

Pengaruh perceived quality terhadap repurchase intention yang di mediasi oleh variabel-variabel perceived equity, perceived value, customer satisfaction, expected switching cost, dan brand preference : studi kasus pelanggan Garuda Indonesia = The effect of perceived quality toward repurchase intention with mediating variables of perceived equity, perceived value, customer satisfaction, expected switching cost, and brand preference : case study of Garuda Indonesia

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Abstrak

Kompetisi dan tantangan pada industri penerbangan semakin ketat, salah satunya akibat semakin banyaknya bermunculan maskapai dengan konsep Low Cost Carrier (LCC) dan kebijakan Open Sky Policy ASEAN pada 2015. Oleh karena itu, tentu sangat perlu bagi maskapai untuk mempelajari hal-hal yang mempengaruhi pelanggannya dalam melakukan pembelian. Melalui metode SEM (Structural Equation Modeling), penelitian ini membahas pengaruh Perceived Quality, dengan variabel mediasi Perceived Equity, Perceived Value, Customer Satisfaction, Expected Switching Cost, & Brand Preference terhadap Repurchase Intention pelanggan maskapai Garuda Indonesia yang beroperasi dengan konsep Full Service Carrier (FSC).

Hasil penelitian ini menunjukkan Brand Preference memiliki efek positif secara langsung atas Repurchase Intention, Expected Switching Cost memiliki efek positif secara langsung terhadap Brand Preference, Customer Satisfaction tidak berpengaruh secara langsung terhadap Brand Preference namun berpengaruh terhadap Expected Switching Cost, Perceived Value tidak berpengaruh terhadap Brand Preference namun berpengaruh terhadap Customer Satisfaction, Perceived Equity tidak berpengaruh baik terhadap Customer Satisfaction maupun Perceived Value, sedangkan Perceived Quality Service memiliki pengaruh positif langsung terhadap Perceived Equity Service dan Perceived Value.

.....Competition and challenges in the aviation industry is getting tighter, due to the increasing number of airlines with the concept of Low Cost Carrier (LCC) and the Open Sky Policy in 2015. Therefore, it is certainly very necessary for the airlines to learn the things that influence customers in their purchasing decision. Through the method of SEM (Structural Equation Modeling), this study discusses about the influence of Perceived Quality, with mediating variables of Perceived Equity, Perceived Value, Customer Satisfaction, Switching Expected Cost, & Brand Preference towards Repurchase Intention from Garuda Indonesia airline customers that operate with the concept of Full Service Carrier (FSC).

The results of this study showed that Brand Preference has a direct positive effect on the Repurchase Intention, Expected Switching Cost has a direct positive effect on Brand Preference, Customer Satisfaction has no direct influence on Brand Preference but have influence to the Expected Switching Cost, Perceived Value has no effect on Brand Preference but have influence to Customer satisfaction, Perceived Equity has no effect either on Customer Satisfaction or Perceived Value, while Perceived Quality Service has a direct positive effect on Perceived Equity Services and Perceived Value.