



# Analysis of the effect of perceived safety, brand image, mobile app quality and service quality on repurchase intention through satisfaction at Indonesia airline

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## ABSTRACT

Airlines in Indonesia are competing quite competitively to achieve revenue targets, considering the decline in the number of consumers even though the Covid-19 pandemic is over. 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.

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## INTRODUCTION

PT Citilink Indonesia is a low-cost carrier (LCC) that has experienced rapid growth since its establishment in 2001. The airline's flight performance can be assessed based on several indicators, such as punctuality, safety, and customer satisfaction. The success of good flight performance has a positive impact, including increasing airline revenue, and airline image. Customer trust is very important in the aviation industry, and good flight performance can increase customer trust in PT Citilink Indonesia. Customers will feel that this airline can provide quality and safe flight services, so they are more likely to use the airline's services in the future (Arwachyntia & Sijabat, 2022; Nurul, 2021).

Airline revenue is also influenced by customer satisfaction. Satisfied customers will be more likely to purchase additional products and services from the airline, such as extra baggage, food, drinks, and travel insurance. Therefore, good flight performance can increase PT Citilink

Indonesia's revenue. In addition, the airline's image also plays an important role in attracting customers. A positive airline image can increase the airline's appeal in the eyes of the public. Good flight performance can improve the image of PT Citilink Indonesia because the public will feel that this airline can provide quality and safe flight services (Juniarti *et al.*, 2023).

In the third quarter of 2022, Citilink recorded a net loss of US\$3.6 million or around Rp56.3 billion. Despite the loss, this position experienced a significant increase, namely a growth of 132 percent from the deeper loss in the same period the previous year. Citilink, as a subsidiary of Garuda Indonesia, is part of the Garuda Indonesia Group. Meanwhile, in June 2022, Garuda Indonesia managed to post a net profit of US\$3.76 billion or around Rp57.32 trillion. This achievement shows a significant increase compared to the same period the previous year which recorded a loss of USD1.6 billion. Garuda Indonesia's profit provides a positive indication for the entire group of companies, including Citilink. In 2021, Citilink experienced a net loss of US\$357 million or around Rp5.44 trillion. However, in the first quarter of 2023, Citilink recorded a net profit of Rp569 billion, showing a significant improvement in the company's financial performance. In June 2023, Citilink recorded total revenue of US\$1.39 billion or around Rp21.19 trillion. This revenue experienced a growth of 58.85% annually from the figure of US\$878.69 million achieved in Semester I of 2022. Citilink, as part of the Garuda Indonesia Group, continues to work to optimize its performance in serving flights with a city-to-city system (Anggi *et al.*, 2022; Nurul, 2021).

Citilink Indonesia as a subsidiary of Garuda Indonesia Group, has experienced changes in its financial and operational performance. In the third quarter of 2022, Citilink still recorded a loss, but there was a significant increase compared to the same period the previous year. This shows efforts to improve the company's management. Garuda Indonesia, Citilink's parent company, managed to record a significant profit in June 2022, which had a positive impact on the entire group of companies. However, throughout 2022 (January-August), Citilink's average occupancy rate reached 81.7% while the company targeted an occupancy rate of 85%, the data shows that Citilink ticket sales still need to be considered and improved (Jelita, 2022). And in 2023, the occupancy rate reached 83.4% with the same target of 85%. In conclusion, Citilink Indonesia is in the process of improving its performance and has the potential to grow better in the future, but still faces challenges in the competitive aviation industry (Juniarti *et al.*, 2023; Kharisma, 2023; Nurul, 2021).

Analysis of the impact of flight performance on repurchase intention in the airline industry is essential to understand customer behavior and maintain a strong market share. Flight performance includes various aspects such as punctuality, safety, service quality, ticket price, and the overall experience of air travel. First of all, flight punctuality has a significant impact on repurchase intention. Customers tend to be satisfied and more likely to choose airlines that frequently respect departure and arrival schedules (Cahyani *et al.*, 2019; Gosal & Bernarto, 2021; Sari & Zuhra, 2019). Speed and consistency in flight times can also increase customer trust in the airline. Second, safety factors are very important. Customers will tend to choose airlines that have a good safety record. Incidents or accidents involving airlines can have a negative impact on repurchase intention.

In research conducted by Cahyani *et al.*, (2019) stated that service quality also plays a major role in influencing customers' repurchase decisions. Friendly, responsive, and efficient service can increase customer satisfaction and encourage them to use the airline's services again. Ticket price is a significant economic factor. Competitive prices or special offers can influence repurchase intention, especially in the highly competitive airline industry. The overall experience during the trip, including in-flight amenities, comfort, and check-in process also have an impact on repurchase intention. By conducting an in-depth analysis of the above factors, airlines can identify areas where they need to improve their performance to strengthen customers' repurchase intention. This can help them retain loyal customers and increase their competitiveness in a competitive market.

## RESEARCH METHOD

This research was conducted quantitatively with a causal study because it aims to test the influence of Perceived safety, brand image, app mobile quality and service quality have an influence on satisfaction, as well as satisfaction on repurchase intention of Citilink airline passengers. The population in this study were Citilink passengers at one of the airports in Jakarta, Indonesia who had used the Citilink Apps application. The exact number of target population in this study is not known, but according to Hair et al. (2022), the sample calculation can use the inverse square root calculation, using a statistical power of 80% with a significance level of 5%, the minimum sample size is 155 samples, and in this study 275 samples were obtained. The variable perceived safety is measured using measurements from Begzjav & Prentice (2018) and Ringle et al. (2011), satisfaction measured using measurements from Begzjav & Prentice (2018), service quality measured using measurements from Shiwakoti et al. (2022), app mobile quality measured using measurements from Prasetyo & Yusran (2022), repurchase intention measured using measurements from Lin et al. (2022) and Prasetyo & Yusran (2022), brand image measured using measurements from Araújo et al. (2023). The data was analyzed using PLS-Sem with the SmartPLS 4 program by testing the validity and reliability of the data obtained, as well as analysis at the inner model stage to test the research hypothesis.

## RESULTS AND DISCUSSION

Table 1 is the demographics of the respondent profile in this study.

**Table 1.** Descriptions of Research Respondents

Criteria		Frequency	Percentage
Gender	Male	197	71.6%
	Female	78	28.4%
Age	17 - 25 years	23	8.4%
	25 - 35 years	194	70.5%
	35 - 45 years	48	17.5%
	Over 45 years	10	3.6%
Job	Private Employee	243	88.4%
	Entrepreneur	14	5.1%
	Professional (Doctor, Lawyer, etc.)	18	6.5%
Income	Less than 5 million/month	15	5.5%
	5 million - 10 million/month	176	64.0%
	10 million - 20 million/month	77	28.0%
	20 million - 30 million/month	2	0.7%
	Over 30 million/month	5	1.8%
In the last 1 year, how many flights did you take?	1x	61	22.2%
	2-3x	85	30.9%
	4-5x	30	10.9%
	Over 5x	88	32.0%
In the last 1 year, how many times have you used the services of Citilink airline?	1x	89	32.4%
	2-3x	82	29.8%
	4-5x	28	10.2%
	Over 5x	65	23.6%

Table 1 shows that the number of male respondents in this study was 197 respondents or 71.6% while the number of female respondents was 78 respondents or 28.4%. Respondents in the age range of 17-25 years were 23 respondents or 8.4%, respondents in the age range of 25-35 years were 194 respondents or 70.5%, respondents in the age range of 35-45 years were 48 respondents or 17.5%, and respondents in the age range of more than 45 years were 10 respondents or 3.6%. This shows that the majority of respondents are men from the millennial generation. The first test

conducted was the outer model stage. The outer model or measurement model describes the relationship between the indicator block and its latent variables.

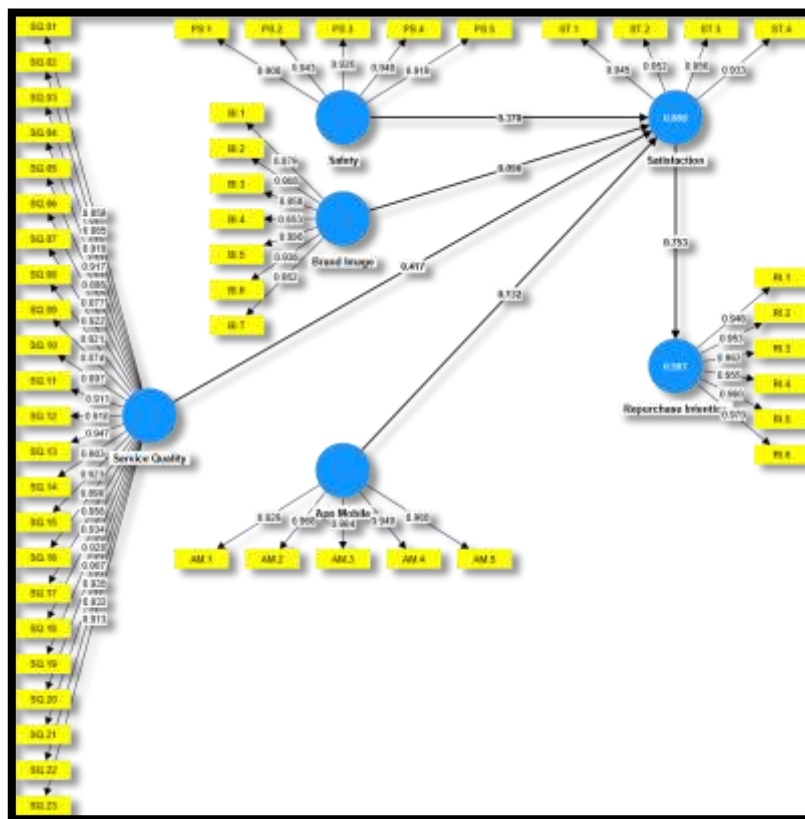


Figure 1. Research Model

Figure 1 shows the SmartPLS 4 output from the test results of the influence of perceived safety, brand image, app mobile quality and service quality on satisfaction, and its impact on repurchase intention. Outer model testing is carried out by looking at the convergent validity, discriminant validity and reliability values with the following results:

Table 2. Convergent Validity Test

Variable	Code	Outer loadings	AVE
App Mobile Quality	AM.1	0.929	0.911
	AM.2	0.968	
	AM.3	0.964	
	AM.4	0.949	
	AM.5	0.960	
Brand image	BI.1	0.879	0.738
	BI.2	0.906	
	BI.3	0.858	
	BI.4	0.853	
	BI.5	0.890	
	BI.6	0.936	
	BI.7	0.662	
Perceived safety	PS.1	0.908	0.863
	PS.2	0.943	
	PS.3	0.926	

Variable	Code	Outer loadings	AVE
<i>Repurchase intention</i>	PS.4	0.949	0.917
	PS.5	0.919	
	RI.1	0.946	
	RI.2	0.953	
	RI.3	0.962	
	RI.4	0.955	
<i>Service quality</i>	RI.5	0.960	0.831
	RI.6	0.970	
	SQ.01	0.858	
	SQ.02	0.885	
	SQ.03	0.919	
	SQ.04	0.917	
	SQ.05	0.886	
	SQ.06	0.877	
	SQ.07	0.922	
	SQ.08	0.921	
	SQ.09	0.874	
	SQ.10	0.897	
	SQ.11	0.911	
	SQ.12	0.918	
	SQ.13	0.947	
	SQ.14	0.903	
	SQ.15	0.923	
SQ.16	0.896		
SQ.17	0.958		
SQ.18	0.934		
SQ.19	0.928		
SQ.20	0.907		
SQ.21	0.935		
SQ.22	0.932		
SQ.23	0.913		
<i>Satisfaction</i>	ST.1	0.945	0.896
	ST.2	0.952	
	ST.3	0.956	
	ST.4	0.933	

Table 2 convergent validity testing is obtained from the calculation results in the application, where in the table it can be seen that all indicators are valid because the factor loading value on all indicators is more than 0.7. After the convergent validity test is carried out, then the average variance root that is extracted will be compared with the discriminant validity for further assessment (AVE). Discriminant validity testing is carried out by conducting a Heteroite-Monotrait (HTMT) test with the criteria that if the value in the test shows a value of less than 0.900, then it can be said that the variable is valid.

**Table 3.** Discriminant Validity Test

Variable	AM	BI	RI	PS	ST	SQ
App Mobile						
Brand image	0.492					
Repurchase intention	0.810	0.454				
Safety	0.801	0.390	0.746			
Satisfaction	0.797	0.438	0.774	0.880		
Service quality	0.786	0.404	0.730	0.852	0.874	

It can be seen that all the root values of AVE have been greater than the correlation values between variables. Therefore, the instrument in this research model is proven to be able to measure the targeted variables and does not measure other variables. The next stage is to conduct a reliability test with the following results:

**Table 4.** Reliability Test

Variable	Cronbach's alpha	Composite reliability
App Mobile	0.975	0.981
Brand image	0.939	0.951
Repurchase intention	0.982	0.985
Safety	0.960	0.969
Satisfaction	0.961	0.972
Service quality	0.991	0.991

All Cronbach alpha and composite reliability values have been more than 0.700, so all variables in this study are reliable. The next step is to test the structural model stage or inner model which is based on the core theory describing the causal relationship between latent variables, one of the tests on the inner model is the coefficient of determination or r square. The better the prediction model of the proposed research model, the higher the r-square value.

**Table 5.** R Square Test

Variabel	R-square	R-square adjusted
Repurchase intention	0.567	0.565
Satisfaction	0.800	0.797

The R-Square test results show a value of 0.565 for the repurchase intention variable, which means that 56.5% of the repurchase intention variable can be explained by satisfaction. The remaining 43.5 is explained by other variables outside this study. Multicollinearity in a research model can be determined by calculating the Variance Inflation Factor (VIF) value.

**Table 6.** Multicolonearity Test

Variable	Repurchase intention	Satisfaction
App Mobile		3.130
Brand image		1.292
Repurchase intention		
Safety		3.790
Satisfaction	1	
Service quality		3.762

All variables have VIF values of less than 5,000 so it is known that there is no multicollinearity in this study. The following is a hypothesis test in this study:

**Table 7.** Hypothesis Test

Hypothesis	Original sample	T statistics	P values	Result
H1 Safety -> Satisfaction	0.378	7.045	0.000	Supported
H2 Brand image -> Satisfaction	0.050	1.723	0.042	Supported
H3 App Mobile -> Satisfaction	0.132	2.797	0.003	Supported
H4 Service quality -> Satisfaction	0.417	9.385	0.000	Supported
H5 Satisfaction -> Repurchase intention	0.753	19.092	0.000	Supported

The hypothesis test conducted showed significant results, namely a positive effect described as; Perceived safety has a significant and positive effect on satisfaction (H1), Brand image has a significant and positive effect on satisfaction (H2), App Mobile Quality has a significant and positive effect on satisfaction (H3), Service quality has a significant and positive effect on satisfaction (H4), and Satisfaction has a significant and positive effect on repurchase intention (H5). Perceived safety or passenger security perception is highly dependent on the risk or threat felt by the passenger (Ma et al., 2022). The existence of risks or threats on airplane flights for some consumers can create a perception that the flight is not safe. So if consumers have a feeling that the

flight is not safe, it will cause concerns that will certainly cause consumer satisfaction to decrease. The results of this study are in line with research conducted by Ma et al. (2022) and Begzjav & Prentice (2018) shows that Perceived safety has a significant and positive influence on satisfaction in the aviation industry.

Brand image is the consumer's perception and preference for a brand, which is reflected in the various brand associations that exist in the consumer's memory (Arif, 2019). A brand is a seller's promise to consistently deliver certain features, benefits, and services to customers, not just a symbol that distinguishes a particular product from competitors (Puspaningrum, 2020). When the seller can fulfill his promise to the consumer, it means that the consumer's expectations will be fulfilled which then refers to the growth of consumer satisfaction. The results of this study are in line with those conducted by Araújo et al. (2023), Rahmadhany & Lia (2023) and Abbas et al. (2021) shows that brand image can have a significant influence on consumer satisfaction.

In today's digital era, almost all aspects of consumer services have relied on digitalization in mobile applications or mobile services. The quality of mobile service applications is the key to future competitive advantage for companies that run their businesses through mobile devices (Mulyono & Pasaribu, 2021). By having a mobile application, Citilink passengers can check flight status, check-in, and others with the aim of providing extra service for passengers. The quality of mobile services can be seen as an important strategic factor for companies to differentiate their goods and services from their competitors (Azzahra & Kusumawati, 2023). If the Citilink mobile application has good quality and can meet passenger expectations, then satisfaction in using Citilink airlines will be formed. The results of this study are in line with those conducted by Andriyani & Sari (2022) and Mulyono & Pasaribu (2021) shows that the quality of mobile applications can significantly affect consumer satisfaction.

In the context of this study, Services refers to various services provided by PT Citilink Indonesia to their customers during the flight experience. These services include a number of aspects that can affect customer satisfaction and experience, such as cabin crew service, food and beverages provided during the flight, on-board facilities, check-in process at the airport, responsiveness to customer complaints, and various other aspects related to quality and comfort during air travel (Khuzairah et al., 2023; Lianto, 2018). When the quality of service provided by Citilink Airlines is able to meet passenger expectations, then passenger satisfaction when using Citilink will be achieved. The results of this study are in line with those conducted by Shiwakoti et al. (2022), Made (2021) and Ardini et al. (2022) shows that service quality has a significant influence on satisfaction, especially in the aviation industry. Setyanta (2021) also shows that good service quality from airlines can increase passenger satisfaction.

Satisfaction is a consumer's response to fulfillment. It is a judgment that a product or service feature, or the product or service itself, provides (or provides) a pleasurable level of consumption-related satisfaction, including a greater or lesser degree of fulfillment (Badarou, 2021). In the theory of purchasing interest, there is a stage where consumers will evaluate which products they will choose to buy. Consumers tend to place a better position on products they have used before, especially when they feel satisfied with having used the product (Kington et al., 2018). The results of this study are in line with those conducted by Meisaroh et al. (2022) Ishmael & Dei (2018) and Praja & Haryono (2022) shows that satisfaction has a significant influence on repurchase intention.

The service quality variable is a variable that has a large contribution to passenger satisfaction and its impact can indirectly increase the repurchase intention of Citilink airline passengers. In the low-cost airline industry or commonly called low cost carrier (LCC), service is something that can differentiate one airline from another, because in LCC flights, the price difference is not too different. So if the company wants to increase repurchase intention and passenger satisfaction, the management can pay attention to the service quality provided by

Citilink to passengers. Citilink airline should also have a special SOP that can be done when customers complain or make requests to staff, so that answers can be given within the promised time frame. Estimated delays can also be informed more quickly to passengers when they are about to fly. In addition, Citilink Airlines should be able to rejuvenate facilities so that they look new in the eyes of passengers. By doing these things, it is hoped that passengers will have the perception that the quality of service provided by Citilink is good so that satisfaction and repurchase intention can also increase.

Perceived safety is a variable that contributes to increasing passenger satisfaction and its impact can indirectly increase the repurchase intention of Citilink airline passengers. When viewed from various existing media, every plane crash always becomes hot news in various mass media, both print and digital media. This seems to indicate that plane crashes are something that is considered very risky, even though in fact airplanes are a transportation fleet with the lowest accident rate compared to other means of transportation, therefore concerns about flying remain in the minds of passengers. Based on the results of observations at several airports in the region, there are indeed differences in security levels at several airports, especially those in small areas. Although this is the policy of each airport, in this case the Citilink Airlines may be able to have its own security procedures when entering the plane in order to increase the sense of security of other passengers.

Through the Citilink App, customers can easily book tickets, check in online, access flight information, and even receive notifications regarding changes to flight schedules through this application. In other words, the Citilink App seems to provide special services to passengers that are not available from all airlines. Indicators related to ease and speed of transactions are indicators that received the lowest answers. The airline should make the Citilink application user interface easier by placing ticket checks on the application's home page, so that users do not need to search and select menus. In addition, for passengers who frequently fly, the application developer may be able to add a widget feature so that flight schedules or cheap ticket searches can appear on the home page without having to open the application. In addition, the Citilink mobile app also has a feature to make refunds directly without going through a third party so that the refund process can be done faster, this feature can possibly become the main feature that is relied on so that the management can promote the Citilink mobile app better.

## CONCLUSION

The results of this study indicate that all hypotheses are accepted, meaning that Perceived safety, brand image, App Mobile Quality, and service quality have an influence on satisfaction, as well as satisfaction on repurchase intention. Currently, almost all airlines in Indonesia have a good brand image because there are not many airlines operating in Indonesia. Therefore, brand image may not be a concern or focus for passengers. However, the results of the study indicate that brand image has a significant influence on satisfaction and repurchase intention. Based on the results of the descriptive analysis, the indicators related to "I have an idea of the type of person who uses Citilink Airlines" and "The brand of Citilink Airlines can arouse sympathy" are indicators that can be considered. The managerial party can make efforts to improve brand image by establishing a clear brand identity, understanding the target audience, focusing on service quality, and engaging in content marketing which is currently a very important media to pay attention to. The results of this study can show a picture of consumer behavior related to how consumers will return to using the same airline if they are satisfied with the service from Citilink. The results of this study can also provide a picture of consumer behavior on other similar airlines, especially with the same target market. This study has limitations that can be information that needs to be considered for further research when using topics related to the title of this study. The first limitation is the limited

proportion of respondents so that only around 25% of female respondents were obtained. As is known, women and men tend to have different cultures and behaviors in assessing something. Further research should be able to conduct separate analyses between female and male respondents so that it can be seen whether there are differences between the behavior of both groups. The results of the study indicate that there are still several other variables that can significantly affect consumer loyalty, this can be seen from the r square value in the test results. Further research should be able to analyze similar research models by adding several variables that can affect the repurchase intention of airline passengers.

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