Abstract

The business world started to consider the importance of relationships with customers. According to Neal (1998), one of which is believed to embody the concept of customer loyalty as long as it is to find the desired value of the customer. Therefore, each company is required to compete competitively in terms of creating and maintaining repurchase intention by the customer, through appropriate pricing policies and high quality service so as to create better customer value. In addition, it is also necessary by the creation of a good customer experience through the experiential value. Zarem (2000) stated that the experience is a new economic base for all industries.

Based on this background, the problems that developed is how to increase customer repurchase intention of the Batavia Air. This study aims to analyze the influence of service quality, perceived price, intrinsic value of the experience, the appeal of the products along with customer value and emotional feelings towards repurchase intention. Data collected from Batavia Air Semarang Ahmad Yani Airport customers. Research developed a model consisting of 7 variables with six hypotheses to be tested. Testing was performed using an SEM analysis (structural equation modeling) via AMOS program by the number of respondents 161.

Results obtained from analysis of data for this research model meet the criteria of model fit even for GFI, AGFI, TLI, and CFI marginally acceptable. From the results of hypotheses testing has been done can be stated that the quality of service, perceived price, customer value, experiential value, and emotional feelings significantly influence repurchase intention with CR values greater than 1.96. While the product appeal is no significant effect on emotional feelings with probability above 0.05.

Keywords: Repurchase intention, customer value, emotional feelings, service quality, perceived price, experiential value, product appeal