International Journal of Scientific Engineering and Science
Volume 9, Issue 4, pp. 14-19, 2025. ISSN (Online): 2456-7361

Determinant Factors of the Repurchase Intention of Wings Air Airline Passengers at Letung Airport

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***Abstract*—** *Letung Airport was an airport that served commercial flights with flight routes from Hang Nadim Airport Batam to Letung Airport Anambas, Anambas Islands, Riau Islands Province. The airline serving this route was Wings Air. Delays and high fares were the factors of passenger disappointment and important things that determined the desire to use airline services again. The aim of this study was to ascertain the impact of service quality and price fairness on repurchase intentions as mediated by passenger satisfaction. This study used a quantitative method with an analysis tool of Structural Equation Modeling-Smart Partial Least Square 4.0. The number of samples obtained was 225 of Wings Air departure and arrival passengers at Letung Airport with a non-probability sampling technique. The results of this study indicated that service quality had a significant effect on passenger satisfaction. Price fairness was proven to have a significant effect on passenger satisfaction. Service quality and price fairness were proven to have a significant effect on repurchase intentions mediated by passenger satisfaction.*

Keywords*—Service Quality, Price Fairness, Passenger Satisfaction, Repurchase Intention, Border Area/Borderland, Airport*

I. INTRODUCTION

Letung Airport, situated in the Subdistrict of East Jemaja, is an important facility managed by the Ministry of Transportation to support the accessibility to the subdistrict area of East Jemaja in the Regency of Anambas Islands, Riau Islands Province, located in North Natuna Sea. This airport serves the flight route of Batam-Letung at the frequency of five flights a week using the airline of Wings Air with the aircraft of ATR 72 [1] with flight duration takes only one hour, whereas using ferry takes around eight hours. Besides its function as the main access for air transportation, Letung Airport also plays a strategic role in improving health services, especially in the situation of medical emergence which needs a quick response. In addition, the potential tourism in the surrounding area, like Pulau Bawah which is popular among foreign tourists, is expected to be boosted through a better access to the Regency of Anambas Islands [1].

As the operator serving the route of Batam-Letung, the quality of service provided by Wings Air still becomes a highlight. In 2023, the airline of Wings Air was the worst airline in the world. Out of several assessment indicators, including delay, flight cancelation, food quality, cabin crew services, the comfort of aircraft seat, up to baggage policy; what made Wings Air the lowest airline was the degree of punctuality [2]. The result of observation by the researcher shows that such a problem of punctuality frequently occurs in the routes of Batam-Letung and Letung-Batam. Bad experiences happening to the passengers increase the negative stigma about this airline. On the other hand, service quality is an important thing in the aviation industry. Service quality is a type of service provided by a company for its customers aimed to give trust, satisfaction, and loyalty to consumers as quoted [3]. Customer satisfaction according to [1] is "Someone's feeling of contentment or disappointment that appears after comparing the perceived performance (result) of a product with the expected performance". Regarding the increasingly tight competition, every business must make their customers satisfied by providing better offers and services [4].

In addition, pricing aspect is very important because in order to get satisfied the consumers will choose the service that fulfills their need at an affordable price. In this case, almost every year the ticket price of the same route and by the same airline increases around 500,000 rupiahs. Price influences service quality; if the price increases, then service quality should also increase so that the customers can obtain a good service or value; if price increases, it will improve the service [5]. Passenger satisfaction is significantly affected by the perceived service quality. Passengers assess the perceived service and establish the degree of satisfaction. Bad service quality, such as poor punctuality and insufficient cabin temperature, significantly influences satisfaction and repurchase intention [2]. On the contrary, good service and affordable price increase satisfaction and repurchase intention [6]. This is supported by [4], stating that customer satisfaction encourages repurchase, and O'Malley (1998), who states that satisfaction has a direct relation with the interest to repurcahse. [7] It is also confirmed that satisfaction has a positive effect on repurchase intention.

Previous researches concerning the influence of service quality and price on passenger satisfaction and repurchase intention in the airline of Citilink [8,9,10] show that good service and affordable price encourage satisfaction and repurchase intention [6]. The phenomenon of increasing

number of passengers in spite of price increase shows that repurchase intention increases although it is not fully in line with the research by Shen et al. [6] stating that the price which does not match the service quality decreases satisfaction [11]. However, some other researches show price fairness does not significantly influence satisfaction [11,12].

[13] and [11] find the correlation between service quality and customer satisfaction, where a sensitive price influences consumer's decision. [14] highlight the importance of punctuality in service, which influences satisfaction and repurchase intention. The problem of punctuality faced by Wings Air is relevant with this finding. [10] affirm that repurchase intention is influenced significantly by price and service quality, but [8] show the complexity of relation among price, service quality, and customer satisfaction, with satisfaction acts as mediator. A study by [15] regarding e-service quality also reveals that high service quality and fair pricing enhance repurchase intention. Putri & Ramadhan [9] underline the importance of service quality, where bad service decreases satisfaction and customer loyalty, reducing the probability of repurchase.

These researches show that although price and service quality have an important role in determining satisfaction and customer loyalty, the complexity of relation between the two factors needs to be understood more deeply. The problem of service quality in the airline of Wings Air and the increase of price offered by Wings Air can influence passenger satisfaction that makes passenger repurchase intention influenced as well. Thus, it is interesting to study the repurchase intention of Wings Air passengers to know whether the issues of service quality, unfair price, and unfulfilling passenger satisfaction make the repurchase intention on Wings Air influenced as well. This research aims to fill the existing research gap with the focus on the influence of service quality and price on the repurchase intention on Wings Air with passenger satisfaction as mediator at Letung Airport, Anambas Islands, an area with a challenge of unique transportation accessibility.

Based on the combination of theories and the results of previous researches, the formulation of research hypothesis and research model as in Figure 1:

- H1: Service quality positively influences repurchase intention.
- H2: Price fairness positively influences repurchase intention.
- H3: Passenger satisfaction positively influences repurchase intention.
- H4: Service quality positively influences passenger satisfaction.
- H5: Price fairness positively influences passenger satisfaction.
- H6: Service quality positively influences repurchase intention with passenger satisfaction as mediator.
- H7: Price fairness positively influences repurchase intention with passenger satisfaction as mediator.

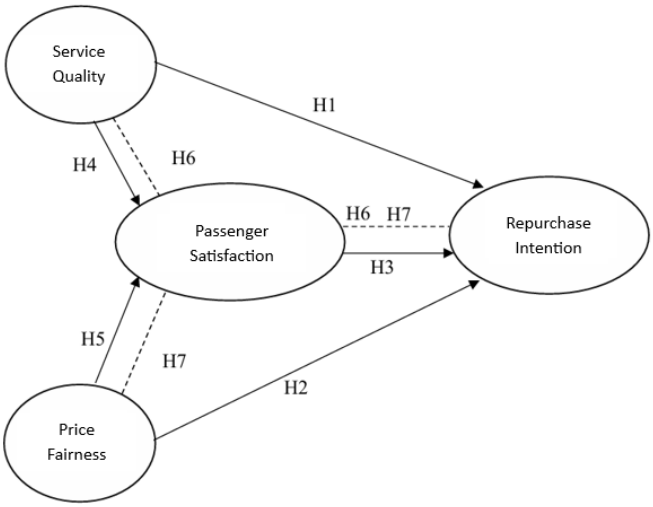

Fig.1. Research Model

II. Research Model

This research follows systematic steps starting from the study of previous researchers, problem identification, secondary data collection, and theoretical study from relevant books and journals. After that, it continues with variable identification, determining the number of samples, selecting research method, data analysis, discussion, and finally conclusion. The location of research is Letung Airport, situated in the Subdistrict of East Jemaja, the Regency of Anambas Islands, Riau Islands Province. This airport was built in 2014 and started to operate in 2016 [1]. This research was conducted in 2024 with the survey was done in September. The population in this this research is the passengers of Wings Air airlinr in the route of Letung-Batam and Batam-Letung, with the number of population is as many as 19,844 passengers in 2023. The sample of this research is taken by using the method of SEM-PLS, which is minimum 5 to 10 times the number of indicators. So, from the 45 indicators multiplied by 5, it finds the size of sample minimum 225 respondents based on the number of indicators used in this research [16]. The process of data analysis starts with the use of descriptive analysis to describe the gathered data without making a generalization.

This analysis includes statistical calculations such as mean, median, modus, standard deviation, and histogram distribution [17]. After that, inferential analysis is done to test the hypotheses using Structural Equation Modeling with the approach of Partial Least Square, because the number of samples is relatively small and the data is not normally distributed [16]. Model evaluation is done by testing the validity and reliability of the indicators using the convergence and discrimination of validity, as well as hypothesis testing based on the value of $t_{\text{-statistics}}$ and $p_{\text{-value}}$. Hypothesis is accepted if $t_{\text{-statistics}}$ is bigger than t-table or p-value is less than 0.05 [17].

III. Results and Discussion

A. Result of Outer Model Analysis

International Journal of Scientific Engineering and Science
Volume 9, Issue 4, pp. 14-19, 2025. ISSN (Online): 2456-7361

In this research, analysis using measurement model (outer model) is done to test the validity and reliability of indicators used to measure such variables as service quality, price fairness, passenger satisfaction, and repurchase intention. Indicator reliability testing is done through outer loading test using SmartPLS 4. In the first test, out of 45 indicators, several indicators have the value of outer loading less than 0.5, indicating that the indicators are not valid. The invalid indicators consist of some indicators in the variable of service quality (X1.2, X1.12, X1.16, X1.22, X1.23, X1.29, X1.32) and the variable of price fairness (X1.24, X1.25). These indicators are deleted from the next analysis to maintain the quality of measurement model. In the second test, after the elimination as in Figure 2, all the rests of indicators show the value of *outer loading* bigger than 0.5, meeting the standard reliability and validity. The value of outer loading is 0.844 for the indicator of price fairness (X2.4). Thus, 37 indicators that meet the criteria of outer loading above 0.5 can be used for further analysis, ensuring the accuracy of variable measurement being researched.

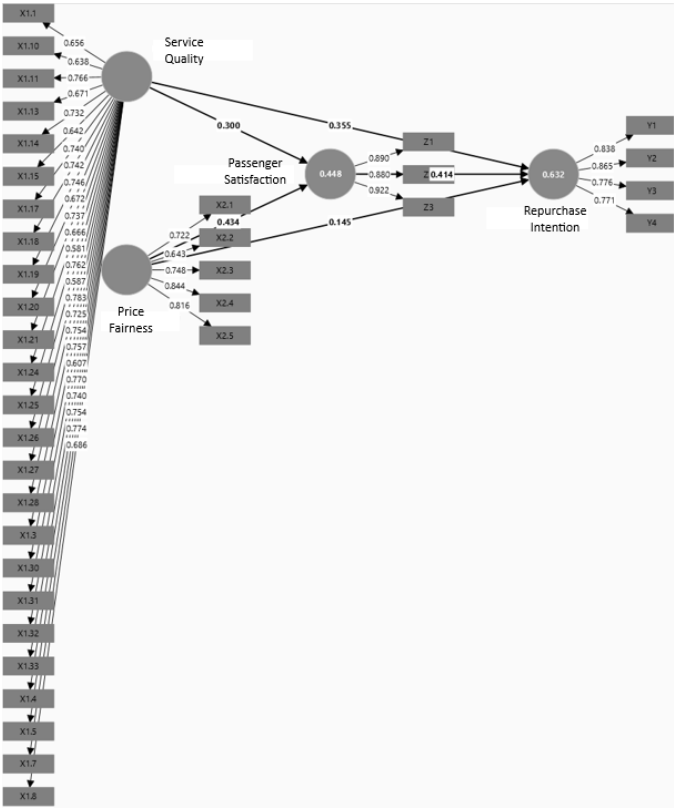

Fig. 2. Outer Loading Test of Second Processing

Subsequently, the validity of discriminant is tested using three main methods: cross loading, Fornell-Larcker Criterion, and HTMT. First, the result of cross loading shows that every indicator has a loading value that is higher in the related construct rather than in the other constructs, indicating that all the variables are valid. Second, Fornell-Larcker Criterion shows that the square root of AVE for each construct is bigger than the correlation between constructs, confirming the validity of model discriminant. Third, the value of HTMT for all pairs of constructs is under 0.9, which much supports the validity of model discriminant. Finally, the value of Average Variance Extracted (AVE) for all constructs is bigger than 0.5, indicating that the variables have an adequate validity. Overall, this result indicates that the model fulfills the criteria of discriminant validity and can be used for further analysis. Overall, the result indicates that the measurement model used in this research has been valid and reliable. The indicators that do not fulfill the criteria of validity have been eliminated, so that the rest measurement model can be used to test the relation between variables in this research, which includes the influence of service quality, price fairness, and passenger satisfaction with the repurchase intention of Wings Air passengers.

B. Results of Structural Model Analysis (Inner Model)

Structural model (Inner Model) is a process to see the relation between constructs, seen from the significant value and $R_{\text{-square}}$ of a research model. In this step, structural model is evaluated by seeing the $R_{\text{-square}}$ for the dependent construct of t-test and the significance of parameter coefficient of structural path. This step is to assess the structural model using PLS, that is seeing the $R_{\text{-square}}$ of each latent dependent variable. Table 1 shows the estimated result of $R_{\text{-square}}$ and after being processed using SmartPLS tools.

TABLE 1. Value of $R_{\text{-square}}$

Variable	$R_{\text{-square}}$
Passenger satisfaction	0.448 (44.8%)
Repurchase intention	0.632 (63.2%)

Table 1 shows that the two variables are influenced by the other variable, where the value of $R_{\text{-Square}}$ passenger satisfaction is 0.448 or 44.8% which indicates that passenger satisfaction is influenced by service quality and price fairness as bis as 44.8% while the rests are influenced by other factors. The $R_{\text{-square}}$ value of repurchase intention is 0.632 or 63.2% proving that repurchase intention is influenced by service quality, price fairness, and passenger satisfaction as big as 63.2% and the rest is influenced by other factors not included in this research.

C. Results of Hypothesis Test

1. Analysis of Direct Influence

Direct influence testing is conducted to examine the relation between variables in the research model. Based on the result presented in Table 2, all the tested hypotheses show a significant influence. The testing result of relation between passenger satisfaction and repurchase intention shows the value of $T_{\text{statistics}}$ as big as 6.591 and $P_{\text{-value}}$ 0.000, indicating a positive and significant influence. The relation between price fairness and passenger satisfaction shows the value of $T_{\text{statistics}}$ 7.292 and $P_{\text{-value}}$ 0.000, also indicating a positive and significant influence. The relation between price fairness and repurchase intention with $T_{\text{statistics}}$ 2.204 and $P_{\text{-value}}$ 0.028 indicates a positive and significant influence. For the relation between service quality and passenger satisfaction, the value of $T_{\text{statistics}}$ as big as 4.547 and $P_{\text{-value}}$ 0.000 confirms the positive and significant influence. Finally, the testing of

relation between service quality and repurchase intention shows the value of $T_{statistics}$ as big as 5.977 and P_{-value} 0.000, which indicates a positive and significant influence.

TABLE 2. Direct Influence between Variables (Path Coefficient)

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistics (|O/STDEV|)	P-Value
Passenger satisfaction → Repurchase intention	0.414	0.40	0.063	6.591	0.000
Price fairness → Passenger satisfaction	0.434	0.43	0.060	7.292	0.000
Price fairness → Repurchase intention	0.145	0.14	0.066	2.204	0.028
Service quality → Passenger satisfaction	0.300	0.30	0.066	4.547	0.000
Service quality → Repurchase intention	0.355	0.35	0.059	5.977	0.000

2. Indirect Influence Analysis

In the indirect influence testing, the influence tested between variables mediated by passenger satisfaction also indicates a significant result. The testing result of the influence of price fairness on repurchase intention through passenger satisfaction shows the value of $T_{statistics}$ 4.813 and P_{value} 0.000, indicating a significant positive influence. Likewise, the testing of influence between service quality and repurchase intention through passenger satisfaction, resulting in $T_{statistics}$ as big as 3.755 and P_{-value} 0.000, also shows a positive and significant influence.

TABLE 3. Indirect Influence between Variables (Path Coefficient)

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistics (|O/STDEV|)	P-Value
Price fairness → Passenger satisfaction → Repurchase intention	0.180	0.179	0.037	4.813	0.000
Service quality → Passenger satisfaction → Repurchase intention	0.124	0.123	0.033	3.755	0.000

Based on the result of analysis, it can be concluded that service quality, price fairness, and passenger satisfaction have a significant influence on the repurchase intention of Wings Air service users. The profile of respondents shows the majority is male in the age of 26-35 years, working as private employees, passing graduate strata education, and travelling 2-3 times a year. The result of inferential analysis using SmartPls 4 tools is obtained as follows:

H1.Service Quality positively influences Repurchase Intention.

The relation between service quality and repurchase intention shows a positive and significant influence of service quality on repurchase intention. Thus, Hypothesis 1 is proven. The result of this research is in line with the researches by [18,19,20,21].

H2. Price Fairness positively influences Repurchase Intention.

In the relation between price fairness and repurchase intention, it can be concluded that there is a positive and significant influence of price fairness on repurchase intention. Thus, Hypothesis 2 is proven. This result supports the previous researches where price fairness positively influences repurchase intention [22,23].

H3. Passenger Satisfaction positively influences Repurchase Intention.

In the relation between passenger satisfaction and repurcahse intention, it can be concluded that there is a positive and significant influence of passenger satisfaction on repurchase intention. Thus, Hypothesis 3 is proven. This research is in line with the previous researches that customer satisfaction has a positive effect on repurchase intention [24,25].

H4. Service Quality positively influences Passenger Satisfaction.

In the relation between service quality and passenger satisfaction, it can be concluded that there is a positive and significant influence of service quality on passenger satisfaction. Thus, Hypothesis 4 is proven. This research supports the previous research where service quality has a significant and influence impact on customer satisfaction Afthanorhan et al. [26]. In other researches about the relation between service quality and customer satisfaction, it is positive and influences strongly [27,28]. Whereas in another research, service quality in the route of Jakarta-Makassar has a positive relation and does not influence significantly customer satisfaction [29].

H5. Price Fairness positively influences Passenger Satisfaction.

In the relation between price fairness and passenger satisfaction, it can be concluded that there is a positive and significant influence of price fairness on passenger satisfaction. Thus, Hypothesis 5 is proven. This research supports the result of previous research that price fairness influences LCC airlines in the effort to increase passenger satisfaction [30,20]. There are several previous researches that study the influence of price fairness on customer satisfaction. In the previous researches, it is found that price fairness influences customer satisfaction [19,31]. Whereas in another research, it is found that price does not influence customer satisfaction significantly [29]. This positive relation indicates that this research has a different result from those in the researches by [29,32].

H6. Service Quality positively influences Repurchase Intention with Passenger Satisfaction as Mediation.

In the relation between service quality and repurchase intention through passenger satisfaction, it can be concluded that there is a positive and significant influence of service quality on repurchase intention through passenger satisfaction. Thus, Hypothesis 6 is proven. This result supports the previous research where service quality has a positive effect on repurchase intention through customer satisfaction [33,27].

H7. Price Fairness positively influences Repurchase Intention with Passenger Satisfaction as Mediation.

In the relation between price fairness and repurchase intention through passenger satisfaction, it can be concluded that there is a positive and significant influence of price fairness on repurchase intention through passenger satisfaction. Thus, Hypothesis 7 is proven. The result of this research supports previous researches by [34,32,35].

Overall, this research shows that service quality has a more significant influence on repurchase intention directly rather than through passenger satisfaction. On the contrary, price fairness has a more significant influence on repurchase intention through passenger satisfaction, rather than directly. Therefore, the management of Wings Air is suggested to focus on the improvement of service quality and price fairness in order to increase passenger satisfaction, which finally will increase repurchase intention.

IV. Conclusion

Based on the result of this research, it can be concluded that service quality, price fairness, and passenger satisfaction positively and significantly influence the repurchase intention of Wings Air passengers. The dimension of service quality which has a significant influence includes such factors as the quality of air conditioner, the availability of stores at the airport, employee's experience, attention to passenger's baggage, and promotion price of ticket. Price fairness, shown by the price as expected by the consumers, is also proven to increase repurchase intention. In addition, passenger satisfaction, which is influenced by satisfying experiences, acts as the mediator in the relation among service quality, price fairness, and repurchase intention. This finding provides a novelty in understanding the factors influencing repurchase intention to airlines, by emphasizing the importance of passenger experience and price as expected. The implication of this research is that airlines like Wings Air need to focus on service quality improvement and pricing which meet consumer's expectation to increase passenger satisfaction and repurchase intention. Further research may be carried out with different airlines and in different research places, and the variables are selected in accordance with the condition of research to be done.

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