

ABSTRACT

The purpose of this study is to analyze the influence of service quality, corporate image, and price fairness to consumer satisfaction that impact on re-purchase interest by passengers of Citilink airlines.

This research is conducted on Citilink airline service user, where all respondents are Citilink airline users who have ever taken Semarang-Jakarta or Jakarta-Semarang route more than two times. The number of samples in this study are 138 respondents, with data collection methods through questionnaires and using non probability sampling method with purposive sampling technique. This research uses Partial Least Square (PLS) analysis technique which estimated with SmartPLS 3.0 program.

The results of this study indicate that the quality of service, corporate image, and price fairness are having both direct or indirect influence on the re-purchase interest through customer satisfaction as intervening variables. Customer satisfaction is the factor that most influence a user in doing re-purchasement. Therefore, the higher the customer's satisfaction will be the higher the re-purchase interest of the service product. The benefits and quality perceived by the user were greatly influenced the customer's re-purchased decision.

Keyword : Service Quality, Corporate Image, Price Fairness, Customer Satisfaction, Re-purchase