

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis brand image dan perceived quality terhadap kepuasan pelanggan dan dampaknya terhadap minat beli ulang tiket maskapai Citilink Indonesia. Jenis penelitian adalah kuantitatif dengan paradigma konstruktivis. Populasi penelitian adalah pengguna maskapai Citilink Indonesia yang tersebar di wilayah Bandara Internasional Soekarno-Hatta, Tangerang, Banten. Pengujian hipotesis dalam penelitian ini menggunakan Structural Equation Modeling (SEM) atau Model Persamaan Struktural. Hasil analisis menunjukkan bahwa brand image berpengaruh positif dan signifikan terhadap kepuasan pelanggan sedangkan perceived quality berpengaruh terhadap kepuasan pelanggan hal ini menunjukkan bahwa semakin baik brand image dan perceived quality, maka kepuasan pelanggan maskapai Citilink Indonesia juga akan semakin tinggi. Secara parsial, brand image berpengaruh positif terhadap minat beli ulang sedangkan perceived quality berpengaruh terhadap minat beli ulang. Hal ini menunjukkan bahwa semakin tinggi dampak brand image dan perceived quality maka minat beli ulang pelanggan terhadap pembelian tiket maskapai Citilink Indonesia juga semakin meningkat. Faktor kepuasan pelanggan berpengaruh positif terhadap minat beli ulang artinya untuk meningkatkan minat beli ulang terhadap pembelian tiket maskapai Citilink Indonesia, maskapai harus terus meningkatkan aspek-aspek yang dapat membuat penumpang merasa puas.

Kata kunci: brand image, perceived quality, kepuasan pelanggan, minat beli ulang, Citilink Indonesia

## ABSTRACT

This study aims to analyze brand image and perceived quality on customer satisfaction and its impact on interest in purchase intention Citilink Indonesia airline tickets. This type of research is quantitative with a constructivist paradigm. The research population is Citilink Indonesia airline users spread across the Soekarno-Hatta International Airport, Tangerang, Banten. Testing the hypothesis in this study using Structural Equation Modeling (SEM) or Structural Equation Model. The results of the analysis show that brand image has a positive and significant effect on customer satisfaction while the perceived quality has an effect on customer satisfaction. This shows that the better brand image and perceived quality, the higher the satisfaction of Citilink Indonesia's airline customers. Partially, brand image has a positive effect on repurchase interest while perceived quality influences repurchase interest. This shows that the higher the impact of brand image and perceived quality, the interest in repurchasing customers to purchase airline tickets in Indonesia is also increasing. The customer satisfaction factor has a positive effect on repurchase intention, meaning that to increase interest in repurchasing tickets to purchase tickets for Citilink Indonesia airlines, airlines must continue to improve aspects that can make passengers feel satisfied.

Keywords: brand image, perceived quality, customer satisfaction, purchase intention, Citilink Indonesia



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