

THE EFFECT OF SERVICE QUALITY AND PRICE PERCEPTION ON REPURCHASE INTENTION THROUGH CUSTOMER SATISFACTION CITILINK JUANDA AIRPORT SURABAYA

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Abstract

This study aims to test the effect of service quality and price perception on repurchase intentions through customer satisfaction as an intervening variable at Juanda Airport Surabaya for Citilink airlines. This research is descriptive and quantitative using SEM-PLS analysis tool with the help of *Smart-PLS software*. The data consisted of primary data collected from 102 respondents using *accidental sampling* to determine the sample. The results show that the quality of service has a tremendously positive influence on repurchase interest, but price perception has no significant effect. Customer satisfaction influences an intervening variable between service quality and repurchase intent but does not exist as an intervening variable between price perception and repurchase intent. Based on the historical background discussed and in comparison with the results of previous studies, this study attempts to examine the relationship among service quality, customer satisfaction, price perception, and repurchase interest of Citilink Airlines located at Juanda Airport in Surabaya. Taking case studies at this airport is because Juanda Airport is the main base of Citilink airlines and is one of the main airports with a relatively high passenger density in Indonesia.

Keywords: Customer Satisfaction, Price Perception, Quality of Service, Repurchase Intention.

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INTRODUCTION

All human activities are made simpler by the variety of transportation options, including the eradication of distance as a barrier. People now have the chance to experience flight, and having airline travel also helps to accelerate mobilization.

Airplanes are considered safe and fast public transportation because don't cause traffic jams on the roads. Compared to other modes of transportation, using airplanes is somewhat faster and has a fairly good time efficiency.

The development of the aviation industry in Indonesia is improving after the Covid-19 pandemic that has emerged since 2019. Data released by the Central Statistics Agency for January – October 2022 the pace of domestic and international aircraft passengers shows increased ¹. In Figure 1, the number of airplane passengers at the main airport (Polonia, Soekarno-Hatta, Juanda, Ngurah Rai, and Hasanuddin) shows an upward trend. In January, the aircraft passenger figure of 2,208,642 rose to 3,478,541 passengers in October 2022. This increase of 57.49% indicates that people's mobility using air transportation is relatively high.

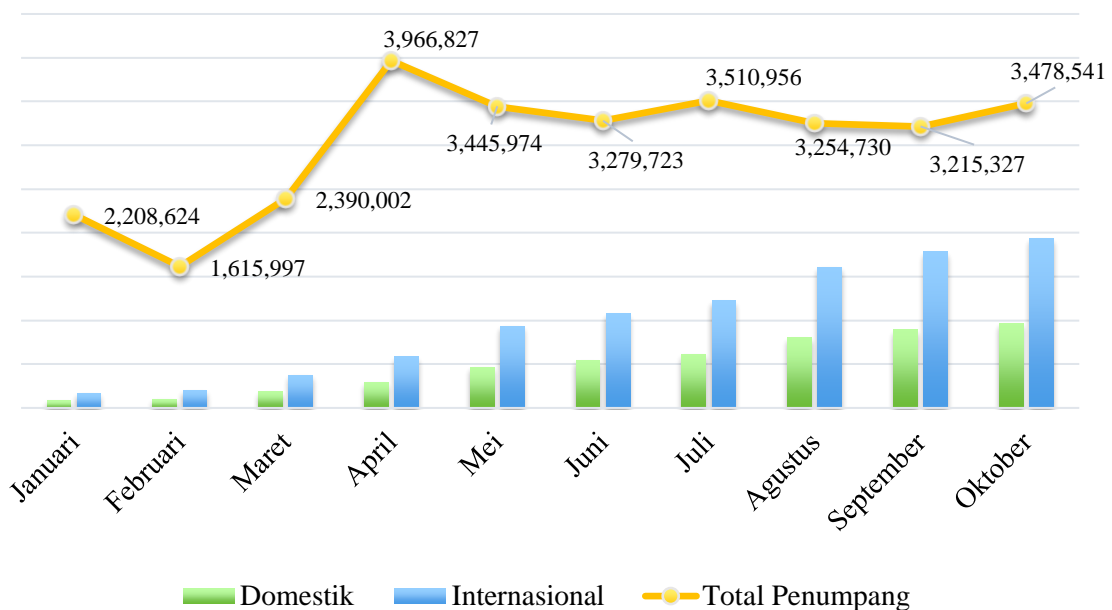


Figure 1. Number of Airplane Passengers at Main Airports in 2022

Data from airlines in Indonesia recorded that there were 18 airlines carrying passengers, 54 cargo airlines, and 56 foreign airlines ². The existence of various kinds of airlines in Indonesia makes for tough competition in terms of services, facilities and prices. Citilink is a Low-Cost Carrier (LCC) airline in Indonesia that has a good track record and rarely raises negative news.³ The airline started as a subsidiary of Garuda Indonesia and became an independent airline in 2012.

¹ Badan Pusat Statistik, 'Jumlah Penumpang Pesawat Di Bandara Utama Tahun 2022', *Badan Pusat Statistik*, 2022.

² Vadhia Lidyana, 'Daftar Maskapai Penerbangan Di Indonesia', *IDN Times*, 14 November 2021.

³ Adinda Wahyu Azmarani, 'Analisis Kualitas Pelayanan Maskapai Penerbangan Low Cost Carrier (Studi Deskriptif Di PT. Citilink Indonesia Cabang Surabaya)', *Kebijakan Dan Manajemen Publik*, 04.03 (2016).

The latest data released by Annual report Citilink Indonesia 2018⁴ presents developments total of passengers from 2015-2018. In 2015 the total number of disabled passengers was 410.979, in 2016 there were 445.860, in 2017 there were 507.734, and in 2018 there were 610.607 passengers. In terms of quantity, Citilink's total number of passengers continues increase every year, in percentage terms the increase that occurred from 2015 to 2018 was 48.57%. This figure indicates that public interest in using Citilink's services continues to increase. Based on these data, the researcher is interested in discussing several factors related to interest in repurchasing Citilink services. Repurchase intention is defined as a consumer's motivation as an actualization need that is in his mind.⁵

Citilink as a service provider company, has a main focus on service quality to ensure that customers will be satisfied. The key to high quality service is the fulfillment of the requirements and wishes of consumers as expected⁶. Several studies have explained the relationship between service quality and the likelihood of customers repurchasing however, the findings show different results. Service quality has a significant influence on consumer repurchase intention, this occurs because customers are satisfied with the services provided by a company.⁷ Indirectly, service quality will lead to customer satisfaction, which in turn encourages repurchase intention, this opinion shows the results of a significant positive influence between customer satisfaction and repurchase intention.⁸ Service quality has a significant effect on customer satisfaction, not only that service quality also has a direct impact on customer satisfaction.⁹ Different studies actually explain that service quality has a negative effect on customer satisfaction.¹⁰

In economics, price perception refers to the way consumers view prices as high, low, and fair. This has a strong influence both on purchase intention and satisfaction with purchasing.¹¹ Price has a significant effect on service satisfaction¹², but different research

⁴ PT Citilink Indonesia, *Annual Report Citilink 2018*, 2018.

⁵ Yosef Tonce and Yoseph Darius Purnama Rangga, *Minat Dan Keputusan Pembelian : Tinjauan Melalui Persepsi Harga & Kualitas Produk (Konsep Dan Studi Kasus)*, 1st edn (Indramayu: CV Adanu Abimata, 2022).

⁶ Meithiana Indrasari, *Pemasaran Dan Kepuasan Pelanggan* (Surabaya: Unitomo Press, 2019).

⁷ Ayu Siti H Toha and others, 'The Influence of Brand Image and Quality of Service on Consumer Buying Interest in Delivery Services PT Poxel Algoritma Unggul', *International Journal of Management*, 23.01 (2022); Gojali Supandi and others, 'The Effect of Quality of Service And Price on Consumer Purchase Interest in Two Cipete Coffee In The City of Jakarta Selatan', *International Journal of Education, Information Technology, and Other*, 5.2 (2022).

⁸ Moch Arzad Aditya Imran, 'The Influence of Customer Satisfaction on Interest in Repurchasing Food at the Ayam Bakar Wong Solo Alauddin Restaurant, Makassar City', *Jurnal Ilmu Manajemen Profitabilita*, 02.01 (2018).

⁹ Sujatmoko and Mukadi, 'The Influence of Service Quality and Price on Customer Satisfaction That Impacts Customer Loyalty', *Humanities, Management and Science Proceedings*, 02.02 (2022); Bayu Prasetyo and others, 'The Importance of Product Quality, Price Perception and Service Quality in Achieving Customer Satisfaction', *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5.1 (2022).

¹⁰ Siti Maimunah, 'The Effect of Service Quality, Perceived Price, Taste on Consumer Satisfaction and Consumer Loyalty', *IQTISHA Dequity Jurnal MANAJEMEN*, 1.2 (2020) <<https://doi.org/10.51804/iej.v1i2.542>>.

¹¹ Gogi Kurniawan, *Consumer Behavior In Buying Organic Rice Products Through Ecommerce*, 01 edn (Mitra Abisatya, 2020).

¹² Sujatmoko and Mukadi.

results describe that price has no effect on customer satisfaction¹³. The results of the study state that price perceptions have a positive and significant effect on purchase intention¹⁴. Different studies show that there is a significant negative effect of price perceptions on purchase intention¹⁵ while several studies also explain that there is no effect of perceived price on repurchase intention.¹⁶

Based on the background that has been discussed and there are differences in the findings of previous studies, this study attempts to examine the relationship between service quality, customer satisfaction, price perception, and Citilink Airlines' repurchase intention at Juanda Airport, Surabaya. Taking a case study at this airport because Juanda Airport is the main base for Citilink airlines and is one of the main airports with a relatively high passenger density in Indonesia. Thus, this study evaluates the relationship between service quality, price perception, and repurchase intention, with customer satisfaction as an intervening variable.

RESEARCH METHODS

It was classified as a type of quantitative descriptive study. From data collection and analysis to the presentation of findings, quantitative research is a process that relies heavily on numbers¹⁷. The population uses all passengers who have used Citilink airline at Juanda Airport Surabaya, while the determination of the number of samples is based on the formula¹⁸ because the number of populations is unknown or infinity. Lameshow's formula is described in equation [1].

$$n = \frac{(Z_{1-\frac{\alpha}{2}})^2 P(1-P)}{d^2} \dots \dots \dots [1]$$

¹³ Surya Hadi Wibawa, 'The Influence Of Product Quality, Brand Image, And Price Perception On Customer Satisfaction (Study On Yamaha Nmax Motorcycle Customers In Semarang City)' (Stikubank University, 2020).

¹⁴ Made Theoresta Taruna Jaya Ayub and Ni Made Wulandari Kusumadewi, 'The Effects of Price Perception, Product Knowledge, Company Image, and Perceived Value on Purchase Intentions for Automotive Products', *European Journal of Business and Management Research*, 6.5 (2021), 47–50 <<https://doi.org/10.24018/ejbmr.2021.6.5.955>>; Bob Foster and Muhamad Deni Johansyah, 'The Effect of Product Quality and Price on Buying Interest with Risk as Intervening Variables (Study on Lazada.Com Site Users)', *International Journal of Innovation, Creativity and Change*, 9.12 (2019).

¹⁵ A.N Ricko, Juwanto, and W Michele, 'The Influence of Price, Product Quality and Sales Promotion On Consumer Buying Interest on Schneider Electric Products at PT. Kawi Agung Kencana', *Jurnal Mantik*, 5.2 (2021).

¹⁶ Tania Ilu Anastasia and Agus Endro Suwarno, 'The Effect of Customer Satisfaction, Benefits, Price Perceptions, Risks, on Buying Interests on Online Shopping Sites (Empirical Study on Muhammadiyah University Surakarta Students)', *Prosiding Seminar Nasional Ilmu Sosial Dan Teknologi (SNISTEK)*, 4 (2022); Henny Welsa, Ignatius Soni Kurniawan, and Risang Nagar, 'Analysis Of The Influence Of Product Diversity, Price Perception And Location On Repurchase Interest Through Brand Image At Rocket Chicken Consumers', *Journal Competency of Business*, 5.1 (2021), 10–26 <<https://doi.org/10.47200/jcob.v5i1.871>>.

¹⁷ Prof.Dr. Sugiyono, metode penelitian kuantitatif, kualitatif,dan R&D, *Alfabeta, Cv.*, 2016.

¹⁸ Stanley Lameshow and others, *Besar Sampel Dalam Penelitian Kesehatan*, *Herd*, 1997, IV.

Information:

n = Number of samples = z score at 95 % confidence = 1.96
 p = maximum estimate = 0.5
 d = alpha (0.10) or sampling error = 10 %

Based on Lameshow's formula in equation [1], the sample in this study was 100 respondents rounding the calculation. Here is how the calculation works:

$$n = \frac{1,96^2 \cdot 0,5(1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = 96,04$$

The sample determination technique uses *accidental sampling* of Citilink aircraft passengers at Juanda Airport Surabaya for August-December 2022 who have used Citilink services at least once. Implementation the data collection process uses the distribution of likert-scale questionnaires with the help of Google Docs to Citilink users who are willing to be respondents in this study. The questionnaire instruments are prepared based on the operational definitions and indicators described in Table 1.

Validity and reliability tests were also carried out in this study to obtain the validity of the data. The data analysis was carried out using SEM PLS (*Structural Equation Modelling – Partial Least Square*) analysis with the help of *SmartPLS 3* software. This analysis is used to test variables that have a direct effect and variables that have an indirect effect¹⁹.

Table 1. Research Instrument Indicators

Variable	Operational Definition	Indicators
Repurchase Intention	purchase interest based on past purchase experiences ²⁰	<ul style="list-style-type: none"> - Transactional interest - Referential interests - Preferential interests - Expolarative interest
Quality of Service	The level of service provided can match customer expectations ²¹	<ul style="list-style-type: none"> - Reliability - Responsiveness - Assurance - Empathy (Empathy) - Physical Evidence (Tangible)
Price Perception	An assessment of the appropriateness of the benefits of the product. In this case, the price	<ul style="list-style-type: none"> - Priced - Following the benefits to be received - Cheaper than competitors

¹⁹ Sugiyono and Agus Susanto, *Cara Mudah Belajar SPSS & Lisrel*, Bandung: Alfabeta, 2015.

²⁰ Ali Hasan, 'Marketing Dan Kasus-Kasus Pilihan. Yogyakarta. CAPS (CenterForAcademicPublishingService)', *Perspektif*, 16.1 (2018).

²¹ Fandy Tjiptono, *Service Marketing Management* (Jakarta: PT Indeks Kelompok Gramedia, 2017).

of a product has many values, such as expensive, cheap, or reasonable²²

Customer Satisfaction	Expression of a person's feelings from comparing the perceived performance (or results) of a product and its expectations ²³	<ul style="list-style-type: none">- Conformity with customer expectations- Continuity in purchasing products- Willingness to recommend
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RESULTS AND DISCUSSION

Respondent Profile

Participants in the study of Citilink airline passengers at Juanda Airport Surabaya, the total number of respondents collected was 102 people. Regarding gender, 49.02% of respondents were male (50 people), while 50.98% were female (52 people). Based on educational background, more dominated by D4/S1 as much as 44.12% (45 people), Diploma 28.43% (29 people), Senior High School 18.63% (19 people), and S2 as much as 8.82% (9 people). The professions or jobs the respondents varied; most of the respondents had jobs or professions of civil servants/employees, with a percentage of 35.29% (36 respondents). The self-employed profession was 29.41% (30 respondents), and students were 28.43% (29 respondents). Next, other professions were 4.9% (5 respondents), while the rest worked as Police/ABRI at 1.96% (2 respondents).

Participants in this survey were broken down into age groups. Most respondents were aged 17-26 years, with a percentage of 43.14% of 44 respondents. Ages 27-36 years with a percentage of 22.54% of 23 respondents. Ages 37-46 with a per percentage of 21.56% of 22 respondents. Furthermore, at the age of 47-56, a percentage of 10.78% of 11 respondents. The rest were over 56 years of age, with a percentage of 1.96% of the two respondents.

Instrument Validity Test

The test procedure uses convergent validity by correlating the item (component) score with the construct score, which then produces the loading factor value. A loading factor value of 0.5 to 0.6 is acceptable for research in the development stage²⁴. Based on the results of cross-loading, it can be seen that the loading factor of the variable indicators of service quality, price perception, customer satisfaction, and repurchase interest is each above 0.5, so the conclusion is that the construct has good convergent validity. The findings of the analysis of the validity of the study are as follows:

²² Kurniawan.

²³ Fandy Tjiptono and Anatasia Diana, *Kepuasan Pelanggan - Konsep, Pengukuran, & Strategi*, CV. Andi Offset, 2019.

²⁴ Imam Ghozali, *Structural Equation Modeling Metode Alternatif Dengan Partial Least Square PLS*, Badan Penerbit Universitas Diponegoro, 2017.

Table 2. Service Quality Validity Test Results

Indicators	Dimension	Loading Factor Value	Information
Citilink flight schedule on time	Reliability	0,864	Valid
Fast Citilink Ground Handling Process (ticketing, check-in, boarding)		0,796	Valid
Citilink flights arrive according to the predetermined schedule.		0,764	Valid
Citilink provides precise flight information		0,664	Valid
Citilink ticket sales staff service is good	Responsiveness	0,839	Valid
Citilink baggage drop-off from the plane to the Arrival Terminal is fast.		0,785	Valid
The comfort provided by Citilink is good		0,762	Valid
Passengers' trust in using Citilink flight services is good.	Assurance	0,522	Valid
The insurance guarantee provided by Citilink to passengers is good.		0,724	Valid
Citilink employees can communicate well		0,483	Valid
Individual attention to passengers (young children flying alone without parents, pregnant women, sick people, the elderly) of Citilink employees is good.		0,740	Valid
Citilink employees help passengers who are experiencing difficulties swiftly.	Emphaty	0,716	Valid
Citilink has routes and flight hours that suit passengers' needs.	Tangibles	0,644	Valid
The interior of the Citilink aircraft used is clean, neat, and comfortable		0,689	Valid
24-hour Call Center for Citilink ticket booking		0,790	Valid
Citilink gives free 20kg and 7kg cabin baggage for every national flight.		0,688	Valid

Source: Author data processing (2022)

Table 3. Price Perception Validity Test Results

Indicators	Dimension	Loading Factor Value	Information
The prices offered by Citilink airlines vary according to flight distances and are affordable to consumers.	Priced	0,789	Valid
The prices offered by Citilink airline have competitiveness with prices offered by competitors	Competitive price	0,704	Valid

Source: Author data processing (2022)

Table 4. Customer Satisfaction Validity Test Results

Indicators	Dimension	Loading Factor Value	Information
I am satisfied with the service and speed on Citilink airline	Conformity	0,770	Valid
I will always use Citilink airlines when using flight accommodation	Continuity	0,796	Valid
I will share my experience when using Citilink airlines	Recommendations	0,735	Valid

Source: Author data processing (2022)

Table 5. Repurchase Interest Validity Test Results

Indicators	Dimension	Loading Factor Value	Information
I am interested in using Citilink Airlines because of the availability of many logging routes.	Transactional	0,683	Valid
I am willing to recommend Citilink airline to others	Referential	0,692	Valid
I choose Citilink for my flight service needs	Preferential	0,637	Valid
I asked for information about Citilink Airlines from people already using it.	Exploratory	0,756	Valid

Source: Author data processing (2022)

Test Relibilitas Instrument

Composite reliability is used to assess the variable dependability of the study, with a composite reliability score of at least 0.6 required. The composite reliability values are shown in the following table.

Table 6. Reliability Test Results and AVE *Composite Reliability*

	Composite Reliability	Average Variance Extracted (AVE)
Reliability	0,857	0,601
Responsiveness	0,795	0,660
Assurance	0,722	0,503
Empathy	0,743	0,591
Tangibles	0,767	0,524
Quality of Service (X1)	0,859	0,588
Price Perception (X2)	0,717	0,559
Customer Satisfaction (Z)	0,811	0,589
Repurchase Interest (Y)	0,787	0,580

Source: Author data processing (2022)

Table 6 shows a high-quality dependency model in which the sum of all variables is more significant than 0.6. The AVE value is used to calculate the validity of the construct, and the findings show that all variables in the model have strong construct validity, meaning that the AVE value is more significant than 0.5.

Structural (Inner) Model Testing

The t-test of PLS itself, the structural model test, investigates the relationship between the variables of interest. Before making conclusions about the PLS model, it is essential to calculate the R-Square value for each endogenous latent variable in the model. The extent to which some exogenous latent factors influence the behaviour of endogenous latent variables can be measured by measuring how much the R-Square value shifts. The results of the SmartPLS R-Square estimate are shown in Table 7.

Table 7. R-square Test Results

	R Square
Customer Satisfaction (Z)	0,565
Repurchase Interest (Y)	0,655

Source: Processing author data (2022)

R-Square values above 0.565 endogenous variables Customer Satisfaction indicate exogenous variables can contribute 56.5% to variations in Customer Satisfaction; Other variables beyond the scope of this analysis can account for the remaining 43.5% of customer satisfaction variations. Another endogenous variable, Repurchase Interest, has an *R-Square* value of 0.655, meaning that the exogenous variable can explain the repurchase intention variable by 65.5%, and the remaining 34.5% is explained by other variables that are not present in this study. To ensure a valid structural equation, a high R-Square value indicates that exogenous variables adequately describe endogenous variables.

Testing the Validity of the Overall Model (Outer and Inner Model)

Goodness of Fit is useful for verifying the completeness of the model. The Q-Square score thus provides evidence for the research claim that the model is good. Similar to the coefficient of determination (R-Square) in regression analysis, the larger Q-Square shows a more suitable match between the model and the data. Here is what happens when you enter a number into a formula to determine the Q-Square value:

$$\begin{aligned} \text{Q-Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\ &= 1 - [(1 - 0.565) \times (1 - 0.655)] \\ &= 0.850 \end{aligned}$$

From these figures, we can conclude that Q-Square is 0.850. It indicates that the research model describes 85% of the variants present in the study data. However, the researcher was unable to include the remaining 15% in this study due to circumstances beyond the scope of this study. Given these findings, the study model under consideration has an excellent fit.

Direct Influence Test

At a significance level = 5%, or 0.05 using the p-value to decide whether or not a hypothesis is accepted. Assuming there is an influence, H0 is rejected if the p-value < 0.05. However, if the p-value is more significant than 0.05, then the null hypothesis (H0) is accepted. According to Table 8 of the SmartPLS Bootstrapping Report, here are the results of the structural model evaluation.

Table 8. Direct Hypothesis Test

	Original Sample	T Statistics	P Values
Quality of Service (X1) -> Repurchase Intention (Y)	0,289	2,758	0,006
Price Perception (X2)-> Repurchase Intention (Y)	0,077	1,005	0,315

Source: primary data, 2022.

Based on Table 9, the coefficient of service quality parameters to buyback intention is 0.289, and T is 2.758 > 1.96. This shows that the service quality variable positively affects the repurchase intention variable. The coefficient of the price perception parameter towards repurchase intention is 0.077, with a statistical T value of 1.005 < 1.96. As a result, price perception does not affect repurchase intentions.

Indirect Influence Test

To conclude, the indirect effect or mediating effect (intervening), whether the hypothesis is accepted or rejected, at a significance of $\alpha = 5\%$ or 0.05 using the p-value price. If the p-value < 0.05 means that there is an indirect influence (mediation effect). Conversely, if the p-value > 0.05, there is no mediation effect. The findings of the structural model examination are found in Table 9 of the SmartPLS Bootstrapping Report listed below.

Table 9. Indirect Hypothesis Test

	Original Sample	T Statistics	P Values
Quality of Service -> Customer Satisfaction -> Repurchase Interest	0,397	4,992	0,000
Price Perception -> Customer Satisfaction -> Repurchase Interest	0,009	0,220	0,826

Source: primary data, 2022.

Table 10 explains that the quality of service through customer satisfaction has a significant positive effect on repurchase interest of 0.397 with a statistical T value of 4,992>1.96. Price perception through customer satisfaction had an insignificant positive effect on repurchase interest of 0.009 with a statistical T value of 0.220<1.96.

The Effect of Service Quality on Repurchase Intention

Value of T-statistic showed $2,758 > 1,96$ its mean that service quality has positive significant effect to repurchase intention. In other words, Citilink Airline Juanda Airport Surabaya's Service Quality has a considerable impact on repurchase intentions, indicating that Service Quality is an important factor in significantly affecting repurchase intentions. Service quality is an indicator of a company's success in the aviation sector, which is seeing extremely rapid expansion.. The results of the study are in line with several studies that showed quality of service significantly influences repurchase intention ²⁵.

Service quality has five dimensions: direct evidence, reliability, responsiveness, warranty, and empathy ²⁶. A similar issue arises when analyzing the quality of service in airlines, as a number of different amenities are offered, especially those found at the point of sale, airports, and the flights, in an effort to keep customers using the airline's services.

Effect of Price Perception on Repurchase Interest

Statistics T of $1,005 < 1.96$ show no relationship between Price Perception and repurchase intention in Citilink Airlines at Juanda Airport Surabaya. This result is the opposite of the fact that price perception impacts purchasing intention. The price perception of each individual is not the same, depending on how the individual's perception is motivated by different abilities and environments for a price²⁷. This result is reinforced by the characteristics of respondents based on profession or occupation, in which most of the respondents are civil servants/employees and some of the respondents are D4/S1 graduates, so they tend to ignore the issue of price. Almost respondent uses Citilink because of availability of the flight schedule they need, as well as other social factors. There is no effect of price perception on repurchase intention, indicating that consumer price perceptions can be higher or lower. This result is supported by several previous studies which state that price perception has no effect on repurchase intention ²⁸.

The Effect of Customer Satisfaction as an Intervening Variable between Service Quality and Repurchase Intention

Research at Juanda Airport Surabaya Indonesia found that Service Quality, Customer Satisfaction, and Repurchase intention are the most influential variables. These results show that customer satisfaction can play a role in influencing repurchase intentions through the quality of service received. In other words, if the service provider manages to exceed the client's expectations, the consumer will be happy, and the service provider will be incentivized to pursue customer repurchases. Satisfied consumers will generate repurchase interest after experiencing the benefits of the services provided indirectly.

²⁵ Supandi and others; Anggi Meilasari and Tiris Sudrartono, 'Pengaruh Kualitas Pelayanan Terhadap Minat Beli Ulang Produk Indihome (Studi Kasus PT. Infomedia Nusantara Bandung)', *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 5.3 (2021).

²⁶ Toha and others.

²⁷ Anastasia and Suwarno.

²⁸ Anastasia and Suwarno; Welsa, Kurniawan, and Nagar.

Customers are more likely to buy back in the future if they are satisfied with the products and services offered ²⁹.

Consistent with research, when customer satisfaction acts as an intermediary between service quality and repurchase intention, the effect is positive and statistically significant. In addition, the study's results resulted in a statistically significant increase in customer repurchase intent when customer satisfaction served as a moderator of service quality and repurchase intention. The effect of service quality on repurchase intent is already considerable and is supported by the mediation of consumer happiness ³⁰

The Effect of Customer Satisfaction as an Intervening Variable Between Price Perception and Repurchase Interest

Customer Satisfaction has no effect on the intervening variable between Perceived Price and Repurchase Interest at Citilink Airlines Juanda Airport Surabaya, which is determined by statistical testing, as can be seen from the statistical T of $0.220 < 1.96$. In contrast to Price perception and buyback desire, these results can be mediated by the level of customer satisfaction. As well to research, Customer satisfaction is a moderator between price perception and purchase intention ³¹.

However, in this study, the price perceptions in the minds of consumers are different, so they have yet to meet their satisfaction or expectations for making repurchases. Price perception does not always affect repurchase interest, specific timing and other immediate needs according to the current social, economic or political conditions that shape them. Because the better the condition runs stable and not volatile, the higher the price perception, which causes satisfaction for buyers to return. Supported by consumer satisfaction does not mediate between price and repurchase interest. In addition, according to the fact that customer satisfaction cannot be a mediating variable between product prices and consumers' repurchase intention ³².

CONCLUSION

The conclusion of this study shows that the quality of service has a positive and significant effect on repurchase intentions when using Citilink Airline at Juanda Airport

²⁹ Anuruddika Jayathilaka, 'Relationship between Online Repurchase Intention and E-Satisfaction: Quantitative Research Study Based on Young People in Western Province in Sri Lanka', *Open Access Library Journal*, 2020.

³⁰ Hotden L Nainggolan, 'The Effect Of Corporate Image, Service Quality And Price Perception On Repurchase Interest Through Customer Satisfaction As Intervening Variables At Customers Of Matahari Department Store Tbk Batam City Square' (Universitas HKBP Nommensen, 2018); Arfiani Bahar and Herman Sjahrudin, 'Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Dan Minat Beli Ulang', *JURNAL ORGANISASI DAN MANAJEMEN* Volume, 3.9 (2017).

³¹ A Santoso, N Rachma, and Budi Wahono, 'The Effect Of Price Perception (X1) And Service Quality (X2) On Repurchase Interest (Y) Through Customer Satisfaction (Z) As Intervening Variables (Case Study On Consumer Of Ayam Goreng Nelongso Sigura-Gura Malang Branch)', *Jurnal Ilmiah Riset Manajemen*, 2019; Andra Miranthi and Idris, 'Pengaruh Citra Perusahaan, Kualitas Layanan, Dan Persepsi Harga Terhadap Minat Beli Ulang Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada Penumpang New Atlas Taksi Semarang)', *Diponegoro Journal of Management*, 6.3 (2017).

³² Adi Mustapa, Patricia Diana Pharamita, and Leonardo Budi Haisolan, 'Pengaruh Kualitas Produk, Harga Produk, Dan Keragaman Produk Sparepart Toyota Terhadap Minat Beli Konsumen Dengan Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pelanggan Pt. New Ratna Motor Semarang)', *Journal Of Management*, 4.4 (2018); Endah Lestari, 'The Influence of Price and Location on Repurchasing Interests of Otak-Otak Sei Enam with Consumer Satisfaction as an Intervening Variable' (Maritim Raja Ali Haji University, 2020).

Surabaya, but the price perception has no effect. Customer satisfaction is an intermediate variable between service quality and repurchase intent, but there is no influence between price perception and repurchase intention.

Some suggestions for the findings in this study should henceforth examine factors that affect customer satisfaction, such as service quality, innovation, and sustainability. As a service provider company, service quality, innovation, and trust are very decisive for the success of n companies. Another suggestion is that there is a need to increase the number of respondents to anticipate if it is biased and eliminate data, and the diction of the questionnaire is more adjusted to the level of understanding of the respondent so that respondents can understand the researcher's questions.

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