Original Research Article

Analysis of Brand Image against Customer Satisfaction and its Impact on Repurchase Intention Citilink Indonesia

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Abstract

PT Citilink Indonesia is an airline that has become one of LCC's top brands in the Indonesian aviation industry. Amid the current competition of airlines, especially for LCC airlines, an appropriate marketing strategy is needed to support ticket sales that year. Research on the influence of brand image inherent in Citilink airlines on customer satisfaction and its impact on interest in repurchasing tickets for 145 GMF employees at Hangar 4 Tangerang, Banten. With SEM analysis, this study examines the influence of brand image formed on the market. This study uses a quantitative method with the study population being GMF employees at Hangar 4 Tangerang, Banten the results of the analysis show that the brand image has a positive and significant value on customer satisfaction. This is also in line with the positive results that are also shown by the brand image of repurchasing interest. The higher customer satisfaction in an airline service automatically, the interest in repurchasing airline tickets will also increase.
Keywords: PT Citilink Indonesia, Brand Image, Customer Satisfaction, Purchasing Intention.

INTRODUCTION

The development of the number of airlines in Indonesia today is very rapid. The growth in the number of aircraft users until 2020 is growing rapidly. The International Air Transport Association (IATA) released in 2014 that Indonesia has the potential to become a large market in the aviation industry based on the number of passengers. In 2014 Indonesia ranked 4th and will increase to 3rd place in the next 10 years. According to the Central Statistics Agency (BPS), passenger traffic for Indonesian international flights transported from Indonesia during 2016 rose 8.16% from 13.66 million in 2015 to 14.77 million in 2016. Increase in international passengers originating It is estimated that from Indonesia it is also triggered by increased economic activity and an increasing number of middle class people. This can be seen from the number of domestic passengers in 2016 which increased 16.97% from 68.78 million people in 2015 to 80.45 million people in 2016. The LCC airline is currently becoming the choice for people to travel with domestic or international destinations. Evangelho and Huse [1] revealed that the LCC (low cost carrier) or low cost airline was a marketing strategy model introduced by Southwest Airlines in 1970.

Some characteristics of low cost carrier (LCC) or low cost airlines are standardization of the cabin and aircraft fleet, eliminating the type of business class in service, reducing or eliminating aircraft services, simplifying the ticketing process through IT technology using electronic tickets, operating on flights - short-haul flights, simplifying or eliminating mileage (member) programs, using secondary airports (other than the main airport) to minimize airport service costs during rush hour, utilizing the maximum use of aircraft fleets to minimize fleet maintenance costs. Citilink as one of the LCCs of a subsidiary of a full-service airline owned by the state, namely Garuda Indonesia has a brand image that is attached to the feel of premium service but at an affordable price. In accordance with the above data, it shows that the brand image inherent in Citilink does not make a guarantee that the brand sticks to people's minds. From the results of a survey conducted by the Top Brand Award that uses the TBI (Top Brand Index) methodology which contains Top of Mind, Last Used, and Future puts Lion Air as the LCC airline that has Top Brand for 3 consecutive years. In creating customer satisfaction, companies must be able to increase the value and image of their brands. The better the consumer's judgment, the higher his satisfaction will be. In 2016, Citilink transported 11,052,518 passengers increasing 1,676,121 from the previous year which only carried 9,376,397 customers.

In relation to customer satisfaction, some authors have found a positive correlation between customer satisfaction [2, 3]. A number of studies in the service sector empirically also confirm the relationship

between satisfaction and purchase intention such as customer retention and word of mouth [2, 4]. In airline companies, customer satisfaction also affects consumers' buying interest. This is because customer satisfaction is very important for the success of a company because without customer satisfaction a business will not run. Zeithaml *et al.*, [5] suggested that customer satisfaction, exclusively more influenced by 5 specific dimensions, namely service quality, product quality, price, situation and human factors; and also supported by the statement of Anderson *et al.*, [2] that, customer satisfaction with the quality of products and services provided will lead to customer loyalty; and various studies that have been stated above, this study was conducted to determine the extent to which brand image factors influence customer satisfaction which will later affect repurchase interest.

Objectives of Research
The objectives to be achieved in this study are:
- To analyze the influence of Brand Image on Customer Satisfaction of Citilink Indonesia Airlines.
- To analyze the influence of Brand Image on the interest in repurchasing airline tickets for Citilink Indonesia.
- To analyze the effect of Customer Satisfaction on the Interest in Repurchasing Citilink Indonesia Airlines Tickets.

LITERATURE REVIEW
Brand Image
According to Setiadi [6], "Brand image (Brand Image) Is a representation of the overall perception of the brand and formed from information and past experience of the brand". The image of the brand relates to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand will be more likely to make a purchase. Whereas according to Kotler, Armstrong [7], "Brand

image is a set of consumer beliefs about a particular brand. According to Keller [8] in Kurniawan and Sondang [9], a positive brand image can be measured through consumer responses about brand associations which include brand association advantages, brand association strengths, brand association uniqueness.
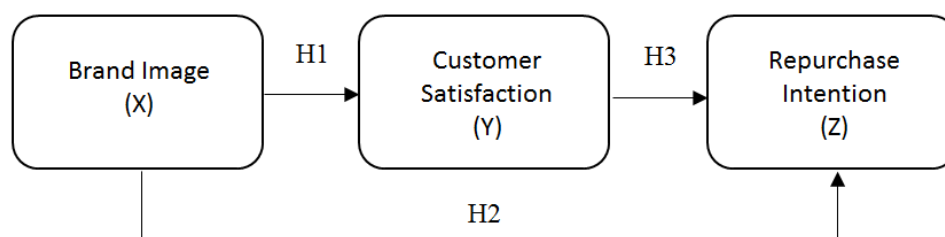
Customer Satisfaction
According to Kotler quoted by Fandy Tjiptono [10] consumer satisfaction is the level of one's feelings after comparing performance (or results) that he perceives compared to his expectations. According to Kotler and Keller [11] satisfaction (satisfaction) is the feeling of being happy or disappointed someone who arises because of comparing the perceived performance of the product (or result) to their expectations. Dimensions of customer satisfaction are things that can affect customer satisfaction can be seen from the size or dimensions of customer satisfaction according to Kotler & Keller [11], namely staying loyal, buying products offered, recommending products.

Repurchase Intention
Griffin [12] states that customers who are satisfied with the product or service that has been purchased will make a repurchase. According to Peter and Olson [13] consumers make repeat purchases because of an impulse and repetitive buying behavior that can foster a loyalty to what is felt appropriate for him. Repurchase according to Peter & Olson [13] is a purchase activity that is carried out more than once or several times. And actively likes and has a positive attitude towards a product / service product, based on past experience. According to Ferdinand cited again by Basrah and Samsul [14] there are four dimensions of repurchase interest, namely transactional interests, referential interests, preferential interests, and explorative interests.

Research Model

Research Hypothesis
The hypotheses proposed in this study are:
- Brand Image influences Citilink Airline Customer Satisfaction.
- Brand Image influences the interest in repurchasing airline tickets at Citilink.
- Decision of Customer Satisfaction has an effect on the Interest in Repurchasing Citilink Airline Tickets.

RESEARCH METHODS
This research is a correlative quantitative research which is a research that is based on the philosophy of positivism, namely to discuss a particular population or sample, sampling techniques are generally done randomly, collecting data using research instruments, analyzing data statistically with the aim of predetermined hypotheses. The research in question is research conducted by researchers to determine the

level of the relationship between variables or more, that is, additions, or manipulation of data that already exists. The paradigm of this research is constructivist which is the antithesis of understanding that uses objects and objectivity in reality or science.

Population and Sample Overview

The sampling technique is random sampling. The population of this study were employees of PT GMF Aero Asia Tbk in the management support environment with 228 employees in 2018 located at Hangar 4 with a sample of 145 employees.

Analysis Technique

To answer the problem formulation and carry out a test of the proposed hypothesis, the data obtained will then be processed in accordance with the needs of the analysis. For the purposes of discussion, the data is processed and presented by the principles of descriptive statistics, while the analysis and testing of hypotheses is used the method of Structural Equation Modelling (SEM).

SEM Analysis

According to Hair *et al.*, [16], SEM is a multivariate statistical technique that combines aspects in multiple regression (which aims to test dependent relationships) and factor analysis (which presents unified concept with multiple variables) used to estimate a series of dependent relationships which influence each other together. SEM data processing techniques with confirmatory analysis method were used in this study. Observed variables describe a latent variable. Therefore Structural Equation Modelling (SEM) analysis techniques are used using the version 4.0 AMOS (Analysis of Moment Strength) package. SEM is a set of techniques that allows testing of several dependent variables with several independent variables simultaneously. Ghozali [17] reveals that SEM allows to be able to answer repressive and dimensional research questions, namely measuring the dimensions of a concept or construct and at a time the same wants to measure the influence or degree of relationship between factors that have been identified dimensions, then SEM will make it possible to implement it.

RESULTS

Respondents in this study were supporting employees at GMF AeroAsia Hangar 4, total 145 respondents. Most of the respondents in this study were 116 respondents (80%) and 29 respondents (29%). For the results of the age range in the study were aged 17-30 years as many as 22 respondents (15.2%), 31-40 years as many as 54 respondents (37.2%), 41-50 years as many as 60 people (41.4%) and as many as 9 people (6.2%) have an age vulnerable> 50 years.

Descriptive Analysis Results

The results of the analysis of the average respondent's answers to each indicator variable Brand image are presented in the following table:

Table-1: Results of Analysis of Brand Image Mean Variables

No	Indicator	Mean
1	Favorability of Brand Association	3.44
2	Strenght of Brand Association	3.45
3	Uniqueness of Brand Association	3.50
Mean		3.46

The table above shows that the average overall answer of respondents in the Brand image variable is 3.46. In more detail, the average respondent's answer to the indicators of Excellence in brand associations is 3.44. The indicator of the strength of the brand association is 3.45, an indicator of the uniqueness of the brand association of 3.50. These results indicate that the brand image of the organization is highest on the indicators of the uniqueness of brand associations, and the lowest on the indicators of brand association excellence. The results of the analysis of the average respondent's answers to each indicator of the Customer Satisfaction variable are presented in the following table:

Table-2: Results of Mean Analysis Variable Customer Satisfaction

No	Indicator	Mean
1	Loyal	3.60
2	Purchasing Products Offered	3.46
3	Willingness to recommend	3.52
	Mean	3.52

The table above shows that the average overall answer of respondents on the Customer Satisfaction variable is 3.52. In more detail, the average respondent's answer to the Fixed Faithful indicator is 3.60. The offered product purchase indicator is 3.46, an availability indicator to recommend a specification of 3.52. These results indicate that the Customer Satisfaction held by the organization is highest on the Loyal Fixed indicator, and the lowest on the indicator of Buying the Product Offered.

Table-3: Results of Mean Analysis Repurchase Interest Variable

No	Indicator	Mean
1	Transactional Interest	3.72
2	Reference Interest	3.85
3	Preference Interest	3.89
4	Explorative Interest	3.63
	Mean	3.77

The table above shows that the average overall answer of respondents on the variable repurchase intention is 3.77. In more detail, the average respondent's answer to the Transactional Interest indicator is 3.72. Reference Interest Indicator is 3.85, Preferential Interest indicator to recommend with a specification of 3.89 and an Exploratory Interest indicator of 3.63. These results indicate that the repurchasing interest of the organization is highest on the Preferential Interest indicator, and the lowest on the Exploratory Interest indicator. The test results for the fullness of fit of the full SEM model for this research model can be presented in the following table:

Table-4: Feasibility Test Results (Goodness of Fit)

Goodness of Fit Index	Cut off Value	Estimation	Model Evaluation
Chi-Square (df=59)	Kecil (<77.93)	61.583	good
Probability	$\geq 0,05$	0.384	good
RMSEA	$\leq 0,08$	0.017	good
GFI	$\geq 0,90$	0.945	good
AGFI	$\geq 0,90$	0.916	good
CMIN/DF	$\leq 2,00$	1.044	good
TLI	$\geq 0,95$	0.994	good
CFI	$\geq 0,95$	0.996	good

Full Model Analysis Results

After conducting a confirmatory analysis of indicators forming latent variables, the next analysis is the analysis of Structural Equal Modelling (SEM) in full model. The results of data processing for full SEM model analysis are presented below.
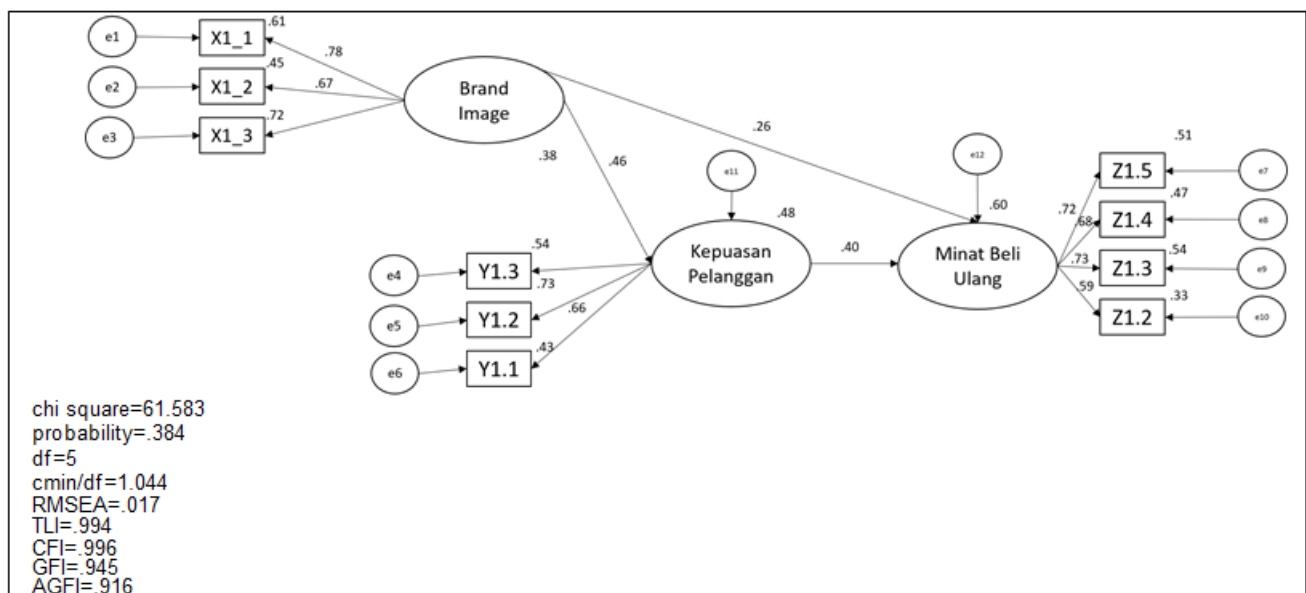
Fig-1: Full Model Analysis Results

Hypothesis Testing

In this section will be presented the results of testing the research hypothesis that has been proposed in the previous chapter. The testing of the hypothesis proposed in this study was conducted based on the value of Critical Ratio (CR) of the causality relationship resulting from SEM analysis.

Table-5: Regression Weight

			Estimate	S.E.	C.R.	P
Customer Satisfaction	<---	Brand Image	.340	.086	3.944	***
Purchasing Intention	<---	Customer Satisfaction	.460	.176	2.613	.009
Purchasing Intention	<---	Brand Image	.225	.101	2.221	.026

Inter Variable Effect Analysis Results

The direct effect of each variable can be seen from the estimation results of the parameters of direct influence between exogenous variables and endogenous variables. The value of the estimated path coefficient is known in Standardized Regression Weights. While the significance of the effect is known from the value of C.R or probability value (p). The results of the overall direct effect analysis are presented in Table 5.20 below.

Table-6: Estimated Inter Variable Effect Parameters

No	Influential Variables	Variables Influenced	Estimation	C.R	P	Explanation
1	Brand Image (X)	Customer Satisfaction (Y)	0,463	3.944	0.000	take effect
		Purchasing Intention (Y)	0,263	2.221	0.026	take effect
2	Customer Satisfaction (Y)	Purchasing Intention (Y)	0,396	2.613	0.009	take effect

The coefficient of determination or R square (R2) in SEM analysis is known as the square multiple correlation value. This value can be explained as follows:

- The amount of squared multiple correlation value in the first equation is 0.477. This value shows that 47.7% of the value variation Customer satisfaction is determined by variations in the value of the Brand image variable.
- The number of squared multiple correlation values in the second equation is 0.597. This value shows that 59.7% of the variation in value of interest in repurchasing is determined by variations in the value of the variable Brand image and customer satisfaction.

DISCUSSION

Relationship between Brand Image and Customer Satisfaction

In the era of globalization, business competition has become increasingly sharp both in the domestic (national) and international markets. The development of a dynamic and competitive business world requires companies to change orientation towards the way they issue products, maintain their products, attract consumers, and handle competitors [17]. One of the important things that every company needs to do and pay attention to is attracting customers and retaining these customers.

Every consumer has a different buying behaviour, because consumers come from various segments who certainly have different attitudes and mindsets in assessing an object. Differences in consumer needs and desires lead to unique buying behaviour. Companies that want their products to be known and attract consumers, companies need to know and understand consumer behaviour towards products that will later be offered. Brand image plays an important role in efforts to create customer satisfaction. This is because with the increasing number of product brands or various similar service companies offered in a variety of advantages and disadvantages which then cause the atmosphere of competition of similar companies to become increasingly sharp and tight, brand image is able to play a brand in consumers the timeless expectations and peculiarities inherent in the brand and distinguish them from their competing brands. According to Kotler & Keller [11] that creating a positive brand image requires a marketing program that is strong, profitable and unique in brand memory.

Consumer satisfaction is a consumer behaviour response in the form of after-purchase evaluation of an item or service that it feels (product performance) compared to consumer expectations. Consumer satisfaction is very dependent on the perceptions and expectations of consumers themselves. Consumer satisfaction is also based on the brand of the product. Based on the results of SEM analysis, it can be seen that Brand image has a positive and significant effect on customer satisfaction. This is evidenced by the value of the critical ratio (CR) of 3.944 with a probability of 0,000. Because the probability value is <0.05, it can be concluded that the Brand image has a significant effect on customer satisfaction. That is, the better the Brand image, the higher customer satisfaction. Thus the first hypothesis can be accepted.

Relationship between Brand Image and Repurchase Interest

Today's consumers are also very critical in choosing a product, up to the decision to buy the product. As is known together that the current product offer is very diverse and numerous, including the advertisement of shoe products is experiencing very rapid development. The more alternative choices make it easier for consumers to make choices according to their tastes and economic abilities. Therefore, by maintaining quality and models, producers can attract and make consumers buy and be loyal to the product.

The interest in buying is the stage of the respondents' tendency to act before the buying decision is actually implemented. There is a difference between actual purchases and buying interests. If the actual purchase is a purchase that is actually made by the consumer, then the interest in the purchase is the intention to make a purchase on the next occasion. Although it is a purchase that is not necessarily going to be done in the future, the measurement of interest in purchases is generally done to maximize predictions on actual purchases themselves [26, 9]. The interest in repurchasing customers for a product is very important for the company because the interest will lead to purchases that develop in the existing community, and for the company is a good performance because it reflects an increase in sales. The interest in repurchasing is influenced by various aspects, including the existence of a strong brand image.

Thanks to a maintained brand image and reputation, a commodity can be a high-value premium product and hunted by people. A brand is not only a name for a product, but more than that is an identity to differentiate products produced by a company from products produced by other companies. With specific product specific identity, it will be easier to be known by consumers. The purpose of the company is to create purchases of products that are produced and purchase of brands provides an opportunity to develop good relationships with consumers. Thus this relationship is expected to generate greater market share and increase the ability to generate profits as expected by the company.

Based on the results of SEM analysis, it can be seen that Brand image has a positive and significant effect on the interest in repurchasing. This is evidenced by the CR value of 2.221 with a probability of 0.026. Because the probability value is <0.05, it can be concluded that Brand image has a positive and significant effect on the interest in repurchasing. That is, the better the Brand image, the repurchase interest increases. Thus the third hypothesis can be accepted.

Relationship between Customer Satisfactions with Repurchase Interest
Customer satisfaction in the company is the main thing that will be formed and carried out by the company. Customer satisfaction is also an aspect that must be considered, if the customer is satisfied with the service provided, of course it will have a positive psychological impact, which may have an impact on the loyalty of the company that provides satisfaction. If the customer has a feeling of satisfaction with the service provided, it is certain that the customer will become a loyal customer and will not turn to other services. Effective solutions to customer problems and their relationship to marketing are more closely related to matters of interest in customer satisfaction, trust and responsibility [18].

If the services provided are better than the services received, the company will get a positive image and impact. But if the services received are lower than the expected services, this gap will cause problems for the company. This gap can be known or felt by customers from other people, past customers and incompatibility with what is needed. High customers, will devote less attention to handling returns, reworking, handling and managing complaints [19].

Before the interest in repurchasing, customer satisfaction becomes a mandatory condition that must be met. Interest in repurchasing will emerge as a result of customer satisfaction. If the service received exceeds consumer expectations, then service is perceived as satisfactory or ideal service quality. Conversely, if the service received is lower than expected by consumers, then service quality is perceived as poor or not ideal service.

The company's high reputation can help in the introduction of new products with a brief introduction and reduce the risk of trial and purchase [20, 21]. So that it can be concluded if consumers are satisfied with the services provided will cause the company to increase its image, reduce costs to get customers, reduce failure costs, increase profits and reduce trial and purchase.

Based on the results of SEM analysis it can be seen that customer satisfaction has a positive and significant effect on interest in repurchasing. This is evidenced by the CR value of 2.613 with a probability of 0.009. Because the probability value is <0.05, it can be concluded that customer satisfaction has a positive and significant effect on interest in repurchasing. That is, the higher customer satisfaction, the repurchase interest increases. Thus the fifth hypothesis can be accepted.

This research result explains that there are still factors that influence purchasing decisions, and this is supported by previous researches including:

- Novansa, H., & Ali, H. [22] Brand Image, Brand Awareness, and Price have a positive and significant effect on Purchasing Decisions, both partially and simultaneously (Case Study of SMECO Indonesia SME Products). There are still other factors that influence the Purchasing Decision, therefore further research is still needed.
- Ali, H., Limakrisna, N., & Djamalluddin, S. [23] Price and Service Quality have a positive and significant effect on Customer Satisfaction, both partially and simultaneously, (Case study at BRI Bank Jambi). There are still other factors that influence Customer Satisfaction, therefore further research is still needed.
- Brata, B. H., Husani, S., & Ali, H. [24] Product Quality, Price, Promotion and Location have a positive and significant effect on Product Purchase

Decisions at Nitchi at PT. Jaya Swarasa Agung in Central Jakarta, both partially and simultaneously. There are still other factors that influence the Purchasing Decision, therefore further research is still needed.

- Yunita, D., & Ali, H. [25] Product Quality, Price and Service have a positive and significant effect on the Purchasing Decision (Renting) of the Generator Set both partially and simultaneously at PT. Hartech Prima Listrindo. There are still other factors that influence the Purchasing Decision, therefore further research is still needed.

CONCLUSIONS

The hypothesis testing of research conducted using analysis is obtained as follows:

- Brand Image has a positive and significant effect on Customer Satisfaction. This is evidenced by the value of the critical ratio (CR) of 3.944 with a probability of 0,000.
- Brand Image has a positive and significant effect on Repurchase Interest. This is evidenced by the CR value of 2.221 with a probability of 0.026.
- Customer Satisfaction has a positive and significant effect on Repurchase Interest. This is evidenced by the CR value of 2.613 with a probability of 0.009.

Suggestions

- In the midst of competition in the aviation industry, there are currently many innovative marketing strategies needed to support the strengthening of brand image to boost customer satisfaction and interest in repurchasing Citilink Indonesia airline tickets. Citilink Indonesia should continue to improve the excellence of its brand associations so that they are not inferior to similar competitors, namely AirAsia Indonesia through promotional gimmicks that are given an example through strengthening the tagline if at AirAsia "now everyone can fly" at Citilink has "better fly with Citilink".
- The brand image attached to Citilink Indonesia is the 4 star LCC airline which is a subsidiary directly from the full service airline Garuda Indonesia. Garuda Indonesia is quite successful with the miles program for its travel points and Citilink should increase the intensity of promos related to similar programs, namely super green members to increase the intensity of repurchases.
- Citilink should focus on marketing strategies to create interest in repurchasing consumers through competitive pricing. This is reflected in the aspect of customer satisfaction which is quite high but for the dimensions of buying the products offered are still low. This can be caused by the pricing offered by Citilink still not too competitive with AirAsia Indonesia and Lion Air.

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