

hanya dilakukan pada penumpang maskapai Citilink saja dengan penerbangan rute Jakarta – Kulonprogo sehingga akan sulit apabila hasil pada penelitian ini ingin digeneralisasi secara luas seperti seluruh Indonesia dikarenakan penumpang pada kota lainnya kemungkinan akan memiliki perilaku yang berbeda. Berdasarkan hal tersebut, diharapkan penelitian selanjutnya dapat melakukan penelitian pada beberapa kota yang berbeda dengan tujuan agar hasil penelitian dapat dianalisa secara lebih mendalam dan dilakukan generalisasi lebih luas.

Keterbatasan kedua dalam penelitian ini adalah hanya menggunakan tiga variabel prediktor dalam menguji pengaruhnya terhadap minat beli kembali, yaitu variabel citra merek, persepsi harga dan satisfaction. Berdasarkan nilai koefisien determinasi atau r^2 , diketahui bahwa masih ada beberapa variabel yang dapat mempengaruhi minat beli kembali, sehingga diharapkan penelitian selanjutnya dapat melakukan analisa lebih lanjut dengan menambahkan variabel prediktor yang sekiranya dapat mempengaruhi minat beli kembali.

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