

**THE INFLUENCE OF PERCEIVED SERVICE QUALITY, SERVICE
VALUE, AND SATISFACTION ON REPURCHASE INTENTION OF
SUPER AIR JET AIRLINE'S PASSENGERS**

THESIS

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ABSTRACT

This study examines the influence of Perceived Service Quality, Service Value, and Passenger Satisfaction on Repurchase Intention among passengers of Super Air Jet, a low cost carrier in Indonesia. Using a quantitative approach, data were collected through questionnaires distributed to 165 passengers who have flown with Super Air Jet. The research model was analyzed using Structural Equation Modeling (SEM) with SmartPLS 4.0. The findings reveal that Perceived Service Quality significantly affects both Service Value and Passenger Satisfaction, while Service Value also has a significant positive effect on Satisfaction and Repurchase Intention. Additionally, Passenger Satisfaction strongly predicts Repurchase Intention, confirming its mediating role between Service Quality and behavioral loyalty. These results highlight that passengers' perceptions of quality and value play a crucial role in shaping their satisfaction and future purchasing behavior. Theoretically, this study reinforces the Theory of Planned Behavior (TPB) and the Three Component Model of Customer Loyalty by illustrating how cognitive, emotional, and behavioral factors interact to form loyalty in the airline context. Practically, the findings provide managerial insights for low cost airlines to enhance service quality, strengthen perceived value, and foster long-term customer loyalty.

Keywords: Perceived Service Quality, Service Value, Passenger Satisfaction, Repurchase Intention, Super Air Jet.

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