



International Journal of Human Capital  
Management  
E-ISSN 2580-9164  
Vol. 8, No. 1, June 2024, p 43-57

Available online at  
<http://journal.unj.ac.id/unj/index.php/ijhcm>

## **SERVICE PERFORMANCE ANALYSIS AND ITS IMPACT ON REPURCHASE INTENTION IN THE INDONESIAN AIRLINE INDUSTRY**

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### **ABSTRACT**

*This study investigates the impact of service quality on repurchase intention in the Indonesian airline industry using the ServPerf framework. The research aims to identify the relationship and influence of five ServPerf indicators - assurance, empathy, reliability, responsiveness, and tangible - on passengers' intention to repurchase airline services. A quantitative approach was employed, involving a survey of 177 respondents who had used domestic airline services in Indonesia within the past year. The data was analyzed using Structural Equation Modeling (SEM) with SmartPLS software. The findings reveal that all five ServPerf indicators significantly affect repurchase intention. However, the results also indicate that Indonesian airlines are not effectively implementing all ServPerf dimensions, leading to customer dissatisfaction and a decrease in repurchase intention. The study highlights the need for Indonesian airlines to prioritize service quality improvements, particularly in the areas of reliability, responsiveness, and tangible aspects. The research suggests that investing in employee training, adopting a customer-centric approach, and continuously monitoring and enhancing service standards are crucial for airlines to remain competitive and foster long-term customer loyalty. The study contributes to the understanding of service quality and repurchase intention in the airline industry and offers valuable insights for airline managers and researchers. Future research directions are proposed, including comparative analyses across different countries, longitudinal studies, the inclusion of additional variables, qualitative research, and industry-specific adaptations of the ServPerf framework.*

**Keywords:** *Airline Industry, Repurchase Intention, Service Quality, ServPerf*

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Received: 17 March 2024

Accepted: 13 May 2024

Publish: June 2024

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**How to Cite:**

Manurung, A. Y., Alhakiim, A. D., Afrizal, A. S. J., & Suryaneta. (2024). Service Performance Analysis and Its Impact on Repurchase Intention in The Indonesian Airline Industry *International Journal of Human Capital Management*, 8 (1), 43-57. <https://doi.org/10.21009/IJHCM.08.01.6>

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## INTRODUCTION

In the modern era, the service industry has emerged as a crucial driver of the global economy, alongside the manufacturing industry. The primary objective of the service sector is to deliver the anticipated satisfaction to customers. With the rise of economic globalization and technological advancements, the demand for aviation services has experienced significant growth. The International Air Transport Association (IATA) reported a 64.4% increase in air traffic, measured in revenue passenger kilometers (RPK), in 2022 compared to 2021 (Jarošová & Pajdlhauser, 2022). This highlights the increasing importance of the aviation industry in the global economic landscape.

Transportation plays a vital role in facilitating the movement of goods and people from one location to another, utilizing various modes powered by machines or human effort (Agag & Eid, 2019). In Indonesia, airline companies provide air transportation services to enable inter-island connectivity (Usman et al., 2023). These airlines can be categorized into two types based on ownership: government-owned airlines (State-Owned Enterprises/BUMN) and privately-owned airlines.

Repurchase Intention (RPI) refers to a customer's decision to purchase a product or service from a company repeatedly (Kökény et al., 2024). Law et al. (2022) discovered that customers are more likely to have higher repurchase intentions when they hold positive sentiments towards service providers based on their consumption experiences. RPI is a critical indicator that is closely tied to the quality of service received by consumers. A high level of RPI reflects greater customer satisfaction when choosing to utilize specific services (Bilal Ahmad, 2023). One widely used tool for assessing service quality is the ServPerf scale, developed by Cronin & Taylor (1992) as an improvement upon the previous Servqual method by Parasuraman et al. (1985). The ServPerf scale measures the actual performance or quality of a service as perceived by consumers.

However, there is a notable research gap in understanding the discrepancy between the service quality of government-owned airlines (BUMN) and private airlines in Indonesia. Despite the high priority placed on service quality by government-owned airlines, they often lag behind private airlines, which have garnered negative perceptions regarding their services. Private airlines employ a value proposition approach, aiming to provide enhanced services that exceed the price paid by passengers. On the other hand, government-owned airlines adopt a low-cost strategy, offering lower prices to consumers as part of their competitive strategy. This dichotomy raises questions about the factors influencing passenger preferences and the impact of service quality on repurchase intentions in the Indonesian airline industry.

The rapid growth of the aviation industry has intensified competition among airlines in various countries, including Indonesia. This intense rivalry necessitates the continuous development and improvement of airline services to attract and retain customers. Service quality, pricing, and promotional offerings are crucial considerations for aviation service providers, as

delivering exceptional service is key to ensuring customer satisfaction. As airlines vie for market share, the increasing competition may lead to concerns about unfair business practices within the industry.

In Indonesia, the competition between government-owned and private airlines is particularly fierce. To navigate this competitive landscape effectively, it is imperative to evaluate the current situation and formulate strategies for improvement. Flight delays pose significant risks to both passengers and airlines, leading to inconvenience and potentially influencing travel decisions and airfare prices (Ardini et al., 2022). Surprisingly, despite the negative reputation of government-owned airlines in terms of service quality, they continue to be preferred by many passengers over private airlines. This paradox necessitates a deeper examination of the factors driving passenger choices and the role of service quality in shaping repurchase intentions.

To address this research gap, the present study aims to investigate the influence of ServPerf dimensions on Repurchase Intention (RPI) in the Indonesian aviation industry. By understanding the relationship between service quality and RPI, airlines can gain valuable insights into the factors contributing to customer loyalty and long-term success. Moreover, this research seeks to assess the level of satisfaction among airline service recipients in Indonesia based on the ServPerf indicators that impact RPI.

The findings of this study are expected to provide significant benefits to various stakeholders, including airline companies, research institutions, and individual researchers. Airlines can identify the specific factors within the ServPerf scale that influence RPI, enabling them to develop targeted strategies for service improvement. Additionally, the assessment of ServPerf dimensions affecting RPI in Indonesian airline services will offer valuable benchmarking information for the industry. Furthermore, this research contributes to the body of knowledge in the field of aviation services and can serve as a foundation for future studies. Students, in particular, can gain a deeper understanding of RPI analysis using the service performance scale and apply this knowledge to address real-world challenges in the industry.

## **LITERATURE REVIEW**

### **The Aviation Industry and Airlines in Indonesia**

The aviation industry plays a crucial role in the global economy, facilitating the movement of people and goods across vast distances. In Indonesia, the aviation sector has experienced significant growth in recent years, driven by increasing demand for air travel and the expansion of airline networks (Usman et al., 2023). The country's unique geography, consisting of numerous islands, makes air transportation a vital mode of connectivity (Ardini et al., 2022). Airlines operating in Indonesia can be classified into two main categories based on ownership: government-owned airlines, known as State-Owned Enterprises (BUMN), and privately-owned airlines (Kökény et al., 2024).

The aviation industry is characterized by intense competition, with airlines striving to differentiate themselves through various strategies, including service quality, pricing, and route offerings (Agag & Eid, 2019; Yowanda & Mawardi, 2017). In Indonesia, the competitive landscape is particularly dynamic, with both government-owned and private airlines vying for market share (Bilal Ahmad, 2023; Yowanda & Mawardi, 2017). The rapid growth of the aviation sector has led to increased scrutiny of airline performance, particularly in terms of service quality and customer satisfaction (Law et al., 2022).

### **Repurchase Intention (RPI)**

Repurchase Intention (RPI) is a critical metric for businesses, as it reflects the likelihood of customers returning to make subsequent purchases (Abdul, Sadam Nasution, Ute Ch Awin, 2017; Kökény et al., 2024). In the aviation industry, RPI is closely linked to passenger loyalty and

long-term profitability (Ardini et al., 2022). Studies have shown that customers with higher levels of satisfaction and positive experiences are more likely to exhibit repurchase intentions (Law et al., 2022). Therefore, understanding the factors that influence RPI is of utmost importance for airlines seeking to retain customers and maintain a competitive edge.

Service quality has been identified as a key determinant of RPI in various industries, including aviation (Bilal Ahmad, 2023). Customers' perceptions of service quality are shaped by their experiences throughout the entire travel journey, from booking to post-flight services (Usman et al., 2023). Airlines that consistently deliver high-quality services are more likely to foster customer loyalty and encourage repurchase behavior (Agag & Eid, 2019).

### **Service Performance (ServPerf)**

The ServPerf scale, developed by Cronin & Taylor (1992), has emerged as a widely used tool for measuring service quality in the aviation industry. Unlike its predecessor, the SERVQUAL scale (Parasuraman et al., 1985), which measures both expectations and perceptions, ServPerf focuses solely on customers' perceptions of service performance (Kökény et al., 2024). The ServPerf scale consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Cronin & Taylor, 1992). These dimensions capture various aspects of service quality that influence customer satisfaction and repurchase intentions (Law et al., 2023).

Tangibles refer to the physical aspects of the service, such as aircraft condition, seat comfort, and in-flight amenities (Ardini et al., 2022). Reliability pertains to the airline's ability to perform the promised services dependably and accurately (Usman et al., 2023). Responsiveness captures the willingness of airline staff to provide prompt and efficient service (Bilal Ahmad, 2023). Assurance reflects the knowledge, courtesy, and ability of employees to inspire trust and confidence (Agag & Eid, 2019). Finally, empathy encompasses the individualized attention and care provided to passengers (Kökény et al., 2024).

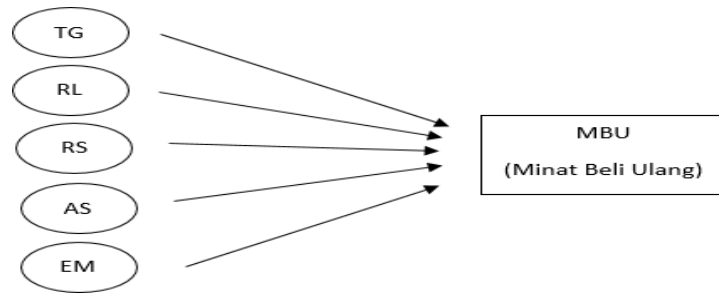
### **Previous Studies**

Numerous studies have investigated the relationship between service quality and repurchase intention in the aviation industry. Law et al. (2022) found that service quality, as measured by the ServPerf scale, had a significant positive impact on repurchase intentions among airline passengers in Ghana. Similarly, (Bilal Ahmad, 2023) demonstrated that service quality dimensions, such as tangibles and reliability, were key predictors of repurchase intentions in the Indonesian aviation context.

Ardini et al. (2022) examined the mediating role of passenger satisfaction in the relationship between service quality and loyalty in the Indonesian aviation industry. Their findings highlighted the importance of service quality in driving passenger satisfaction, which in turn influenced repurchase intentions and loyalty. Usman et al. (2023) also investigated the impact of service quality on passenger trust and loyalty in Indonesian airports, emphasizing the critical role of service quality in shaping positive passenger experiences.

Agag & Eid (2019) explored the antecedents and consequences of trust in the context of peer-to-peer accommodation, highlighting the importance of service quality in building trust and fostering repurchase intentions. Although their study focused on a different industry, the findings are relevant to the aviation sector, as trust is a crucial factor in shaping customer loyalty and repurchase behavior.

Despite the extensive research on service quality and repurchase intention, there is a lack of studies specifically comparing the service quality of government-owned and private airlines in Indonesia. This research gap presents an opportunity to investigate the differences in service quality perceptions and their impact on repurchase intentions across these two airline categories. By addressing this gap, the present study aims to provide valuable insights into the competitive dynamics of the Indonesian aviation industry and contribute to the development of targeted strategies for enhancing service quality and customer loyalty in Indonesia.



**Figure 1. Produces one hypothesis, namely ServPerf influences repurchase intention. Tangible (TG), Reliability (RL), Responsiveness (RS), Assurance (AS), and Empathy (EM) are ServPerfs that affect repurchase intention (RPI).**

## METHODOLOGY

### Research Data and Research Instruments

This study employs a quantitative research approach to investigate the relationship between service quality and repurchase intention in the Indonesian airline industry. Quantitative research involves the collection and analysis of numerical data to test hypotheses and draw conclusions (Creswell, 2003). The data used in this study is primary data obtained directly from the research sample, which consists of consumers who have used domestic air transportation services provided by government-owned or private airlines in Indonesia within the past year.

The research instrument used for data collection is an online questionnaire administered through the Google Form platform. Questionnaires are a common tool for gathering data in quantitative research, as they allow for the efficient collection of responses from a large sample (Taherdoost, 2018). The questionnaire was developed based on a comprehensive review of previous studies related to service quality and repurchase intention, ensuring the inclusion of relevant question items associated with the ServPerf dimensions and repurchase intention indicators (Bakar et al., 2018).

### Sampling Technique

The sampling technique employed in this study is non-probability purposive sampling. In non-probability sampling, the selection of respondents is based on specific criteria determined by the researcher, rather than random selection (Etikan, 2016). Purposive sampling involves the deliberate choice of respondents due to their ability to provide the required information (Sharma, 2017). The specific criteria for respondents in this study are consumers who have used domestic air transportation services from government-owned or private airlines in Indonesia within the past year.

### Data Analysis

The collected data is analyzed using the Structural Equation Modeling (SEM) technique with the assistance of SmartPLS software. SEM is a multivariate statistical analysis technique that allows for the examination of complex relationships among multiple variables simultaneously (Hair et al., 2017). SmartPLS is a software package that employs the partial least squares (PLS) approach to SEM, which is particularly suitable for predictive purposes and exploratory research (Ringle et al., 2015).

The data analysis process begins with the assessment of the measurement model (outer model) and the structural model (inner model). The outer model evaluates the reliability and validity of the construct measures, while the inner model examines the relationships between the latent variables (Hair et al., 2017). The reliability of the measurement model is assessed using



Cronbach’s alpha and composite reliability, while convergent validity is evaluated using average variance extracted (AVE) (Fornell & Larcker, 1981).

Hypothesis testing is conducted using the t-test approach, which assesses the significance of the relationships between the independent variables (ServPerf dimensions) and the dependent variable (repurchase intention). The significance level is set at 5%, and the t-statistic values are compared to the critical values to determine the acceptance or rejection of the hypotheses (Hair et al., 2017).

Finally, the results of the data analysis are presented in the form of tables and figures, accompanied by detailed descriptive explanations. The research findings are discussed in relation to the existing literature, highlighting the novelty, gaps, and originality of the study (Creswell, 2003).

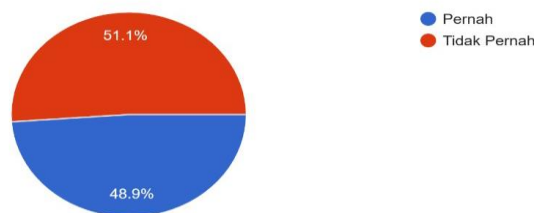
## RESULT AND DISCUSSION

The research was conducted on users of local airline industry services in Indonesia. The questionnaire was distributed to individuals who had used domestic airline services in Indonesia within the past year. Out of the 176 respondents who completed the questionnaire, 86 respondents met the eligibility criteria, representing a 48.9% qualification rate. The remaining 90 respondents (51.1%) did not meet the requirements and were excluded from the data analysis. The data used for further analysis consisted of the responses from the 86 qualified respondents (see Table 1 and Figure 2).

**Table 1**  
**Respondents who meet requirement**

Indicator	Frequency	Percentage (%)
Meet requirement	87	48.9
Not meet requirement	90	51.1
<b>Total</b>	<b>177</b>	<b>100</b>

Apakah Bapak/Ibu, Saudara/i pernah menggunakan layanan penerbangan domestik (dalam negeri Indonesia) dalam waktu 1 tahun terakhir?  
176 responses



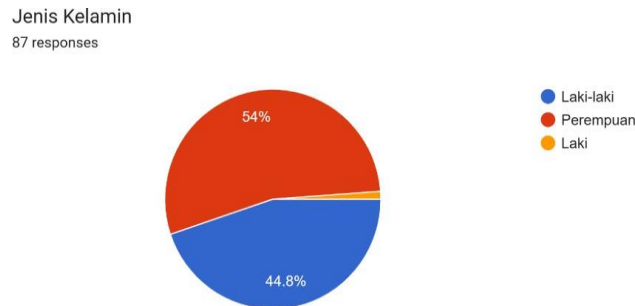
**Figure 2. Forms response chart with question “Have you used domestic airline services (within Indonesia) in the last 1 year?”**

### Descriptive Characteristics of Research Respondents

The descriptive characteristics of the research respondents were analyzed based on gender and age. The results revealed that female respondents (54%) outnumbered male respondents (46%) (see Table 2 and Figure 3). In terms of age distribution, the majority of respondents (45.3%) were between 15-20 years old, followed by 21-25 years old (33.7%), 31-35 years old (8.1%), 36-40 years old (8.1%), and 26-39 years old (4.8%) (see Table 3 and Figure 4). These findings are consistent with previous studies that have reported similar demographic patterns among airline passengers (Kökény et al., 2024).

**Table 2**  
**Characteristics of Respondents by Gender**

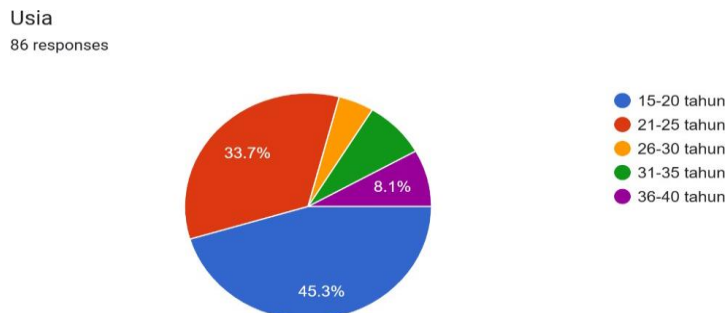
Gender	Frequency	Percentage (%)
Male	40	46
Female	47	54
<b>Total</b>	<b>87</b>	<b>100</b>



**Figure 3. Characteristics of Respondents by Gender**

**Table 3**  
**Characteristics of Respondents by Age Level**

Age Range (year)	Frequency	Percentage (%)
15-20	39	45.3
21-25	29	33.7
26-30	5	4.8
31-35	17	8.1
<b>Total</b>	<b>87</b>	<b>100</b>



**Figure 4. Characteristics of Respondents by Age Level**

### Value of Recipients of Indonesian Local Airline Industry Services

The perceived value of services received by Indonesian local airline industry customers was assessed using the ServPerf dimensions, which include tangibles, reliability, responsiveness, assurance, and empathy. The results indicated that all five dimensions were considered important aspects of airline services by the respondents (see Table 4). This finding aligns with the existing literature, which emphasizes the significance of service quality dimensions in shaping customer perceptions and experiences (Bilal Ahmad, 2023).

**Table 4**  
**Value of Recipients of Indonesian Local Airline Industry Services**

Dimension	Question Item	Response	Respondents	
			Frequency	%
Tangibles (TG)	Clean, fragrant, and comfortable aircraft	1: Strongly disagree	1	1.1
		2: Disagree	2	2.3
		3: Neutral	10	11.5
		4: Agree	44	50.6
		5: Strongly agree	30	34.5
	Clean, complete, and neatly arranged aircraft cabin toilet equipment	1: Strongly disagree	2	2.3
		2: Disagree	0	
		3: Neutral	17	19.5
		4: Agree	43	49.4
		5: Strongly agree	25	28.7
	Attractive design and appearance of cabin crew or flight attendant	1: Strongly disagree	1	1.1
		2: Disagree	0	
		3: Neutral	12	13.8
		4: Agree	39	44.8
		5: Strongly agree	35	40.2
The appearance of this aircraft is attractive and interests passengers	1: Strongly disagree	1	1.1	
	2: Disagree	2	2.3	
	3: Neutral	29	33.3	
	4: Agree	37	42.5	
	5: Strongly agree	18	20.7	
The beauty of the exterior and interior of the aircraft cabin	1: Strongly disagree	1	1.1	
	2: Disagree	2	2.3	
	3: Neutral	31	35.6	
	4: Agree	39	44.8	
	5: Strongly agree	14	16.1	
Reliability (RL)	The airline company is responsible for delayed flights	1: Strongly disagree	4	4.6
		2: Disagree	7	8
		3: Neutral	27	31
		4: Agree	31	35.6
		5: Strongly agree	18	20.7
	Departures and arrivals are on time as stated on the ticket	1: Strongly disagree	5	5.7
		2: Disagree	16	18.4
		3: Neutral	16	18.4
		4: Agree	26	29.9
		5: Strongly agree	24	27.6
	The sincere interest of the cabin crew in resolving customer problems	1: Strongly disagree	1	1.1
		2: Disagree	4	4.6
		3: Neutral	18	20.7
		4: Agree	42	48.3
		5: Strongly agree	22	25.3
Cabin crew serve passengers' needs quickly and promptly	1: Strongly disagree	2	2.3	
	2: Disagree	0		
	3: Neutral	12	13.8	
	4: Agree	51	58.6	
	5: Strongly agree	22	25.3	
Services such as sales service, ticketing service, and call center run smoothly	1: Strongly disagree	2	2.3	
	2: Disagree	3	3.4	
	3: Neutral	16	18.4	
	4: Agree	43	49.4	



		5: Strongly agree	23	26.4
Responsiveness (RS)	Cabin crew are quick to handle flight issues	1: Strongly disagree	2	2.3
		2: Disagree	2	2.3
		3: Neutral	22	25.3
		4: Agree	42	48.3
		5: Strongly agree	19	21.8
	Ground crew at check-in and baggage claim serve quickly and responsively	1: Strongly disagree	1	1.1
		2: Disagree	5	5.7
		3: Neutral	15	17.2
		4: Agree	46	52.9
		5: Strongly agree	20	23
	Cabin crew are consistently responsive in sharing information and showing directions related to passenger seat numbers	1: Strongly disagree	1	1.1
		2: Disagree	1	1.1
		3: Neutral	12	13.8
		4: Agree	43	49.4
		5: Strongly agree	30	34.5
Conditions related to flight information shown on airport monitors are consistently updated	1: Strongly disagree	1	1.1	
	2: Disagree	2	2.3	
	3: Neutral	16	18.4	
	4: Agree	45	51.7	
	5: Strongly agree	23	26.4	
Cabin crew consistently provide food menus according to passenger requests	1: Strongly disagree	1	1.1	
	2: Disagree	7	8	
	3: Neutral	24	27.6	
	4: Agree	41	47.1	
	5: Strongly agree	14	16.1	
Assurance (AS)	Cabin crew can provide calmness and trust to passengers during turbulence throughout the flight	1: Strongly disagree	1	1.1
		2: Disagree	1	1.1
		3: Neutral	23	26.4
		4: Agree	41	47.1
		5: Strongly agree	21	24.1
	Passengers feel safe and secure during the flight	1: Strongly disagree	1	1.1
		2: Disagree	2	2.3
		3: Neutral	14	13.8
		4: Agree	48	55.2
		5: Strongly agree	24	27.6
	Safety instructions and guidance are fully available at passenger seats	1: Strongly disagree	2	2.3
		2: Disagree	1	1.1
		3: Neutral	7	8
		4: Agree	36	41.4
		5: Strongly agree	41	47.1
Cabin crew have good experience and knowledge to answer passenger questions	1: Strongly disagree	1	1.1	
	2: Disagree	0		
	3: Neutral	13	14.9	
	4: Agree	35	40.2	
	5: Strongly agree	38	43.7	
Pilots and co-pilots fly the aircraft smoothly and calmly throughout the flight	1: Strongly disagree	2	2.3	
	2: Disagree	2	2.3	
	3: Neutral	11	12.6	
	4: Agree	42	48.3	
	5: Strongly agree	30	34.5	

Tangibles (TG)	The airline company always facilitates travel processes during pre-flight, in-flight, and post-flight	1: Strongly disagree	1	1.1
		2: Disagree	3	3.4
		3: Neutral	24	27.6
		4: Agree	42	48.3
		5: Strongly agree	17	19.5
	The airline continuously provides evaluation forms to passengers to obtain suggestions and criticisms during the flight	1: Strongly disagree	9	10.3
		2: Disagree	17	19.5
		3: Neutral	28	32.2
		4: Agree	21	24.1
		5: Strongly agree	12	13.8
	Cabin crew communicate intensely with passengers	1: Strongly disagree	1	1.1
		2: Disagree	10	11.5
		3: Neutral	36	41.4
		4: Agree	28	32.2
		5: Strongly agree	12	13.8
	A warm welcome is always given by cabin crew to passengers when entering and exiting the aircraft cabin	1: Strongly disagree	2	2.3
		2: Disagree	1	1.1
		3: Neutral	8	9.2
		4: Agree	44	50.6
		5: Strongly agree	32	36.8
Cabin crew conduct monitoring before takeoff and landing	1: Strongly disagree	2	2.3	
	2: Disagree	0		
	3: Neutral	9	10.3	
	4: Agree	43	49.4	
	5: Strongly agree	33	37.9	

### Value of Repurchase Intention (RPI) Recipients of Indonesian Local Airline Industry Services

The perceived value of repurchase intention among Indonesian local airline industry customers was assessed using indicators derived from previous studies. The results showed that a significant portion of respondents expressed their intention to use the airline services again in the future and recommend them to others (see Table 5). This finding is consistent with the literature, which suggests that positive service experiences and customer satisfaction are key drivers of repurchase intention (Kökény et al., 2024; Law et al., 2022).

**Table 5**  
**Value of Repurchase Intention (RPI) Recipients of Indonesian Local Airline Industry Services**

Question Item	Responses	Respondents	
		Frequency	%
I plan to use the services of this airline in the future	Yes	83	95.4
	No	4	4.6
I intend to be a regular customer of this airline	Yes	50	57.5
	No	37	42.5
This airline is my first choice for air travel activities	Yes	54	62.1
	No	33	37.9
The experience of using this airline exceeded my expectations	Yes	52	59.8
	No	35	40.2
If the airline charges slightly higher fees than its competitors for the same services, I would still choose this airline	Yes	37	42.5
	No	50	57.5

**Results of Data Processing Using Smart-PLS**

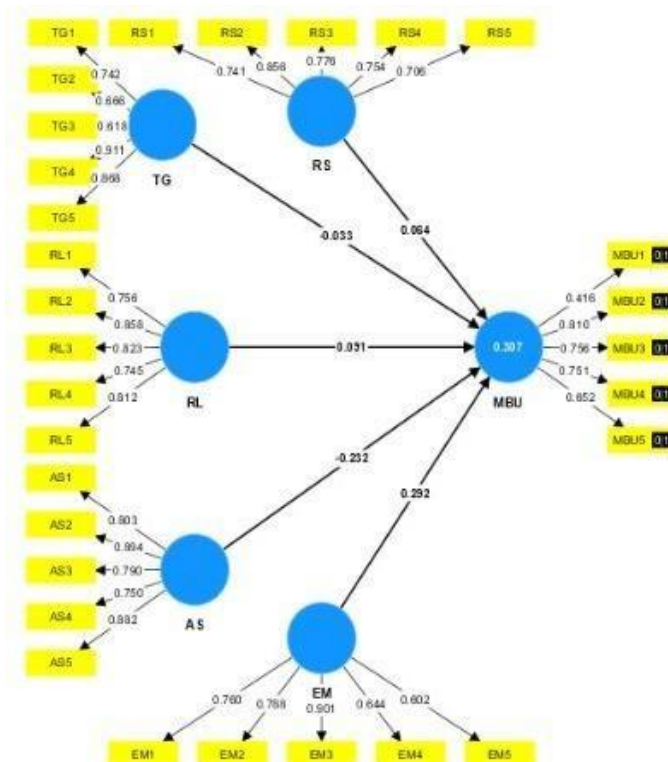
The data collected through the questionnaire was processed using Smart-PLS software. The results of the data processing, including the measurement model (outer model) and structural model (inner model), were presented in tabular and graphical formats (see Figure 5). The reliability and validity of the measurement model were assessed using Cronbach’s alpha, composite reliability, and average variance extracted (AVE) (Fornell & Larcker, 1981; Hair et al., 2017) (see Tables 6 and 7).

**Table 6**  
**Reliability Test (Cronbach’s Alpha & Composite Reliability)**

Variable	Cronbach’s alpha	Composite Reliability
AS	0.888	0.912
EM	0.830	0.904
RL	0.865	0.886
RS	0.830	0.841
TG	0.844	0.991
<b>MBU</b>	<b>0.729</b>	<b>0.762</b>

**Table 7**  
**Convergent Validity Test Results (Average Variance Extracted)**

Variable	Average Variance Extracted (AVE)
AS	0.682
EM	0.558
RL	0.640
RS	0.590
TG	0.592
<b>MBU</b>	<b>0.478</b>



**Figure 5. Results of Data Processing Using Smart-PLS**

The structural model was evaluated based on the path coefficients, t-values, and p-values (see Table 8). The results indicated that assurance and empathy had significant positive effects on repurchase intention, while reliability, responsiveness, and tangibles had nonsignificant or negative effects. These findings suggest that Indonesian airlines need to focus on improving their reliability, responsiveness, and tangible aspects of service to enhance customer satisfaction and repurchase intention (Ardini et al., 2022; Usman et al., 2023).

**Table 8  
T-statistic Test Results**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistic (O/STDEV)</b>	<b>P Value</b>
AS □ MBU	-0.232	-0.172	0.100	2.323	0.020
EM □ MBU	0.292	0.265	0.094	3.119	0.002
RL □ MBU	0.091	0.088	0.071	1.276	0.202
RS □ MBU	0.064	0.041	0.117	0.546	0.585
TG □ MBU	-0.033	-0.009	0.066	0.497	0.619

**DISCUSSION**

The results of this study contribute to the growing body of literature on service quality and repurchase intention in the aviation industry. The findings highlight the importance of the ServPerf dimensions in shaping customer perceptions and experiences (Bilal Ahmad, 2023; Law et al., 2022). The study also underscores the need for Indonesian airlines to prioritize service quality improvements, particularly in the areas of reliability, responsiveness, and tangibles, to remain competitive and foster long-term customer loyalty (Ardini et al., 2022; K ok eny et al., 2024).

The research reveals that assurance and empathy are significant predictors of repurchase intention among Indonesian airline customers. This finding is consistent with previous studies that have emphasized the role of trust, confidence, and individualized attention in building customer loyalty (Agag & Eid, 2019; Usman et al., 2023; Widjaja, 2016). Airlines should invest in training and development programs to enhance the knowledge, skills, and emotional intelligence of their employees to deliver exceptional service experiences (Ardini et al., 2022).

The nonsignificant or negative effects of reliability, responsiveness, and tangibles on repurchase intention indicate areas for improvement in the Indonesian airline industry. Airlines need to focus on ensuring consistent and accurate service delivery, prompt response to customer needs, and maintaining high standards of aircraft cleanliness, comfort, and appearance (K ok eny et al., 2024). By addressing these service quality gaps, airlines can enhance customer satisfaction and encourage repurchase behavior (Bilal Ahmad, 2023; Law et al., 2022).

The study also highlights the potential for future research to explore additional variables that may influence repurchase intention in the airline industry, such as price sensitivity, brand image, and customer demographics (Ardini et al., 2022). Furthermore, comparative studies across different countries or regions could provide valuable insights into the cultural and contextual factors that shape customer perceptions and loyalty (Agag & Eid, 2019).

## CONCLUSION

The analysis of airline services in Indonesia, utilizing the ServPerf framework consisting of five indicators - assurance, empathy, reliability, responsiveness, and tangible - reveals that all these factors have a significant impact on repurchase intention. However, the data collected suggests that not all ServPerf indicators are being implemented effectively by Indonesian airline service providers. The processed data indicates a prevailing sense of dissatisfaction among Indonesian airline service recipients regarding the existing service indicators. This dissatisfaction is a key contributor to the declining level of repurchase intention for airline services in Indonesia.

The findings of this study highlight the urgent need for Indonesian airlines to prioritize service quality improvements across all five ServPerf dimensions. By addressing the shortcomings in assurance, empathy, reliability, responsiveness, and tangible aspects of their services, airlines can enhance customer satisfaction and foster greater repurchase intention. Investing in comprehensive employee training programs is crucial to equip airline staff with the necessary skills and knowledge to deliver exceptional service consistently. Regular performance evaluations and customer feedback mechanisms should be implemented to identify areas for improvement and ensure that service standards are maintained.

Furthermore, Indonesian airlines should adopt a customer-centric approach, actively seeking to understand and address the needs and preferences of their passengers. By tailoring their services to meet the evolving expectations of customers, airlines can differentiate themselves in the highly competitive market and build long-term customer loyalty. This may involve investing in advanced technologies, streamlining processes, and introducing innovative service offerings that enhance the overall travel experience.

### **Future Research Directions**

While this study provides valuable insights into the relationship between ServPerf indicators and repurchase intention in the Indonesian airline industry, there are several avenues for future research to further expand the understanding of this topic.

#### *Comparative analysis*

Future studies could conduct a comparative analysis of airline service quality and repurchase intention across different countries or regions. This would provide a broader perspective on the factors influencing customer loyalty in diverse cultural and economic contexts.

#### *Longitudinal studies*

Conducting longitudinal studies that track changes in service quality and repurchase intention over an extended period would offer a more comprehensive understanding of the long-term impact of service improvements on customer behavior.

#### *Inclusion of additional variables*

Researchers could explore the influence of other variables, such as price sensitivity, brand image, and customer demographics, on repurchase intention in the airline industry. Incorporating these variables would provide a more holistic view of the factors driving customer decision-making.

#### *Qualitative research*

Complementing quantitative findings with qualitative research methods, such as in-depth interviews or focus group discussions, would yield richer insights into passengers' perceptions, expectations, and experiences with airline services. This qualitative data could inform the development of more targeted and effective service improvement strategies.

#### *Industry-specific adaptations*

Future studies could adapt the ServPerf framework to include industry-specific indicators relevant to the airline sector, such as in-flight amenities, baggage handling, and loyalty program benefits. This would enable a more precise assessment of service quality in the context of air travel.

By pursuing these research directions, scholars can contribute to a more comprehensive understanding of the factors influencing repurchase intention in the airline industry. The insights gained from such studies will be invaluable for airlines seeking to enhance their service quality, foster customer loyalty, and maintain a competitive edge in the dynamic global aviation market. science

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