

ABSTRAK

Persaingan pada pasar penerbangan di Indonesia merupakan jenis pasar persaingan Oligopoli, karena hanya dioperasikan oleh beberapa maskapai penerbangan, terutama penerbangan domestik. Salah satu maskapai penerbangan yang turut andil dalam perkembangan kegiatan ekonomi di Indonesia adalah PT Citilink Indonesia. Penelitian ini akan difokuskan pada pengujian apakah terdapat pengaruh variabel Brand Image dan harga terhadap Repurchase intention melalui Satisfaction pada penumpang Citilink di Indonesia. Agar hasil penelitian lebih akurat, penelitian ini akan difokuskan pada penerbangan Jakarta-Kulonprogo. Analisis data kuantitatif yaitu analisis data yang berupa angka melalui perhitungan statistik berdasarkan jawaban kuesioner dari responden. Hasil skor atau nilai tersebut kemudian dilakukan analisis statistik yang dilakukan dengan bantuan program Smart-PLS untuk membuktikan hubungan antar variabel penelitian.

Kata Kunci: Repurchase intention, SmartPLS, Brand Image, E-Trust, Satisfaction, Maskapai Penerbangan

ABSTRACT

Competition in the aviation market in Indonesia is a type of Oligopoly competition market, because it is only operated by a few airlines, especially domestic flights. One of the airlines that has contributed to the development of economic activity in Indonesia is PT Citilink Indonesia. This research will focus on testing whether there is an influence of Brand Image and price variables on Repurchase intention through Satisfaction among Citilink passengers in Indonesia. So that the research results are more accurate, this research will focus on the Jakarta-Kulonprogo flight. Quantitative data analysis is data analysis in the form of numbers through statistical calculations based on questionnaire answers from respondents. The results of these scores or values are then subjected to statistical analysis carried out with the help of the Smart-PLS program to prove the relationship between the research variables.

Keywords:

Repurchase intention, SmartPLS, Brand Image, E-Trust, Satisfaction, Airline