



The influence of brand image and ticket prices on repurchase intention of Citilink airlines with satisfaction as an intervening on flight routes Jakarta - Kulonprogo

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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 study aims to test 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.

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INTRODUCTION

Transportation is an important aspect that can support people's economic activities, where air transportation is a means of transportation that offers better effectiveness and time efficiency. Apart from being used as a means of transportation, airplanes can also be used to transport cargo and postal goods. Airlines are private or government-owned companies that specifically provide air transportation services.

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. (Natadiharja, 2020). This happens because the airline brands in Indonesia are dominated by Garuda Indonesia and Lion Air, several airline subsidiaries currently operating are also subsidiaries of these two companies. Therefore, competition in the aviation industry in Indonesia is quite competitive. One of the airlines that has contributed to the development of economic activity in Indonesia is PT Citilink

Indonesia. PT Citilink Indonesia is an airline that has been operating since July 16 2001 and has served more than 100 routes to 47 destinations. The decline in the airline industry caused quite significant losses for the Citilink airline, where in 2022 PT Citilink Indonesia, which is a subsidiary of Garuda Indonesia, recorded a net loss of US\$3.6 million or around IDR 56.3 billion until the third quarter of 2022.(Jelita, 2022). Throughout 2022 (January-August), the average Citilink occupancy rate will reach 81.7%. Even during the Christmas period (Christmas and New Year) 2023, Citilink recorded a passenger occupancy rate of 83%(Rhamadanty, 2024). While the company targets an occupancy rate of 85%, this data shows that Citilink ticket sales still need attention and improvement. Customer retention in the airline market is of great importance in the marketing literature because it is important for increasing airline profits(Ravishankar & Christopher, 2023). Therefore, in recent years, researchers and professionals in the aviation industry have paid more attention to developing strategies to retain consumers by making consumers use services from the same brand or repurchase intention.

Repurchase intention refers to a customer's intention to purchase a product or service they have used before (Shen & Ahmad, 2022). It can be considered as a customer's psychological commitment to a product or service. Airlines with a positive brand image are often known for superior service, passenger comfort, and flight reliability. When passengers have a satisfying experience, they are more likely to choose the same airline for their next trip. In addition, a strong brand image also creates a sense of loyalty and trust, so that passengers feel more comfortable making repeat purchases. Thus, a positive brand image not only attracts new customers but also retains existing customers. Research conducted by Zunaini et al. (2021) And Shen & Ahmad (2022) shows that Brand Image has a significant positive influence on Repurchase intention. Brand Image can also influence customer satisfaction, an airline's brand image can increase passenger satisfaction because it creates strong expectations and trust. Airlines with a positive brand image are often known for superior service, passenger comfort, and flight reliability. When passengers have a satisfying experience, they tend to be satisfied with the service they receive. In addition, a strong brand image also creates a sense of loyalty and trust, so that passengers feel more comfortable and satisfied with their choices. Thus, a positive brand image not only attracts new customers but also retains existing customers. Findings were made by Abbas et al. (2021) and Büyükdag (2021) shows that Brand Image has a significant influence on customer satisfaction.

One other important factor that consumers consider when choosing an airline is the price offered by the airline. Especially in the aviation industry, airplane ticket prices always change due to passenger density in certain seasons. Therefore, it is important to pay attention to the price perception in the minds of consumers, whether the price is considered appropriate or not for buying a ticket. For consumers, price perception is more important than objective price. The perceived price in turn affects consumer buying behavior or purchase intention (Ali & Bhasin, 2019). Therefore, the price set by the airline will greatly determine consumer perception whether the price offered is in accordance with the service to be obtained and will then affect repurchase interest in the future.

Factors that can influence repurchase intention are passenger satisfaction. Passenger satisfaction from an airline can increase repurchase intention because a satisfying experience tends to create loyalty. When passengers are satisfied with the service, comfort, and reliability of the airline, they are more likely to choose the same airline for their next trip (Fakhrudin, 2020). Satisfaction also creates a sense of trust and self-satisfaction, so that passengers feel more comfortable and satisfied with their choice. In addition, satisfied passengers tend to recommend the airline to others, which can increase repurchase intention organically. Thus, passenger satisfaction is key to retaining and attracting returning customers. Research conducted by Anabir (2023), Wang et al. (2023) and Rifki et al. (2022) shows that consumer satisfaction greatly influences repurchase interest.

This study focuses on the Jakarta-Kulonprogo flight because there is still a fairly high level of complaints from passengers who have used flight services on the Jakarta-Kulonprogo route. Based on data obtained internally from the Citilink airline, the number of complaints given is more than the set limit. In order to find out what factors can influence consumers to make a repurchase intention, a pre-survey was conducted on 15 consumers who have flown using the Citilink airline for more than 3 years, where the pre-survey was conducted at Kulonprogo Airport on Jakarta-Kulonprogo flight passengers, consumers who have used Citilink for more than 3 years were chosen because they are considered to understand the attributes of Citilink better than consumers who have only used Citilink for less than 3 years. The pre-survey tested attributes that are considered a priority by consumers, where the attributes tested include price (value for money), airline service quality, airline brand image, satisfaction felt when using the airline, trust in the airline, and airline reputation. These six attributes are attributes selected in several previous journals that tested the influence on the repurchase intention of the aviation industry conducted by Praja et al. (2023), Arif (2019) and Ravishankar & Christopher (2023). Where this pre-survey was conducted to find out what factors are suspected to influence consumer repurchase interest in Citilink airlines. The results of the pre-survey showed that passenger satisfaction, airline brand image and airline ticket prices are their main priorities in choosing which airline to use for future flights.

Based on the description of the problems that occurred, this research will focus on testing whether there is an influence of the 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.

RESEARCH METHODS

This research aims to analyze the influence of the independent variables Brand Image and price on the dependent variable, namely Repurchase intention through Satisfaction as a mediating variable. So the object of this research is Repurchase intention. In this research, the unit of analysis is individuals, namely consumers who have used Citilink flight services. This research applies a quantitative approach. The population in this study are all consumers who have flown using Citilink in the last 3 years on the Jakarta-Kulonprogo flight route. It is not known exactly how many populations were in this study. In this study, the population size is not known with certainty, therefore, Hair et al. (2022) said that the minimum sample size is five times the number of question items in the questionnaire. The number of questions in this research was 28 questions, so the minimum sample size was 140 respondents. In addition, to determine the number of samples more accurately, the inverse square root calculation is used by considering the path coefficient (p) and the standard error will be greater than the strength of the statistical test (statistical power). This study uses a statistical power of 80% with a significance level of 5%. The selection of statistical power of 80% means that if data collection is carried out repeatedly to an infinite limit, there is an 80% or more possibility of being able to conclude that an effect does not exist. Based on these figures, the minimum sample used is 155 respondents. To carry out sampling, this research uses a purposive sampling technique, which means selecting samples based on certain criteria (Sugiyono, 2019). The criteria for being a sample in this research are consumers who have been have flown using Citilink in the last 3 years on the Jakarta-Kulonprogo flight route, If consumers have only flown Citilink more than 3 years ago, there is potential for bias because the service provided by the airline may be different from the latest conditions. The data in this research was obtained directly using a research questionnaire which was created based on the operationalization of research variables. Questionnaires were distributed via Google Form directly

to all research respondents. The analysis uses the PLS SEM (Partial Least Square Structural Equation Model) approach with the Smart-PLS program.

RESULTS AND DISCUSSION

The majority of respondents in this study were male, namely 142 respondents or 65.14%, while there were 76 female respondents or 34.86%. This shows that the research sample is dominated by men. Based on the domicile criteria, research respondents were dominated by 138 respondents domiciled in Jakarta or 63.3%, while 37 respondents domiciled in Yogyakarta or 17.43%. The rest live in Tangerang, Bogor, Bekasi, Depok and surrounding areas. Based on the educational criteria of the research respondents, there were 85 undergraduate respondents or 38.99%, respondents with a high school/vocational school/equivalent education background were 65 respondents or 29.82%, 14 respondents with a master's education background were 14 respondents or 6.42%. and respondents with a diploma educational background totaled 54 respondents or 24.77%. Based on the job criteria, the research respondents were dominated by 114 private sector employees or 52.29%, of whom there were 27 respondents or 12.39% who were students. Respondents who were ASN/PNS were 21 respondents or 9.63%. There were 13 respondents who were entrepreneurs and freelancers or 5.96%. Meanwhile, the remaining 30 respondents or 13.76% had other professions. Based on the respondent age criteria, the research was dominated by respondents aged 25 - 35 years, namely 111 respondents or 50.92%, and respondents with an age range of 17-25 years amounted to 62 respondents or 28.44%. The remaining 30% are over 35 years old. This shows that the majority of respondents in this study came from generation z and the millennial generation. Based on the research respondents' income criteria, there were 73 respondents or 33.49% who had incomes in the range of IDR 5 million/month – IDR 10 million/month. This shows that the majority of respondents had incomes above the minimum wage for the capital city. Based on the criteria for the number of flights, research respondents were dominated by respondents who had boarded Citilink airlines 2-3 times, totaling 88 respondents or 40.37%.

Table 1. Profile of Research Respondents

	Criteria	Frequency	Percentage
Gender	Man	142	65.14%
	Woman	76	34.86%
Age	17 - 25 years old	62	28.44%
	>25 - 35 years	111	50.92%
	>35 - 45 years	35	16.06%
	>45 - 55 years	8	3.67%
	Over 55 years old	2	0.92%
Work	Student/Students	27	12.39%
	Private sector employee	114	52.29%
	Freelancing	13	5.96%
	Self-employed	13	5.96%
	ASN/PNS	21	9.63%
	Other	30	13.76%
Education	SMA / VOCATIONAL SCHOOL	65	29.82%
	Diploma	54	24.77%
	S1	85	38.99%
	S2	14	6.42%
Domicile	Jakarta	138	63.30%
	In Yogyakarta	38	17.43%
	Tangerang	4	1.83%
	Bogor	2	0.92%
	Other	36	16.51%
Income	Less than IDR 5	58	26.61%

Number of Flights in last 1 year	million/month		
	>5 million - 10 million/month	73	33.49%
	>10 million - 20 million/month	36	16.51%
	>20 million/month	51	23.39%
	1 time	53	24.31%
	2 times - 3 times	88	40.37%
	4 times - 6 times	24	11.01%
	More than 6 times	53	24.31%

The correlation between the construct value and the indicator value can be used to assess the validity of reflecting indicators. Reflective indicator measurement demonstrates that as other indicators within a construct change, so does an indicator within that construct. It can be seen in table 2 that all indicators have loading factor values above 0.700. However, indicators with codes BI.02, H.04 and RI.02 are below 0.700. But according to Hair et al. (2017) Indicators that have a loading factor value between 0.400 and 0.700 can be used if they do not cause the Average Variance Extracted (AVE) value to be less than 0.500. Thus, all indicators in this research are valid and testing can be continued.

Table 2. Convergent Validity Test Results

Variable	Indicator	Outer Loading	AVE	CR
Brand Image	BI.01	0.724	0.551	0.907
	BI.02	0.661		
	BI.03	0.702		
	BI.04	0.764		
	BI.05	0.773		
	BI.06	0.752		
	BI.07	0.761		
	BI.08	0.793		
Price	H.01	0.778	0.594	0.909
	H.02	0.808		
	H.03	0.800		
	H.04	0.775		
	H.05	0.851		
	H.06	0.855		
	H.07	0.855		
Repurchase Intention	RI.01	0.849	0.622	0.969
	RI.02	0.645		
	RI.03	0.823		
	RI.04	0.729		
	RI.05	0.797		
	RI.06	0.866		
Satisfaction	S.01	0.790	0.623	0.920
	S.02	0.745		
	S.03	0.811		
	S.04	0.800		
	S.05	0.758		
	S.06	0.817		
	S.07	0.803		

Reflective indicators need to be tested for discriminant validity by comparing the values in the Heteroit-Monotrait (HTMT) test table. Discriminant validity is said to be valid if the value in the HTMT table is less than 0.900. The results of discriminant validity tests are presented in Table 3. Table 3 shows that all of the values in the HTMT table are less than 0.900, implying that all

variables satisfy the discriminant validity feature. Thus, it can be stated that all the indicators in this study were able to assess the specified factors and did not measure additional variables.

Table 3. Discriminant Validity Test Results

Variable	Brand Image	Price	Repurchase	Satisfaction
Brand Image				
Price	0.666			
Repurchase	0.786	0.692		
Satisfaction	0.803	0.724	0.813	

Composite dependability of the indicator block measuring the construct is one of the two criteria used to evaluate the construct reliability test. If a variable's composite reliability value is more than 0.7, it is deemed dependable. All of the model's constructs have composite reliability ratings more than 0.700, as shown in Table 4, indicating that every variable is dependable. The findings of this study's reliability testing are as follows:

Table 4. Reliability Test Results

Variable	R-Square
Brand Image	0.907
Price	0.909
Repurchase	0.907
Satisfaction	0.920

The R-Square for each dependent latent variable should be examined first when evaluating the model using PLS. Strong, medium, and weak models are indicated by R-squared values of 0.67, 0.33, and 0.19 (Hair et al., 2022). The Repurchase Intention variable has a value of 0.606 according to the findings of the r square test. Therefore, it can be said that brand image, price, and satisfaction account for 60.6% of the repurchase intention variable, with additional factors not included in this study accounting for the remaining 39.4%. The findings of this study's r-squared test are as follows.

Table 5. R Square Test Results

Variable	R-square	R-square adjusted
Repurchase	0.612	0.606
Satisfaction	0.599	0.595

The F-Square value is a measure used to assess the relative impact of an influencing (independent) variable on the influenced (dependent) variable. In other words, f-square shows the magnitude of the impact of changes in the r-square value if the exogenous variable is removed from the research model. The F-square criterion is that if the f^2 value = 0.02 then the impact is small/bad. If the f^2 value = 0.15 then the impact is medium. If the f^2 value = 0.35 then the impact is big/good. Table 6 shows that the exogenous variables Brand Image and price which influence Repurchase intention have an f square value of less than 0.15, which means they have a small influence. So it can be concluded that if Brand Image and price are excluded from the research model they will have a small impact on changes in r square. However, Satisfaction has a moderate impact on changes in the r square value. The exogenous variable Brand Image which influences satisfaction has an f square value of more than 0.35, namely 0.447, which means it has a big influence. So it can be concluded that if Brand Image is removed from the research model it will have a big impact on changes in r square. Meanwhile, the price variable has a moderate impact if it is removed from the research model. The following are the results of the f square test in this research:

Table 6. F-Square Test Results

Variable	Repurchase	Satisfaction
Brand Image	0.119	0.447
Price	0.044	0.198
Repurchase		
Satisfaction	0.155	

Table 7 shows that the VIF value for all variables is less than 5.00, so there is no collinearity between each variable indicator measured. The following are the results of the collinearity test in this study:

Table 7. Multicollinearity Test Results

Variable	Repurchase	Satisfaction
Brand Image	2,179	1,506
Price	1,805	1,506
Repurchase Intention		
Satisfaction	2,492	

Hypothesis testing can be done by paying attention to the level of significance and path parameters between latent variables. Hypothesis testing is carried out by looking at the t table value and p value. This research tests the influence of Brand Image, price and satisfaction on Repurchase intention among Citilink airline users on Jakarta flights (CGK - Kulonprogo (YIA)). The test results show that all hypotheses are accepted. The following are the results of hypothesis testing in this research:

Table 8. Hypothesis Test Results

	Hypothesis	Original Sample	T statistics	P values	Conclusion
H1	Brand Image-> Repurchase	0.318	4,146	0,000	Accepted
H2	Price-> Repurchase	0.176	2,704	0.003	Accepted
H3	Satisfaction-> Repurchase	0.387	4,438	0,000	Accepted
H4	Brand Image-> Satisfaction	0.520	7,451	0,000	Accepted
H5	Price-> Satisfaction	0.346	5,243	0,000	Accepted

The next stage is to use structural equation modeling (SEM) analytic techniques using SmartPLS to evaluate hypotheses following responder profile analysis. The two phases of SEM testing are the outer model and the inner model. The outer model testing includes reliability, discriminant validity, and convergent validity tests. As will be covered in this study, assessing the inner model in the interim involves r-squared, f-squared, collinearity, and hypothesis testing. The following is an explanation of the hypothesis testing results:

This study's first hypothesis examines how brand image affects repurchase intention. Because the statistical t value of 4.146 is higher than 1.65 and the p value of 0.000 is lower than 0.05, the test findings demonstrate a significant and positive relationship between Brand Image and Repurchase Intention for Citilink Airlines. Thus, it may be said that the study's first hypothesis is accepted. With an initial sample value of 0.318, the nature of the positive effect indicates that the stronger the brand image, the higher the consumer's repurchase intention will be. This implies that if the brand image grows by one unit, the repurchase intention is expected to increase by 0.318. The brand image of an airline can increase repurchase intention because it creates a positive impression and strong trust in the eyes of consumers. Airlines with a good brand image are often known for their superior service, passenger comfort, and flight reliability. When consumers have a satisfying experience, they tend to choose the same airline for their next trip. In addition, a strong brand image also creates a sense of loyalty and trust, so that consumers feel more comfortable making repeat purchases. Thus, a positive brand image not only attracts new customers but also retains existing customers. The results of this study succeeded in confirming the research conducted by

Sutanto & Kussudyarsana (2024), Zunaini et al. (2021) And Shen & Ahmad (2022) shows that Brand Image has a significant positive influence on Repurchase intention. A good image for a brand is quite important for a company. Where a good image of a brand will make consumers have good thoughts about the brand (Kington et al., 2018). Therefore, in an effort to increase repurchase intention, companies should pay attention to passenger satisfaction, especially on Jakarta - Kulonprogo flights. Maintaining and growing passenger satisfaction is a priority that needs to be done, especially in competitive markets so that customers do not fall prey to other competitors. Based on the results of descriptive analysis, it is known that indicators related to satisfaction due to employee responses and comparison with other airlines are the lowest indicators. This shows that it is possible that there are still some Citilink staff who are not suitable in serving passengers. Apart from that, customers also tend to compare Citilink services with other airlines so that when other airlines have higher service, the service from Citilink will be considered ordinary. It is hoped that the managerial team will be able to improve staff service by providing training and supervision when tasks are given, so that it is hoped that Citilink airline customers will reorder in the future. In an effort to increase repurchase intention, companies should pay attention to the brand image of Citilink airline. Maintaining and improving the airline's brand image is something that needs to be done. It is possible that respondents do not know that Citilink is an airline that has been operating for 23 years, so it is possible that the managerial team could carry out branding such as giving the tagline "25 Years of Citilink Together with Indonesia" when Citilink airline turns 25 years old. Apart from that, services can also be improved by providing training to staff.

This study's second hypothesis examines how pricing affects repurchase intention. Given that the statistical t value of 2.704 is over 1.65 and the p value of 0.003 is below 0.05, the test findings demonstrate a significant and positive relationship between price and Citilink airline's repurchase intention. The results of this study succeeded in confirming the research conducted by Ali & Bhasin (2019), Ongkowijoyo (2022), Made (2021) and Uslu & Huseynli (2018) shows that price has a significant influence on repurchase intention. Airline ticket prices can increase repurchase intention because affordable and competitive prices are often the main factors in repeat purchase decisions. Consumers tend to look for the best value for their money, and when they feel that an airline's ticket price provides good value, they are more likely to choose the same airline for their next trip. In addition, stable and affordable prices also create a sense of trust and loyalty among consumers. When consumers feel that an airline provides fair and quality prices, they tend to feel satisfied and more comfortable making repeat purchases. Thus, attractive and competitive ticket prices can significantly influence consumer repurchase intention.

This study's third hypothesis examines how satisfaction affects the propensity to repurchase. The statistical t value of 4.438 is over 1.65 and the p value of 0.000 is below 0.05, indicating a significant and positive relationship between satisfaction and repurchase intention for Citilink Airlines. Therefore, it may be said that hypothesis 3 of this research is accepted. The positive influence's nature indicates that a customer's desire to repurchase will rise in tandem with their level of pleasure. With an initial sample value of 0.387, the nature of the positive effect demonstrates that the higher the customer's level of satisfaction, the higher their desire to repurchase, which means that if Satisfaction increases by one unit, it is predicted that repurchase intention will increase by 0.387. The results of this study succeeded in confirming the research conducted by Anabir (2023), Oktaviani (2024) Wang et al. (2023) and Rifki et al. (2022) shows that consumer satisfaction greatly influences repurchase intention. Long-term satisfaction with a good or service comes from frequent gratification (Boonlertvanich, 2019). When someone compares the

performance of a product they believe in with the performance or results they expected, they feel satisfied. Consumers will feel unhappy if the performance does not match their expectations. Conversely, consumers will feel happy or very satisfied if performance meets or exceeds expectations. Repurchase intention or interest in repurchasing is a desire created by a high level of consumer satisfaction (Yoopetch et al., 2022).

This study's fourth hypothesis examines how brand image affects customer satisfaction. Because the statistical t value of 4.146 is higher than 1.65 and the p value of 0.000 is lower than 0.05, the test findings demonstrate a significant and positive relationship between Citilink Airlines' brand image and customer satisfaction. Thus, it may be said that this study's fourth hypothesis is accepted. An airline's brand image can increase customer satisfaction because it creates positive expectations and trust in the services offered. Airlines with a strong brand image typically engage in better customer practices, such as friendly service, flight reliability, and passenger comfort. This makes consumers feel more satisfied and have a better experience, which in turn increases customer loyalty and opens up opportunities to recommend the airline to others. A positive brand image can also differentiate an airline from competitors, thereby attracting more potential customers. The results of this study succeeded in confirming the research conducted by Witama & Keni (2020), Abbas et al. (2021) And Büyükdag (2021) shows that Brand Image has a significant influence on customer satisfaction. The term "brand image" describes a company's schematic memory. It includes how the target market views the features, advantages, applications, users, and traits of the manufacturer and marketer (Witama & Keni, 2020). When a product or service has a good image in the eyes of consumers, there will be a tendency for consumers to feel satisfied after using the product or service from that brand (Natalina, 2022).

This study's fifth hypothesis examines how pricing affects customer satisfaction. Given that the statistical t value of 2.704 is higher than 1.65 and the p value of 0.003 is lower than 0.05, the test findings demonstrate a significant and positive relationship between pricing and customer satisfaction for Citilink Airlines. Therefore, it may be said that hypothesis 5 of this research is accepted. The positive influence's nature indicates that customer satisfaction will rise in proportion to Citilink Airlines' better rates. The nature of the positive influence shows that the better the price, the consumer satisfaction will also increase with an original sample value of 0.346, which means that if the price increases by one unit, it is predicted that satisfaction will increase by 0.346. Airline ticket prices can increase passenger satisfaction because affordable and competitive prices are often a major factor in travel decisions. When passengers feel that the ticket price they pay provides good value, they are more likely to be satisfied with the overall experience. Affordable prices can also create positive expectations, so passengers feel that they are getting decent service. In addition, when ticket prices are stable and not too high, passengers feel that they are not burdened by travel costs, which in turn increases their satisfaction. Thus, attractive and competitive ticket prices can contribute significantly to passenger satisfaction. The results of this study succeeded in confirming the research conducted by Phan & Le (2023) And Ali & Bhasin (2019) shows that price can significantly influence consumer satisfaction. Price is the amount of money we have to sacrifice to get something we want. price is a powerful managerial tool that influences product/brand image, equity, positioning and purchasing (Uslu & Huseynli, 2018). Consumers will evaluate the value of the airline services they use, and when the price given is deemed worth paying, consumers tend to be satisfied with using the service.

CONCLUSION

The results of this study show that among several variables that can influence repurchase intention, namely brand image, price and satisfaction, the satisfaction variable is the variable that has the highest influence compared to other variables. This study was only conducted on Citilink

airline passengers with the Jakarta - Kulonprogo flight route so it will be difficult if the results of this study are to be generalized widely such as throughout Indonesia because passengers in other cities may have different behaviors. Based on this, it is hoped that further research can conduct research in several different cities with the aim that the research results can be analyzed in more depth and generalized more widely.

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