

# Passenger Satisfaction sebagai Mediasi terhadap Service Quality dan Behavioral Intentions dengan Moderasi Prior Experience pada Industri Airline: Studi Kasus Pelita Air Services = Passenger Satisfaction as Mediation for Service Quality and Behavioral Intentions with Prior Experience Moderation in the Airline Industry: A Case Study of Pelita Air Services

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## Abstrak

Industri maskapai penerbangan di Indonesia memiliki kondisi yang kompetitif. Sebagai perusahaan jasa, pada era globalisasi saat ini perlu untuk selalu beradaptasi memenuhi kebutuhan dan permintaan pasar agar dapat bersaing. Penelitian ini mengambil objek penelitian maskapai Pelita Air Services di Indonesia dengan melihat apakah dimensi service quality yang meliputi tangible features, service reliability, quality of personnel, convenient flight schedule, dan online ticketing service berpengaruh terhadap passenger satisfaction penumpang dan mendorong behavioral intention seperti intention to recommend dan intention to repurchase pada kelompok penumpang low-experience passenger dan high-experience passenger. Desain penelitian menggunakan metode konklusif deskriptif dengan metode kuantitatif menggunakan metode self-administered questionnaire dengan Google Form. Sampel penelitian menggunakan metode non-probability sampling dengan teknik snowball sampling dan judgemental sampling. Cakupan geografis pengumpulan responden berada di seluruh wilayah Republik Indonesia dan terdapat 276 responden berusia 17-60 tahun dan memiliki pengalaman menggunakan Pelita Air Services dalam satu tahun terakhir yang berpartisipasi dalam penelitian. Data yang terkumpul dianalisis menggunakan Partial Least Squares Structural Equation Modelling (PLS-SEM) dan analisis multigroup (PLS-MGA) menggunakan software SmartPLS serta SPSS. Hasil penelitian menunjukkan tangible features, service reliability, quality of personnel, convenient flight schedule, dan online ticketing service berpengaruh positif terhadap passenger satisfaction. Kemudian, passenger satisfaction berpengaruh terhadap behavioral intention untuk intention to repurchase dan intention to recommend. Terdapat perbedaan signifikan terhadap intention to recommend pada kelompok low-experience passenger dan intention to repurchase pada kelompok high-experience passenger.

.....The aviation industry in Indonesia possesses a highly competitive landscape. As a service-oriented business, it is imperative for companies to continuously adapt in order to meet the ever-evolving needs and demands of the globalized era, thus enabling them to remain competitive. This research focuses on Pelita Air Services, an airline operating in Indonesia, with the objective of examining the influence of various dimensions of service quality, namely tangible features, service reliability, quality of personnel, convenient flight schedules, and online ticketing services, on passenger satisfaction. Furthermore, the study aims to explore how passenger satisfaction drives behavioral intentions, such as the intention to recommend and repurchase, within two distinct groups of passengers: those with limited flight experience and those with extensive flight experience. The research design utilizes a descriptive conclusive approach, employing quantitative methods and a self-administered questionnaire distributed through Google Form. The research sample is selected using non-probability sampling techniques, including snowball sampling and judgmental sampling. The respondents are geographically diverse, representing various regions across the Republic of

Indonesia. A total of 276 participants, aged between 17 and 60 years, who have utilized Pelita Air Services within the past year, actively participated in the study. The collected data is analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) and multigroup analysis (PLS-MGA) through the utilization of SmartPLS software alongside SPSS. The research findings demonstrate that tangible features, service reliability, quality of personnel, convenient flight schedules, and online ticketing services significantly and positively impact passenger satisfaction. Furthermore, passenger satisfaction exhibits a significant influence on behavioral intentions, specifically the intention to repurchase and the intention to recommend. Notably, significant variations are observed in the intention to recommend among low-experience passengers and in the intention to repurchase among high-experience passengers.