

# Role of value for money, service quality, and brand image on behavioural intentions: the case of full service and low cost airline passengers in Indonesia = Peranan value for money, kualitas layanan, dan citra perusahaan terhadap intensi perilaku: kasus penumpang maskapai penerbangan full service dan low cost di Indonesia

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## Abstrak

Munculnya Low Cost Airlines dan skema pengurangan biaya merupakan ancaman besar bagi Full Service Airlines yang menyediakan layanan unggul. Low Cost Airlines mengubah pola harga pasar penerbangan dengan menetapkan harga rendah yang berakibat pada penghapusan layanan tambahan. Penelitian-penelitian terdahulu telah menyelidiki alasan orang-orang memilih Full Service Airline dibanding Low Cost Airline atau sebaliknya. Penelitian ini mencoba untuk memprediksi kepuasan dan intensi perilaku dari penumpang full service dan low cost airlines dengan menguji peranan value for money nilai uang, kualitas layanan, dan citra maskapai penerbangan. Structural Equation Modeling dengan menggunakan Partial Least Square digunakan untuk menguji pengaruh nilai uang, kualitas layanan, dan citra maskapai penerbangan terhadap kepuasan pelanggan dan intensi perilaku mereka.

Hasil penelitian menunjukkan bahwa untuk penumpang full service airlines, kualitas layanan memainkan peran penting untuk mempengaruhi intensi perilaku, sedangkan untuk penumpang low cost airlines, nilai uang yang dirasakan lebih dipentingkan. Namun, pengaruh nilai uang dan kualitas layanan tidak bisa secara langsung memprediksi intensi perilaku penumpang. Melainkan, intensi perilaku dari penumpang full service dan low cost airlines dapat dicapai melalui jalur kronologis kualitas layanan/nilai uang- kepuasan pelanggan-citra maskapai penerbangan-intensi perilaku.

.....The emergence of Low Cost Airlines and their cost reduction schemes is a major threat to Full Service Airlines that are driven by superior services. Low Cost Airlines changed the price pattern of airline market by setting a low price which results in eliminating additional services. There has been research investigating the reasons of people choosing Full Service Airline over Low Cost Airline or vice versa. This research attempts to predict satisfaction and behavioral intentions of full service and low cost airline passengers by examining the role of value for money, service quality, and airline image. Structural Equation Modeling by Partial Least Square was employed to test the effect of value for money, service quality, and airline image on customer satisfaction and their behavioral intentions.

Results revealed, for full service airline passengers, service quality plays an important role to affect behavioral intentions, whereas for low cost airline passengers, perceived value for money is more concerned. However, the influence of value for money and service quality cannot directly predict the passengers rsquo behavioral intentions. Instead, the behavioral intentions of full service and low cost airline passengers can be achieved through the chronological path of service quality value for money customer satisfaction airline image behavioral intentions.