monetary Price, Customer Satisfaction* **dan** *Re-Purchase Intention*

ABSTRACT

The population of Indonesia in 2019 reached around 262 million people, making the number of air passenger traffic in Indonesia in the past decade sharply increasing. Aviation analysts in the country estimate the number of air passengers in Indonesia in 2019 to penetrate the range of 100 million passengers. Low-Cost Carrier (LCC) is a low-cost flight or an airline that provides airplane tickets with affordable rates/prices by reducing some public services for airplane passengers such as catering services, minimalist reservations to reduce flight costs and the price can be reached by the public. With this Low-Cost Carrier (LCC) concept, all people can enjoy transportation services by airplane. The airline Citilink is one of the domestic and international airlines that is a favorite of users of air transportation services in Indonesia. Because, with relatively affordable ticket prices, Citilink offers economy-class flight facilities that are quite comfortable and safe.

This research aims to find out how the influence of Tangibles, Schedule, *Services Provided by Ground Staff*, *Services Provided by Flight Attendant*s, Behavior Price and Monetary Price on Customer Satisfaction in forming Re-Purchase Intention for Citilink customers in Surabaya. The expected benefit of this research is to contribute to the development of theory and marketing research, specifically regarding the influence of variables of Tangibles influence, Schedule, *Services Provided by Ground Staff*, *Services Provided by Flight Attendant*s, Behavior Price and Monetary Price to Customer Satisfaction in forming Re-Purchase Intention.

This research is a quantitative method with data processing using SPSS 22.0. Data collection was carried out by distributing questionnaires to 100 respondents with characteristics of male and female respondents aged 18-65 years and had purchased and used Citilink airline aircraft at least 2 times in the past year and had interacted directly with check-in and flight attendant officers/flight attendants in the past year.

The results of the study show that the variable that has the first largest influence is the Customer Satisfaction variable on Re-Purchase Intention of 0.525; the variable that has the second-largest influence is the Monetary Price of the Customer Satisfaction of 0.399; the variable that has the third-largest influence is Tangibles towards Customer Satisfaction of 0.280; the variable that has the fourth-largest influence is *Services Provided by Ground Staff* to Customer Satisfaction of 0.145; the variable that has the fifth largest influence is the Behavior Price of Customer Satisfaction of 0.099; the variable that has the sixth-largest influence is the Schedule of Customer Satisfaction of 0.093; and the variable that has the last biggest influence is *Services Provided by Flight Attendant*s to Customer Satisfaction of 0.015.

Keywords: *Tangibles, Schedule, Services Provided by Ground Staff, Services Provided by Flight Attendants, Behavior Price, Monetary Price, Customer Satisfaction* **dan** *Re-Purchase Intention*