

Examining the Factors Influencing Repurchase Intention in Using Lion Air

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Abstract – The purpose of this study is to determine whether service quality, brand image, brand trust, and flight experience have influence towards repurchase intention in using Lion Air. This study is using quantitative method with 7 Likert-scale, from strongly disagree to strongly agree. The statements are adopted from various prior research. The data was distributed by online and directly to the person. The total sample used in this study is 347 respondents who ever flied with Lion Air at least twice from January 2019 to October 2019. The data was tested by using statistical software for validity and reliability and using Structural Equation Model for model fit and hypothesis testing. The findings indicate the factors that influencing customers repurchase intention in using Lion Air. Out of 6 hypotheses there are 4 hypotheses that are has a significant relationship which are service quality towards brand image, service quality towards brand trust, brand image towards brand trust, and brand trust towards repurchase intention. Meanwhile, the rest 2 hypotheses are found to be not significant, which are flight experience towards brand trust and brand image towards repurchase intention. There are many factors why it is rejected, such as price, needs, influence from others, the choice of routes, and frequent flight frequencies. This study is the first study that combine flight experience factor in determining customer repurchase intention in using Lion Air.

Keywords: Brand Image, Brand Trust, Flight Experience, Repurchase Intention, Service Quality

Introduction

Lion Air is one of low-cost carrier in Indonesia. Since 2016, Lion Air is one of Indonesia's largest airline companies that has the highest number of passenger and dominating the domestic flights in Indonesia (Praditya & Astuti, 2018). In 2018, with the total of 101.13 million passenger of domestic passengers, Lion Air Group managed to transport 51.72 million passengers or 51% from the total (Gumiwang, 2019). However, unfortunate airline accidents are dominated by airlines that using the LCCs concept and it has an impact on public concerns in using an airline (Andreani, Stephanie, & Putri, 2017). The National Transportation Safety Commission (KNKT) noted 317 cases of aviation accidents have occurred during the past decade (2007-2017) (Kurniawan, 2018). So, in average there were 28 cases of aviation accidents happening every year in Indonesia.

Table 1. Data of Flight Accidents by KNKT 2012-2017

Year	Number of Accident	Kind of Accident			Fatalities	
		Accident	Serious Incident	Incident	Dead Victims/Lost	Injured Victims
2012	30	13	17	0	58	9
2013	34	9	25	0	2	8
2014	30	8	22	0	169	6
2015	28	11	17	0	65	10
2016	45	19	26	0	30	28
2017	37	7	30	0	1	22
Total	204	67	137	0	325	83

(Source: Utomo, 2017)

The second worst accident in Indonesia aviation was happen in October 2018 with Lion Air in terms of the number of victims which is 189 dead victims, consisting of 181 passengers

and 8 crew (Nistanto, 2018). While the first worst accident was happened with Garuda Indonesia back in 1997 (Azanella, 2018). So, apart from the increasing number of customers using low-cost airline, several problems need to be solved whether LCC will be able to maintain its maintenance optimally still with low rates for customer safety (Andreani, Stephanie, & Putri, 2017).

Not only that, Lion Air is on the top place of the complaint category list in 2014 (Lembana & Valucy, 2018). Lion Air is known as the most often flight delayed and has the unsatisfying services (Praditya & Astuti, 2018). Further, according to the public complaint site, from 2012-2017 there are 166 complaints about Lion Air regarding delays, security, and services problem.

Based on data from the Ministry of Transportation, thousands of LCC airlines were delayed during 2017 (Sukmana, 2018). According to the table, it shows that Lion Air has the highest number of total delayed and the OTP percentage is quite high compare to others.

Table 2. Indonesian LCC On Time Performance

LCC Name	Total Flights	Total Delayed	OTP in Percentage
Citilink	84,808	13,890	88.33%
Indonesia AirAsia	7,378	1,775	75.94%
Lion Air	196,932	56,473	71.32%
Wings Air	108,278	37,390	65.47%

(Source: Sukmana, 2018)

Another phenomenon is about baggage regulation which has been set this year (Setiawan, 2019). According to the Chairperson of DPR RI Commission V, it is one of the ways to increase the revenue of the airline (Pratama, 2019). However, the removal of the free baggage service from Lion Air caused disappointment to its customers, because with the paid baggage fees, people no longer enjoy the low-cost flight services (Dahnur, 2019).

In addition, since Lion Air is a low-cost carrier, they reduce the services that given to the passenger, so the passengers will not receive food and beverages as well as entertainment on board (Praditya & Astuti, 2018). Low-cost airlines also reduce the conveniences offered in the cabin, like lack of legroom, incomplete facilities, and seat selection (Agustina, 2018).

As one of the well-known airline companies in Indonesia, Lion Air has many competitors (Lembana & Valucy, 2018). Thus, understanding the factors of customer repurchase intention is necessary to survive and grow in the middle of competitive service sector is important (Saleem, Zahra, & Yaseen, 2017). As an airline company, trust to the company is an important factor (Lembana & Valucy, 2018). Furthermore, in order to develop trust and maintain the customers to always use the services, Lion Air need to have a competitive advantage compared to the competitors. Customers experience in previous purchase not only affect customers purchase intention but can also affect the customers confidence, so trust can be a mediating role on purchase intention (Pramudya, Sudiro, & Sunaryo, 2018). In order to survive and competing with other competitors, the company also must offer a good quality service to the customers. Thus, improving service quality will enhance the positive image of airlines and will lead to

increase the desire to buy (Li & Liu, 2018).

Literature Review

Service Quality Influences Brand Image

Research from Li & Liu (2018) show that passengers that already using airline and know their service quality, company image, and brand image can influence purchasing behavior (perceived value, word of mouth, and repurchase intention). Thus, relationship between service quality and purchase intention mediating by brand image is supported. Another study by Foster (2018) about the influence of airline brand image in Bandung, Indonesia has an influence between service quality and brand image. In addition, the study in advertising company at TV One Indonesia by Aspizain (2016) also showing an influence between service quality and brand image. Therefore, the hypothesis that formulated are:

H1: Service Quality Influences Brand Image

Service Quality Influences Brand Trust

Numerous researchers like Mandagi (2015) investigate that service quality has an influence to customer's trust in term of full-service domestic airlines like PT Garuda Indonesia and PT Batik Air Indonesia. Research by Dahiyat, Akroush, & Abu-Lail (2011) in different industry that discuss about customer loyalty at Jordan mobile service operators, also indicate that service quality has an effect on customer trust. Another research about brand loyalty by mediating variable brand trust that conducted in Turkey showing that service quality has an influence on brand trust (Zehir, Sahin, Kitapçı, & Özüahin, 2011). Therefore, the hypothesis that formulated are:

H2: Service Quality Influences Brand Trust

Flight Experience Influences Brand Trust

Previous study by Yang, Tjiptono, & Poon (2018) that study about an airline avoidance after accident, indicate that flight experience has positive impact on brand trust. Another study by Weisberg, Te'eni, & Arman (2011) in e-commerce industry about purchase intention with the intervening variable, which is trust indicate that there is positive influence between customer prior purchased and trust. Therefore, the hypothesis that formulated are:

H3: Flight Experience Influences Brand Trust

Brand Image Influences Brand Trust

Research by Pramudya, Sudiro, & Sunaryo (2018) about the purchase intention of airline tickets online in Indonesia shows that the direct effect of company image to customer trust has a positive relation, so keeping up the image is one of the most important things for organizations to attract and meet the consumer's need. Furthermore, research by Yang, Tjiptono, & Poon (2018) about the study of airline avoidance after accidents in Malaysia also have positive effect in brand image and brand trust. Moreover, the research about purchase intentions of online hotel booking in Taiwan showing an influence of brand image and trust as well (Lien, Wen, Huang, & Wu, 2015). Therefore, the hypothesis that formulated are:

H4: Brand Image Influences Brand Trust

Brand Image Influences Repurchase Intention

Previous research by Li & Liu (2018) about the purchase intention in airline industry in Taiwan, indicates that the interaction terms of brand image and purchase behavior were has an influence. Meanwhile, study by Pramudya, Sudiro, & Sunaryo (2018) about the purchase intention of airline tickets online in Indonesia, indicates that company image has an influence on purchase intention with mediation customer trust. In addition, study about consumer purchase intention of mobile phone in Rawalpindi and Islamabad also indicates that brand image has an influence on consumer purchase intention (Tariq, Abbas, Abrar, & Iqbal, 2017). Therefore, the hypothesis that formulated are:

H5: Brand Image Influences Repurchase Intention

Brand Trust Influences Repurchase Intention

Study by Saleem, Zahra, & Yaseen (2017) that study about Pakistan airline industry shows that trust is having an effect to repurchase intention. Another study by Pramudya, Sudiro, & Sunaryo (2018) with using the direct influence between Customer Trust on Purchase Intention has significant influence. Furthermore, study by Harmal & Hudrasyah (2015) in case of Air Asia tragedy in 2015 also shows a significant correlation on brand trust to purchase intention, this can happen because Air Asia Indonesia is a low-cost carrier who are not offering the best service compare to full-service airline, yet for the most part offer the "low cost and appealing bundle" so everybody can afford. Therefore, the hypothesis that formulated are:

H6: Brand Trust Influences Repurchase Intention.

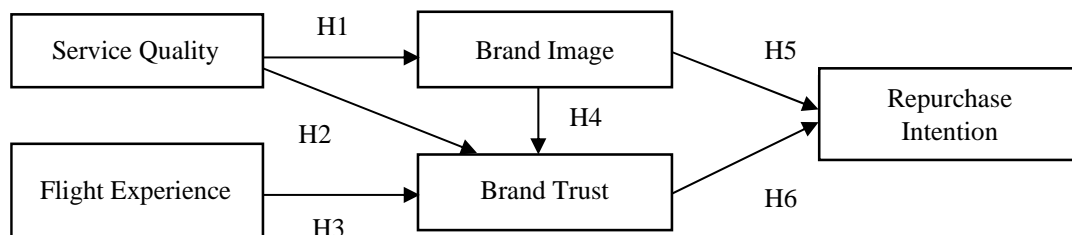


Fig 1. Theoretical Framework

Source: Li & Liu (2018); Saleem et al. (2017); Harmal & Hudrasyah (2015); Yang et al. (2018); Pramudya et al. (2018)

Method

Research design is the recapitulation of plan, structure, strategy, and investigation to ensure that questions are investigate and variance is controlled (Akhtar, 2016). Quantitative is used in this study because it is structured and emphasizes the conditions of variables that support and build relationships between variables (Babbie, 2009). Quantitative is focuses on the number of responses and measure of how many the respondents behave, think and act in a certain way (Mander, 2017). Compared to qualitative method, quantitative is more efficient because the questions are closed-ended, so it less time consuming (DJS Research, 2017). The research design used in this study is descriptive research. Descriptive research is a way to describe a population, situation or phenomenon (McCombes, 2019). There is typically one of two types of descriptive research, which is survey research and observational research (Azagan,

2013). In this study, the researcher used survey research, because this study is designed in the form of questionnaire in a set of a specific questions and instructions (Bajorek, 2017). In this study, the researcher ensures that this study is well organized and well-planned starting from establishing the goals, the research story, and the supporting hypotheses for the research objectives and ultimately, the questionnaire is built with the intention of obtaining answers to the research objectives.

The population and samples in this study is the consumers or passengers who have used the services of Lion Air at least twice, within the year of 2019 (January 2019 – October 2019). The total sample collected were 382, however only 347 were valid. In this study, the sampling technique that being used is probability sampling with purposive/judgmental sampling. This technique is used because researcher need specific criteria to ensure that the samples taken are compatible with the research goals and can address research problems and provide more reflective values (Hidayat, 2017). So, the techniques taken can fulfil the actual purpose of the research.

For collecting the data, the researcher spread the questionnaire with Google form via personal messages through Line, WhatsApp, Instagram, and also directly to the person. The duration for collecting the data takes approximately 8 weeks. The online survey strictly said only for people who have use Lion Air at least twice in the year of 2019 (January 2019 – October 2019). Meanwhile, the secondary information in this study is obtained from international and national journals, as well as websites.

The questionnaire that is being used in this research are from many different previous articles according to the variable. For service quality variable the researcher used from Sandada & Matibiri (2016) and Chen, Tseng, & Lin (2011). Measurement dimensions for flight experience were derived from Han (2013) for the prior customers experience indicator. The measurement dimensions for brand image were adopted from Li & Liu (2018). Brand trust dimensions were adopted from Jeng (2016), Forgas, Moliner, Sa´nchez, & Palau (2010), Nikbin, Hyun, Iranmanesh, Maghsoudi, & Jeong (2015). Finally, the dimensions for repurchase intention were used from Migacz, Zou, & Petrick (2018) for the customer future intention indicator. All the questions related to each dimension were analysed by using seven-point Likert-scales, where 1 is strongly disagree and 7 is strongly agree. The researcher uses 7-point Likert items because it has been proven to be more reliable, easy to use, and a good reflection from respondent evaluations and also more suitable for distribution by electronic devices (Finstad, 2010).

For the analysing the validity in this study, pre-test will be carried out to assure suitability of the instrument. Not only adopted from the previous articles, the lecturer was checked and tested the questionnaire as well. Validity is used to find out how good the measurement results that the researcher gained in accordance with the theories in which the test was made (Sekaran, 2003). Furthermore, reliability represents the balance and firmness that the instrument tests principles and to knows how good the measurements is. To measure the validity and reliability from the data in this study, the author used statistical software. Meanwhile, for analyzing the goodness of fit, researcher use SEM (Structural Equation Model).

Results and Discussions

Validity and Reliability

The total item statement in this study are 33 including independent, mediator, and dependent variables, some of statements have been removed as those statement do not meet the requirement of the study, some of them are SQ2, SQ4, SQ6, SQ8, BT4, and BT7. Thus, the actual statements used for this validity and reliability are 27 statements. The result of independent variables in KMO and Bartlett's Test is 0.887. The result of mediator and dependent variable in KMO and Bartlett's Test is 0.914 and all variables also passed the Bartlett's Test, which is 0.000. The communalities for the independent variable is between 0.555 to 0.749. While, the communalities for mediator and dependent variable is between 0.520 to 0.844. Thus, since all variables in communalities are more than 0.50, so it is accepted. The total variance explained for the independent variable is 63.340 percent. While, the total variance explained for the mediator and dependent variable is 67.766 percent. Thus, since the total variance explained for all variables are more than 60 percent, so it is accepted and can be used for next analysis. The result of rotated component matrix for independent variable are ranging at 0.662 until 0.850. Further, the result of rotated component matrix for mediator and dependent variable are ranging at 0.632 until 0.899. Thus, since all variables are more than 0.5, it means there is strong correlations among the factors.

Furthermore, the result of reliability in every variable were tested by utilizing Cronbach's Alpha. All the reliability test results were more than 0.6 which consider as dependable. The result and discussion could be combined in one section, or separated into two sections, namely: Results, and Discussions. This section should be the longest section of the paper, could consist of some sub-sections. The result section provides the findings of this study. The discussion section provides the Authors engagement between the findings this study and of other related studies, other related phenomena, other related issue (supported by strong references from other related studies or other media).

Table 3. Summary of Reliability Test

Variable	Cronbach's Alpha	Number of Items	Result
Service Quality	0.852	5	Good
Flight Experience	0.877	6	Good
Brand Image	0.846	5	Good
Brand Trust	0.917	8	Excellent
Repurchase Intention	0.874	3	Good

Source: Constructed by Researcher

Respondents' Profile

The study were focuses on people who have flied using Lion Air during 2019, from January to October at least twice. From the data collected, there are 347 respondents who are valid. The respondents were dominated by female with 187 people or 53.9 percent, while the male respondents are 160 people or 46.1 percent. Regarding the age, the respondents were dominated by people who are 20 – 25 years old with 183 people or 52.7 percent. Moreover, according to respondents' income per month, the majority of respondents were having Rp.

5.000.001 – 10.000.000 as their income per month with the number of 144 people or 41.5 percent. Lastly, based on respondents’ occupation, most of them are the employees with the number of 298 or 85.9 percent.

Goodness of Fit

The result of goodness of fit model from SEM should be calculated whether the value of model is in line with defined criteria and can be considered as accepted. Based on the table, the result of model fit SEM for X²-Chi Square is P equal to 0.000, which is accepted. The result of CMIN/DF is 3.013, which lower than 5 and considered as good fit. The value of GFI is 0.837, NFI is 0.867, and TLI is 0.888, which lower than 0.90, so it is considered as mediocre. Furthermore, the value of IFI is 0.907 and CFI is 0.906, which greater than 0.90, so it is considered as good fit. The result of RMSEA is 0.076, which less than 0.80, so it is demonstrating a good fit result. Thus, the SEM model fit result is acceptable and can be used for further analysis.

Table 4. Model Fit Results

Model Criteria	Fit	Cut-Off Level	Result	Explanation
X ² Chi Square		P ≤ 0.05	0.000	Accepted
CMIN/DF		2.0 < CMIN/DF ≤ 5	3.013	Good Fit
IFI		IFI ≥ 0.90	0.907	Good Fit
TLI		TLI ≥ 0.90	0.888	Mediocre
CFI		CFI ≥ 0.90	0.906	Good Fit
RMSEA		0.80 ≤ RMSEA ≤ 0.10	0.076	Good Fit

Source: Constructed by Researcher

Hypothesis Testing

From six hypotheses, there are two hypotheses that are not significant, because the P value is more than 0.05 and the Critical Ratio is also below than 1.96. Meanwhile, the value of the rest four hypotheses showing the P-Value more than 0.05, so the hypothesis is supported or accepted.

Table 5. Hypothesis Results

Hypothesis	Paths	Critical Ratio (C.R.)	P-Value	Explanation
H1	Service Quality → Brand Image	7.679	***	Accepted
H2	Service Quality → Brand Trust	2.307	0.021	Accepted
H3	Flight Experience → Brand Trust	0.162	0.871	Rejected
H4	Brand Image → Brand Trust	4.012	***	Accepted
H5	Brand Image → Repurchase Intention	-1.648	0.099	Rejected
H6	Brand Trust → Repurchase Intention	10.204	***	Accepted

Source: Constructed by Researcher

Multiple R Square

According to the result from SEM, the brand image's squared multiple correlations is 0.569, it means that brand image predictor is 56.9% with the error 43.1%. The squared multiple correlations for brand trust is 0.616, it means that brand trust predictor is 61.6% with the error 38.4%. The squared multiple correlations for repurchase intention is 0.501, it means that repurchase intention predictor is 50.1% with the error 49.9%.

Table 6. Squared Multiple Correlations

Variable	Estimate
Brand Image	0.569
Brand Trust	0.616
Repurchase Intention	0.501

Source: Amos ver. 22 Output

From the study, it shows that the first hypothesis which is service quality influence brand image. Previous research by Li & Liu (2018) find similar result that service quality in airline company has strong influence to brand image. Further stated, these results indicate that service managers must consider the passengers point of view and make efforts to always improve the resources and conduct an overall evaluation of passengers regarding service quality. The findings was also backed by Foster (2018) about the influence of brand image of airline in Indonesia, he stated that there is an influence between service quality to brand image. Besides that, the result also been supported with the prior research by Aspizain (2016) about the study in advertising company at TV One Indonesia, which examine that there is an influence between service quality and brand image.

Furthermore, the second hypothesis shows that service quality influence brand trust. The finding is supported by Mandagi (2015) that investigate service quality has an effect to customer's trust in term of full-service domestic airlines like PT. Garuda Indonesia and PT Batik Air Indonesia. Further stated, outstanding service quality will give the benefit to the company to gain the customer trust more. This result also supported by Dahiyat, Akroush, & Abu-Lail (2011) from different industry, which is mobile service operator, they stated that service quality positively influences customer trust.

The third hypothesis which is flight experience and brand trust is not showing an influence between flight experience and brand trust. The researcher found a study by Yang, Tjiptono, & Poon (2018) in airline industry, however this study shows a different result with the result that the researcher gets. This may because although the air quality, temperature, odor, and seating layout is not as good as the full-service airline, the respondents will still choose Lion Air because they offer an affordable price (Harmal & Hudrasyah, 2015). Another reason is Lion Air has more options for available routes and more frequent flight frequencies than other airlines.

The fourth hypothesis which is brand image influence brand trust is also accepted. This research is supported by prior research from Pramudya, Sudiro, & Sunaryo (2018) that talk about the purchase intention of airline online ticket found that company image has an effect with customer trust. Further stated, a company that has a great brand image will be beneficial

for the company to gain more customer confidence in the company's ability to deliver security, safety, timeliness, and promise. In addition, a study by Yang, Tjiptono, & Poon (2018) also found out that brand image has a good relationship with brand trust.

The fifth hypothesis which is brand image influence repurchase intention also displayed that there is no influence between brand image and repurchase intention. This result is similar with Pramudya, Sudiro, & Sunaryo (2018) that shows that there is no effect between corporate image and purchase intention in buying the airline online ticket. Another study found by Saleem, Zahra, & Yaseen (2017) also found similar result with the researcher which is there is no effect between brand image and repurchase intention. However, this study is different with the result from Li & Liu (2018) that shows that there is an influence between brand image and repurchase intention in the airline industry as well. The reason is may because customer assessment related to their choice regarding the product or service is quite complicated, there are plenty factors that can influence customer buying intentions for instance, price, needs or influence from other (Pramudya, Sudiro, & Sunaryo, 2018). Another reason is, since this is service company which provide mostly intangible service, so the company needs to pay attention to aspects that the customer can really feel.

Lastly, the hypothesis that stated brand trust influence repurchase intention is accepted. The finding is backed by prior research by Saleem, Zahra, & Yaseen (2017) regarding the airline industry in Pakistan, they stated that with direct relation, trust is having an influence to repurchase intention. Moreover, previous research by Pramudya, Sudiro, & Sunaryo (2018) with using the direct influence between customer trust on purchase intention, they also confirmed that it has significant influence. Another study by Harmal & Hudrasyah (2015) in case of Air Asia tragedy in 2015 also shows a significant correlation on brand trust to purchase intention, this may because AirAsia is a low cost airline who are not offer a best services, yet for the most part offer the "low cost and appealing bundle" so everybody can afford it.

Conclusions and Recommendations

The aim of this study is to find out whether service quality, brand image, brand trust, and flight experience have influence towards repurchase intention in using Lion Air. After get the data collection and analysing the data, what the researcher get is that from six hypotheses, only four of them are having positive significant relationship. Service quality influences brand image is accepted, service quality influences brand trust is accepted, flight experience influences brand trust is rejected, brand image influences brand trust is accepted, brand image influences repurchase intention is rejected, brand trust influences repurchase intention is accepted.

Based on the result regarding direct and indirect variable relationship, the findings emphasize that Lion Air must be focusing on improving service quality and building their brand image in order to building up brand trust and increase the repurchase intention. In order to improve service quality the employees need to concentrate in pre-purchase and post-purchase customer experience for the flight (Saleem, Zahra, & Yaseen, 2017). For the pre-purchase, the service can be like providing online tools to facilitate destination planning, flight bookings, and flight cost calculations. For post-flight experience, the employees can help the customers with

claim recovery in case of lost baggage, provide refunds for cancelled or delayed flights, and help find a replacement flight if the customer loses a connecting flight. To building trust, there are several trainings that can be provided for passengers such as Road Safety Awareness, Aviation Safety Awareness, and Dangerous Goods Awareness for Field Staff, and Basic Operations Training and Recurring Operations Training for flight attendants (Foster, 2018). Thus, by providing this service, it can make better service quality, build an outstanding brand image and resulting in repurchase intentions.

This study only focusing on some variables, which are service quality, flight experience, brand image, brand trust, and repurchase intention. For future research, it is recommended to add more variables that can affect customer repurchase intention. For instance, service recovery that can affect trust which have been studied in the previous research by Yang, Tjiptono, & Poon (2018). Last but not least, the future research can also add the variable that affect repurchase intention, for instance, price and e-WOM that have been studied by Arif (2019).

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