

Pengaruh reputasi perusahaan terhadap kepercayaan, identifikasi, dan komitmen konsumen serta rencana pembelian pada penerbangan low cost carrier rute Jakarta-Surabaya = Company reputation towards trust identification and commitment on purchase intention in low cost carrier flight on Jakarta-Surabaya route

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Abstrak

Persaingan dari maskapai penerbangan semakin tinggi dengan adanya konsep penerbangan murah atau lebih dikenal sebagai low cost carrier. Penerbangan domestik antara Jakarta-Surabaya merupakan salah satu rute penerbangan dengan jumlah perjalanan terbanyak dalam satu hari. Tesis ini membahas bagaimana Company Reputation memberikan pengaruh terhadap Purchase Intention. Selain itu penelitian dilakukan dengan melihat pengaruh Company Reputation terhadap Customer Identification, Customer Trust, dan Customer Commitment untuk menentukan Purchase Intention dan Willingness-to-pay. Penelitian dilakukan dengan menggunakan metode Structural Equation Modelling SEM.

.....Competition from airlines are more higher with the concept of low cost or better known as a low cost carrier. Domestic flights between Jakarta Surabaya is one of the most number of trips in a single day. This thesis describes how the Company Reputation influence on Purchase Intention. In addition, research conducted by the influence of the Company Reputation toward Customer Identification, Customer Trust and Customer Commitment to determine the Purchase Intention and Willingness to pay. The study was conducted using Structural Equation Modeling SEM.