

## Pengaruh brand credibility terhadap consumer's purchase intention pada industri low-cost carrier airline = The effect of brand credibility towards consumer's purchase intention on low cost carrier airline industry

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### Abstrak

Dunia penerbangan mengalami kenaikan jumlah konsumen sejak kehadiran penerbangan berbiaya murah. Banyak perusahaan yang menyediakan jasa dengan konsep penerbangan murah. Persaingan yang begitu ketat membuat perusahaan berlomba untuk mendapatkan pelanggan. Disamping itu permasalahan juga masih terjadi pada industri penerbangan nasional. Keterlambatan jam penerbangan, keselamatan penerbangan, dan sikap tidak professional dari maskapai yang beroperasi di Indonesia menjadi permasalahan yang harus diselesaikan. Dalam penelitian ini, peneliti akan menguji Brand Credibility, Affective Commitment, dan Decision Convenience terhadap Purchase Intention. Olah data penelitian ini menggunakan metode PLS-SEM. Hasilnya, Brand Credibility memiliki pengaruh positif terhadap Affective Commitment, Decision Convenience, dan Purchase Intention pada brand Air Asia dan Citilink. Pada brand Lion Air, Brand Credibility memiliki pengaruh positif terhadap Affective Commitment dan Decision Convenience. Selain itu Affective Commitment dan Decision Convenience memiliki pengaruh positif terhadap Purchase Intention pada brand Lion Air. Pada brand Air Asia dan Citilink, Decision Convenience memiliki pengaruh positif terhadap Purchase Intention.

.....The aviation world has experienced an increase in the number of consumers since the presence of low cost airlines. Many companies provide services with low cost carrier concept. Competition is so fierce that companies need to struggle harder to get customers. Besides, the problems also still occur in the national aviation industry. The flight delays, flight safety and unprofessional attitudes of airlines operating in Indonesia are a matter to be solved. In this study, researcher will testify about Brand Credibility, Affective Commitment, and Decision Convenience to Purchase Intention. This research is using PLS SEM as its method. As a result, Brand Credibility has a positive influence on Affective Commitment, Decision Convenience, and Purchase Intention on Air Asia and Citilink brand. In the Lion Air brand, Brand Credibility has a positive influence on Affective Commitment and Decision Convenience. In addition, Affective Commitment and Decision Convenience have a positive influence on Purchase Intention on Lion Air brand. In Air Asia and Citilink brand, Decision Convenience has a positive influence on Purchase Intention.