

## CHAPTER V

## CONCLUSION

### 5.1 Research Conclusion

This study examines the influence of Perceived Service Quality, Service Value, and Passenger Satisfaction on Repurchase Intention among passengers of Super Air Jet Airlines. The research aimed to understand how passengers' perceptions of service quality and value shape their satisfaction and ultimately their intention to repurchase. The data were analyzed using SmartPLS 4.0, with 165 valid respondents participating in the study. Based on the findings and analysis presented in the previous chapters, the following conclusions can be drawn:

1. Perceived Service Quality has a positive and significant effect on Service Value. This indicates that the higher the perceived quality of Super Air Jet's service (such as reliability, responsiveness, empathy, and assurance) the higher the value passengers associate with the service. Passengers who believe the airline provides high-quality experiences perceive greater overall value in their purchase.
2. Perceived Service Quality has a positive and significant effect on Passenger Satisfaction. The results show that when passengers perceive excellent service quality, they tend to be more satisfied with their flight experience. Consistent, reliable, and customer-focused service enhances passengers' trust, comfort, and overall satisfaction.

3. Service Value has a positive and significant effect on Passenger Satisfaction.

This finding suggests that when passengers feel the benefits they receive are worth the cost, their satisfaction increases. The balance between affordability and service quality plays a crucial role in shaping passengers' positive evaluations of Super Air Jet's offerings.

4. Service Value has a positive and significant effect on Repurchase Intention. The results confirm that passengers who perceive high value in the services provided are more likely to repurchase or reuse Super Air Jet's services. A sense of value (derived from quality experiences at reasonable prices) strengthens loyalty and future purchase decisions.
5. Passenger Satisfaction has a positive and significant effect on Repurchase Intention. This means that satisfied passengers are more likely to fly again with Super Air Jet. When passengers' expectations are met or exceeded through quality service and comfort, they develop loyalty and an intention to repurchase.

## 5.2 Research Implication

The results of this study provide important insights for both academic development and practical application within the airline industry, particularly for Super Air Jet and similar low-cost carriers. The implications are divided into two main categories as follows:

## 1. Academic Implications

This research provides theoretical implications that contribute to the development of consumer behavior and service marketing literature, particularly in the airline industry context. The findings confirm that perceived service quality, service value, and passenger satisfaction significantly influence repurchase intention, supporting and extending two foundational theories: the Theory of Planned Behavior (TPB) and the Three-Component Model of Customer Loyalty. According to the Theory of Planned Behavior (Ajzen, 1991), an individual's behavioral intention is shaped by three determinants: attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of this study, perceived service quality and service value represent cognitive and attitudinal components that shape passengers' positive attitudes toward the airline, while satisfaction strengthens the perceived behavioral control and intention to repurchase. This research therefore extends TPB by demonstrating that service-related factors (such as perceived quality, value, and satisfaction) act as key antecedents that reinforce consumers' intention to perform repeat purchase behavior in service-based industries, specifically low-cost aviation.

Meanwhile, based on the Three-Component Model of Customer Loyalty (Dick & Basu, 1994), loyalty develops progressively through three interrelated stages: cognitive, affective, and conative loyalty. The results of this study support this model by showing that perceived service quality builds cognitive loyalty through rational evaluation of service performance, while service value and satisfaction foster affective loyalty through emotional attachment and positive experiences. These stages collectively lead to conative loyalty, reflected in repurchase intention such as

customer's strong commitment to choose the same airline in the future. Thus, the findings validate the theoretical link between service perceptions, emotional satisfaction, and behavioral commitment, highlighting that repurchase intention represents the final stage of customer loyalty formation. Overall, this research integrates the perspectives of TPB and the Three-Component Model of Customer Loyalty, offering a comprehensive framework to explain the psychological mechanism behind passengers' repurchase intention. It contributes to academic discourse by empirically validating how cognitive evaluations, affective responses, and behavioral commitments interact to shape long-term loyalty in the service sector, particularly among passengers of low-cost carriers such as Super Air Jet.

## 2. Practical Implications

For Super Air Jet's management and other airline practitioners, this study offers actionable insights for enhancing customer satisfaction and encouraging repurchase intentions. The following strategic recommendations are suggested based on the research findings:

### a) Focus on Service Quality Enhancement .

Improving key service quality dimensions such as reliability, responsiveness, assurance, and empathy can strengthen perceived value and passenger satisfaction. Cabin crew professionalism, timely communication, and flight punctuality should remain top priorities.

b) Strengthen Perceived Value through Balanced Pricing.

Maintaining competitive ticket prices while ensuring consistent service performance helps passengers perceive that they are receiving excellent value for their money, increasing their loyalty and willingness to repurchase.

c) Enhance Passenger Experience Consistency.

Regular staff training and service audits can ensure that passengers consistently receive the same high standard of service across all routes and flight classes.

d) Leverage Passenger Satisfaction as a Loyalty Driver.

Developing targeted loyalty programs, follow up feedback systems, and personalized communication strategies can transform satisfied passengers into long-term repeat customers.

e) Adopt Data Driven Service Improvement.

Using passenger feedback and satisfaction surveys as continuous performance indicators allows the airline to identify service gaps and design proactive improvement strategies aligned with customer expectations.

### 5.3 Research Limitation

Based on the analysis and discussion of the research results, the researcher acknowledges that this study still has several limitations and shortcomings. Therefore,

some findings may not fully capture the complete picture of the phenomena being studied. The following are the limitations identified in this research:

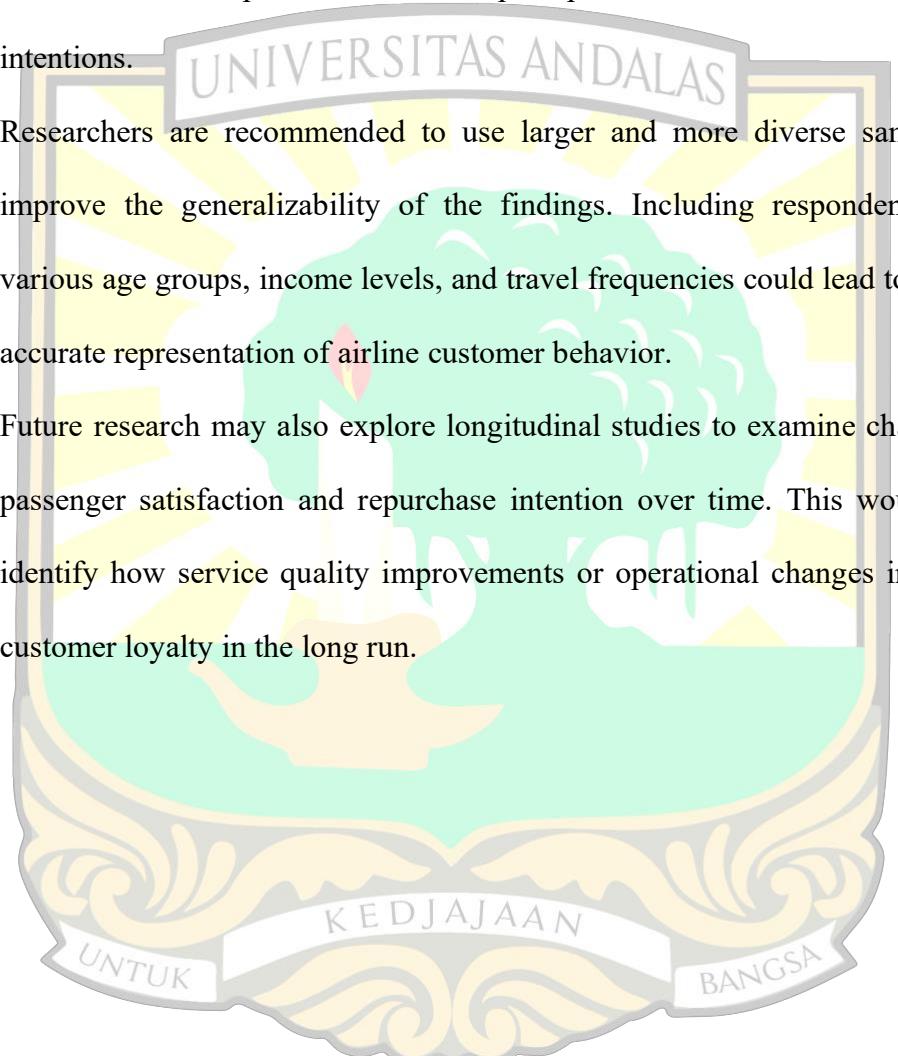
1. This study uses a quantitative approach, which limits the depth of understanding regarding passengers' emotional and psychological motivations behind their perceptions and behaviors. A qualitative approach could provide richer insights into the personal experiences and decision making factors influencing passenger satisfaction and repurchase intention.
2. The research sample is limited to passengers of Super Air Jet Airlines, which may not represent the perspectives of passengers from other airline companies. As a result, the findings cannot be fully generalized to the broader airline industry or different market segments.
3. The geographic scope of the study is limited, focusing only on respondents from certain regions who have used Super Air Jet's domestic flight services. This may not reflect the perceptions and satisfaction levels of passengers flying international routes or those from different demographic backgrounds.
4. The study only examines four primary variables namely Perceived Service Quality, Service Value, Passenger Satisfaction, and Repurchase Intention. Other potential factors such as brand image, trust, perceived risk, or customer loyalty programs were not included in the model but may have significant effects on repurchase intention.
5. The sample size of 165 respondents, although meeting statistical requirements for analysis using SmartPLS, remains relatively modest. A larger sample size

might provide more robust generalizations and increase the external validity of the results.

#### **5.4 Research Suggestion**

The researcher provides several suggestions for future studies to improve, refine, and expand upon the findings of this research. These suggestions are intended to help future researchers gain a deeper and broader understanding of passenger behavior and repurchase intention in the airline industry.

1. Future research could apply a qualitative or mixed-method approach to gain deeper insights into passengers' emotional responses, motivations, and expectations. This approach would allow researchers to explore in detail why passengers perceive certain aspects of service quality as satisfactory or unsatisfactory.
2. Further research is encouraged to broaden the study's scope geographically, involving respondents from multiple regions and flight routes, including both domestic and international passengers. Expanding the area of study would help produce findings that better represent the overall passenger experience across different market segments.
3. Future researchers are advised to include other airlines or compare low-cost and full-service carriers to identify whether differences in service models influence passengers' perceived value, satisfaction, and repurchase behavior. Comparative studies could reveal distinct service quality factors that contribute to customer loyalty.



4. Subsequent research could add additional variables such as brand trust, brand image, perceived price fairness, and customer loyalty programs as mediating or moderating factors. These variables may provide more comprehensive insights into the relationships between service perception, satisfaction, and behavioral intentions.
5. Researchers are recommended to use larger and more diverse samples to improve the generalizability of the findings. Including respondents from various age groups, income levels, and travel frequencies could lead to a more accurate representation of airline customer behavior.
6. Future research may also explore longitudinal studies to examine changes in passenger satisfaction and repurchase intention over time. This would help identify how service quality improvements or operational changes influence customer loyalty in the long run.