

## ABSTRAK

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**ANALISIS PENGARUH *SUBJECTIVE NORM, PERCEIVED BEHAVIOR CONTROL, PRICE, SERVICE QUALITY, AIRLINE SAFETY, DAN AIRLINE REPUTATION* TERHADAP *BEHAVIOR INTENTION* DALAM MEMBENTUK *BUYING BEHAVIOR* PENUMPANG *LOW COST CARRIER SUPER AIR JET* DI KOTA SURABAYA**

(xvi + 84 halaman; 9 gambar; 24 tabel; 4 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *Subjective Norm, Perceived Behavior Control, Price, Service Quality, Airline Safety, dan Airline Reputation* terhadap *Behavior Intention* yang membentuk *Buying Behavior* pada penumpang maskapai berbiaya rendah Super Air Jet di Surabaya. Melalui pendekatan kuantitatif, data dikumpulkan menggunakan kuesioner daring yang disebarkan kepada 200 responden, yang merupakan penumpang Super Air Jet di Surabaya. Teknik analisis data menggunakan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa hanya *Subjective Norm* dan *Airline Safety* yang memiliki pengaruh signifikan terhadap *Behavior Intention*, dan pada akhirnya berpengaruh terhadap *Buying Behavior*. Penelitian ini memberikan implikasi bagi strategi pemasaran dan manajerial, yang mengindikasikan bahwa pemahaman lebih lanjut terhadap faktor-faktor ini dapat membantu Super Air Jet dalam memperkuat perilaku pembelian pelanggan di segmen pasar domestik Indonesia.

**Kata kunci:** *Subjective Norm, Perceived Behavior Control, Price, Service Quality, Airline Safety, Airline Reputation, Behavior Intention, Buying Behavior.*

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## **ABSTRACT**

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***THE INFLUENCE ANALYSIS OF SUBJECTIVE NORM, PERCEIVED BEHAVIOR CONTROL, PRICE, SERVICE QUALITY, AIRLINE SAFETY, AND AIRLINE REPUTATION ON BEHAVIOR INTENTION IN SHAPING THE BUYING BEHAVIOR OF LOW-COST CARRIER SUPER AIR JET PASSENGERS IN SURABAYA CITY***

*(xvi + 84 pages; 9 figures; 24 tables; 4 appendices)*

*This research aims to analyze the influence of Subjective Norm, Perceived Behavior Control, Price, Service Quality, Airline Safety, and Airline Reputation on Behavioral Intention which forms Buying Behavior among passengers of the low-cost airline Super Air Jet in Surabaya. Through a quantitative approach, data was collected using an online questionnaire distributed to 200 respondents, which are Super Air Jet passengers in Surabaya. The data analysis technique uses the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The research results show that only Subjective Norms and Airline Safety have a significant effect on Behavior Intention, and finally effect Buying Behavior. This research has implications for marketing and managerial strategies, indicating that further understanding of these factors can help Super Air Jet in strengthening customer purchasing behavior in the Indonesian domestic market segment.*

***Keywords:*** *Subjective Norm, Perceived Behavior Control, Price, Service Quality, Airline Safety, Airline Reputation, Behavior Intention, Buying Behavior*

***References:*** 66 (1991-2024)