

ABSTRAK

Rizwan Widiyanto (01619220101)

ANALISIS PENGARUH PERCEIVED SAFETY, BRAND IMAGE, APP MOBILE QUALITY DAN SERVICE QUALITY TERHADAP REPURCHASE INTENTION MELALUI SATISFACTION PADA MASKAPAI PENERBANGAN PT CITILINK INDONESIA

(85 hal + 17 tabel + 2 gambar)

Transportasi udara merupakan salah satu transportasi utama di Indonesia mengingat Indonesia sebagai negara kepulauan. Penelitian ini bertujuan untuk menguji pengaruh dari *perceived safety*, *brand image*, *app mobile quality* dan *service quality* terhadap *satisfaction*, dan dampaknya terhadap *repurchase intention* pada salah satu maskapai Citilink Indonesia. Penelitian ini dilakukan secara kuantitatif terhadap 275 responden yang pernah melakukan penerbangan menggunakan Citilink selama minimal 1x dan berdomisili di Jabodetabek, Indonesia. Hasil pada penelitian ini menunjukkan bahwa *perceived safety*, *brand image*, *app mobile quality* dan *service quality* memiliki pengaruh yang signifikan dan positif terhadap *satisfaction*. Dan *satisfaction* juga memiliki pengaruh signifikan terhadap *repurchase intention*.

Kata Kunci : *Perceived Safety, Brand Image, App Mobile Quality, Service Quality, Satisfaction, Repurchase Intention, Maskapai Penerbangan*

47 Referensi (2015-2024)

ABSTRACT

Rizwan Widiyanto (01619220101)

ANALYSIS OF THE EFFECT OF PERCEIVED SAFETY, BRAND IMAGE, MOBILE APP QUALITY AND SERVICE QUALITY ON REPURCHASE INTENTION THROUGH SATISFACTION AT PT CITILINK INDONESIA AIRLINE

(85 page + 17 table + 2 picture)

Air transportation is one of the main transportation in Indonesia considering that Indonesia is an archipelagic country. This study aims to examine the effect of perceived safety, brand image, app mobile quality and service quality on satisfaction, and its impact on repurchase intention on one of the airlines, Citilink Indonesia. This study was conducted quantitatively on 275 respondents who had flown using Citilink for at least 1x and were domiciled in Jabodetabek, Indonesia. The results of this study indicate that perceived safety, brand image, app mobile quality and service quality have a significant and positive influence on satisfaction. And satisfaction also has a significant influence on repurchase intention.

Keywords: Perceived Safety, Brand Image, App Mobile Quality, Service Quality, Satisfaction, Repurchase Intention, Airlines

47 References (2015-2024)