

# Analisis pengaruh service quality, perceived value, perceived image, satisfaction, dan customer engagement terhadap behavioral intention dari penumpang maskapai penerbangan komersial domestik = The Influence of service quality, perceived value, perceived image, satisfaction, and customer engagement on behavioral intention of domestic commercial airline passengers

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## Abstrak

Beberapa faktor yang mempengaruhi behavioral intention dari penumpang maskapai penerbangan domestik, yang terdiri dari service quality, perceived value, perceived image, satisfaction, dan customer engagement. Penelitian ini bertujuan untuk melakukan analisis terhadap behavioral intention dari penumpang maskapai penerbangan komersial domestik yang dipengaruhi oleh service quality yang ditawarkan oleh maskapai penerbangan komersial domestik, perceived value pelanggan terhadap layanan dari maskapai penerbangan komersial domestik, perceived image dari maskapai penerbangan komersial domestik, satisfaction yang ditawarkan oleh maskapai penerbangan komersial domestik, serta customer engagement yang dilakukan dan dirasakan oleh pelanggan maskapai penerbangan komersial domestik. Sebanyak 355 responden diperoleh melalui kuesioner online. Hipotesis kemudian diuji melalui metode structural equation modelling (SEM). Hasil empiris menunjukkan bahwa service quality memiliki pengaruh positif terhadap perceived image, satisfaction, dan perceived value. Satisfaction memiliki pengaruh positif terhadap customer engagement. Perceived value memiliki pengaruh positif terhadap customer engagement. Customer engagement, satisfaction, dan perceived image memiliki pengaruh yang positif terhadap behavioral intention. Hasil penelitian ini juga menunjukkan bahwa perceived image tidak memiliki pengaruh yang positif terhadap perceived value dan customer engagement, kemudian perceived value tidak memiliki pengaruh yang positif terhadap behavioral intention.

.....There are some factors that influence behavioral intention of domestic commercial airline passengers, which consist of service quality, perceived value, perceived image, satisfaction, and customer engagement. This study aims to analyze the behavioral intention of domestic commercial airline passengers affected by the service quality offered by domestic commercial airlines, the perceived value of customers to services from domestic commercial airlines, perceived image of domestic commercial airlines, satisfaction offered by domestic commercial airlines, and customer engagement carried out and felt by domestic commercial airline passengers. A total of 355 respondents were obtained through an online questionnaire. The hypothesis is then tested through the method of structural equation modeling (SEM).

Empirical results show that service quality has a positive influence on perceived image, satisfaction, and perceived value. Satisfaction has a positive influence on customer engagement. Perceived value has a positive influence on customer engagement. Customer engagement, satisfaction, and perceived image have a positive influence on behavioral intention. The results of this study also show that perceived image does not have a positive influence on perceived value and customer engagement, then perceived value does not have a positive influence on behavioral intention.