

An Analysis of Factors Influencing Decisions of Passengers on Citilink Indonesia Flight Routes Semarang - Jakarta (Studies at General Ahmad Yani International Airport, Semarang)

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Abstract

Passenger Decision is a process that involves identifying needs, seeking information, evaluating alternatives, making a decision, and evaluating behavior after using a service. The General Ahmad Yani International Airport in Semarang is one of the international airports in Central Java Province. This study aims to determine the effect of Brand Image, Timeliness, Service Quality, and Perceived Price variables on Citilink Passenger Decisions at General Ahmad Yani International Airport. The study used 100 Citilink airline passengers as a sample from the population, employing a non-probability incidental sampling technique. The data obtained from the sample was analyzed using multiple linear regression through SPSS Version 25 software. The regression formulation in this study is as follows: $Y = -2.139 + 0,355X_1 + 0,31X_2 + 0,225X_3 + 0,285 + \mu$. From these equations, it can be seen that the most dominant variable affecting the Passenger's Decision is the Brand Image variable with a regression coefficient of 0.355. The R² (R Square) test obtained results of 0.620 or 62.0% which means that Passenger Decisions are influenced by Brand Image, Passenger Decisions, Service Quality, and Perceived Price, which are 62.0% and other factors that influence Citilink passenger decisions at Jenderal International Airport Ahmad Yani Semarang by 38%.

Keywords: *Passenger Decisions, Brand Image, Timeliness, Service Quality, Perceived Price.*

INTRODUCTION

Transportation in Indonesia has developed very rapidly. This can be seen from the history of transportation in Indonesia. The current transportation infrastructure, to be precise air transportation is said to be very significant and plays an important role for human life, the characteristics of air transportation are faster compared to other transportation. In the process of serving passengers, one of the most important things that must be considered is the handling system. Handling manually will result in wasting quite a lot of time, so delays often occur. To overcome this, a sophisticated equipment system is an alternative to improve passenger service, in addition to making passengers comfortable using air transportation (Astuti & Yudianto, 2022).

In the era of globalization, the service business is very tight to survive in the economic environment, especially in the field of air transportation services, companies must make strategies to survive and compete with competitors needed in society. In everyday life both in the economic, socio-cultural and socio-political fields so that transportation is the lifeblood of people's lives and there is a close relationship between transportation and the range and location of human activity both goods and services. Transportation needs are derived needs due to economic, social and so on activities. Followed by the increasing number of business actors participating in moving the wheels of the economy so that it has an impact on the increasing number of business people or people who have high mobility.

The more people who have high mobility, the role of transportation is very important to support this mobility (Rodrigue, 2020). The higher the mobility of people, the more developed a region is. Developments that occur as a result of high and widely served community mobility will increase community productivity and then result in economic growth and transportation growth is a process of moving people or goods from one place to another by using an assistive vehicle by land, sea or air. both public and private. One of the means of air transportation used by the public to travel long distances is the plane where the plane is a means of transportation that has advantages over other means of transportation. In Indonesia, one of the companies, PT. Angkasa Pura (Persero) Semarang branch, which is engaged in aircraft-type air transportation, where the company is able to serve the community and can make it comfortable to travel, both long trips (between cities) and short

distances (within cities).

The passenger's decision is the result of solving the problem he faces firmly. A decision is a definite answer to a statement. Decisions must be able to answer questions about what was discussed in relation to planning. Decisions can also be in the form of action on implementation that deviates greatly from the original plan. Public response to Citilink's airline services is unsatisfactory; this is caused by several factors including: unfavorable brand image, inappropriate departure and arrival times, service quality that does not meet standards and Perceived Prices that do not match (Gillich, 2020).

Brand image can describe the merits of a company in the eyes of consumers. Brand image is also created in consumer Perceiveds of a company and this image is formed based on information received by someone. In connection with the influence of brand image on the decisions of Citilink airline passengers, the response given by the public was not good, this was caused by the mistakes of the airline officers who were not good at serving the community so that the image of Citilink airlines did not look good in the eyes of the public (Zhang et al., 2021).

Timeliness (timelines) according to (Suwardjono, 2017) is the availability of information for decision makers when needed before the information loses its ability to influence a decision. From several studies and observations, the main problem is the decision of Citilink airline passengers is the low level of travel timeliness. What happens to Citilink airlines regarding timeliness is that sometimes the arrival and departure schedules do not match the specified schedule; causing problems and making passengers feel dissatisfied with the service.

Service quality is a discrepancy between the expectations or desires of consumers with consumer Perceiveds. Quality of service is the expected level of excellence and control over the level of excellence in order to meet passenger needs. Good handling is carried out in a fair, appropriate, friendly and good manner so that it can meet the needs and decisions of the recipient. The quality of service provided by Citilink airlines is sometimes not in accordance with the specified standards, including when passengers want to get information, the information provided is unclear, lack of response when passengers contact customer service, and others (Carman, 1990).

Perceived price is the customer's view of the value he receives from the purchase. To obtain a number of combinations of goods or services and their services. According to (Almquist et al., 2016) Perceived Price is the amount of money (possibly plus several goods) needed to obtain some combination of a product and the accompanying services. Talking about the prices that Citilink airlines offer are sometimes not appropriate, including relatively expensive prices, the rates offered are sometimes not in accordance with the distance traveled and the prices do not match the facilities.

The use of Citilink airlines does not mean that Citilink airline passengers do not have problems using this service. Therefore, there are several problems that sometimes occur when using Citilink airline transportation, namely: when there is a delay there is no guarantee that the passengers will get it, the unclear information provided by the airline to the passengers, the baggage claim process takes so long, the image brands that are not good in the eyes of the public because of staff errors in service to passengers, arrival and departure schedules that are not in accordance with the schedule set by the airline, service quality that is not in accordance with the specified standards and very high price increases on days big. These problems often occur to passengers so that passengers sometimes feel dissatisfied with this service. From here, companies and airline employees must really think about how this problem does not happen to passengers so that passengers do not feel disappointed and remain loyal to using Citilink airlines.

Formulation of the Problem

From the above explanation, there are some problems that can be formulated, they are:

1. Does the brand image positively and significantly affect the passenger decision?
2. Does timeliness positively and significantly affect the passenger decision?
3. Does service quality positively and significantly affect the passenger decision?
4. Does Perceived Price positively and significantly affect the passenger decision?

LITERATURE REVIEW

Brand Image

Brand image is the process by which a person selects, organizes, and interprets information input to create a meaningful image (Kotler and Keller, 2009 in Abidin et al., 2017). Brand image represents the overall consumer Perceived of a brand that is formed due to information and

consumer experience of a brand (Suryani, 2008, in Feisal Abidin, et al, 2017). According to Tjiptono (in (Nst, 2017)) what is meant by brand image is a description of consumer associations and beliefs about certain brands. According to Kotler and Keller (in (Nst, 2017)), brand image is the process by which a person selects, organizes, and interprets information input to create a meaningful image. Kertajaya (in (Nst, 2017)).

Expressed his opinion that what is meant by brand image is the excitement of all associations related to a brand that already exist in the minds of consumers. According to Ratri (in (Nst, 2017)), brand image is an association of all available information about the products, services and companies of the brand in question. This information is obtained in two ways, the first is through direct consumer experience, which consists of functional satisfaction and emotional satisfaction. The brand is not only able to work optimally and provide the promised performance but also must be able to understand consumer needs. A good brand image will attract consumers to make purchases of a product.

A high brand image will create a positive impression in the minds of consumers for a product. On the other hand, affordable product prices can also create consumer purchases because consumers tend to prioritize products whose prices are truly affordable. Consumers also do not ignore product quality even though consumers before making a purchase. Brand image is very important for the successful marketing and sale of products and a source of competitive advantage. If a company has a strong positive brand image, customers will be loyal to its various product lines. They are willing to buy without hesitation.

The purpose of the brand according to Tjiptono and Diana (2016) states that brands have various kinds of purposes, which are as follows:

- a. As a corporate identity that differentiates it from competitors' products, it is very easy to identify and make repeat purchases.
- b. As a promotional tool that emphasizes the attractiveness of the product you have (for example, with attractive designs and colors).
- c. To build a product image, namely by providing confidence, guarantee, quality, and a certain image of prestige to consumers.
- d. To control and dominate the market. Which means building a well-known brand, having a good image and being protected by exclusive rights based on copyrights/patents. Then the company can achieve and maintain consumer loyalty to its products.

Timeliness

Timeliness is the availability of information to decision makers when needed before the information loses its ability to influence a decision. On Time Performance (OTP) is the timeliness that can be achieved by a flight which is described in the Law of the Republic of Indonesia Number 1 of 2009 concerning Aviation. Airlines must pay attention to the timeliness factor, because timeliness is one of the most important things in serving service users. Every airline operating in Indonesia must continue to be evaluated by the government so that the On Time Performance (OTP) factor can continue to increase.

In order to pay attention to the factor of delays by airlines, the government made regulations regarding compensation that must be received by service users, namely based on the Minister of Transportation Regulation Number 25 of 2008 concerning the Implementation of Air Transportation and the Minister of Transportation Regulation Number 77 of 2011 concerning Responsibilities of Air Transport Carriers, passengers are entitled to get compensation from the airline if their flight is late or not on time.

Other factors originating from airlines such as the length of time for loading and unloading baggage, departure time from the airport of origin, human resources and facilities owned by each airline, as well as technical problems that occur on the aircraft. There are other reasons why flight intensity affects the On Time Performance (OTP) percentage by giving an example of an airplane that is about to land but on the runway there are planes that are about to take off, followed by planes that are lining up on the runway to go to the runway, so planes that will be landing must turn back to allow take-off time for the departing planes. Airlines cannot take risks by continuing to land while there are still planes lining up to fly on the runway. Human resources and other facilities also have an impact on how effective an airline is in carrying out its aircraft operational processes and will deal with technical issues.

An airplane that has technical problems so that it is at risk if it is going to make a flight, the

airline does not dare to fly, because safety is the main factor that must be upheld by every airline. Differences in departure airport facilities have an influence on timeliness performance. The facilities owned by each airport cause the On Time Performance (OTP) level of each airport and airline to be different. Airports with complete facilities have a high potential On Time Performance (OTP), but airports with inadequate facilities for heavy air transportation means a low On Time Performance (OTP) level.

Airports have a very important role in air transportation activities, because airlines carry out all pre-flight and post-flight activities at the airport. This causes the airport to have a significant influence on the timeliness performance that can be achieved by each airline. According to Syahra Ariesta's journal (2018) one of the procedures in flight activity that can be maximized to increase the level of On Time Performance (OTP) is operational procedures in airside areas such as flight intensity and aircraft departure procedures (departure process). With effective and disciplined systems and procedures for both activities, On Time Performance (OTP) performance can be improved. This explains that airports and airlines have an important role in achieving On Time Performance (OTP).

Service quality

Quality is a dynamic condition that affects products, services, people, processes and the environment that meet or exceed expectations (Tjiptono, 2017). So that the definition of service quality can be interpreted as an effort to fulfill consumer needs and desires and the accuracy of their delivery in balancing consumer expectations (Tjiptono, 2017). The word quality contains many definitions and meanings because different people will interpret it differently, such as conformity to requirements or demands, suitability for use, continuous improvement, freedom from damage or defects, meeting customer needs, doing everything that makes one happy.

This is clearly seen in the definition formulated by Goeth and Davis quoted by Tjiptono (2012) that quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. On the other hand, definitions of quality vary from the controversial to the more strategic. Service Quality is Quality is a dynamic condition that affects products, services, people, processes and the environment that meet or exceed expectations. So that the definition of service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of delivery in balancing consumer expectations (Tjiptono, 2012).

Service quality can be identified by comparing consumers' Perceiveds of the service they actually get with the service they actually want from the service attributes of a company. If the service received or perceived (perceived service) is as expected, then the service quality is perceived as good and satisfactory, if the service received exceeds consumer expectations, then the service quality is perceived as very good and of good quality. Conversely, if the service received is lower than expected, then the service quality is perceived as bad.

Quality is conformity to requirements. Requirements need to be specific so everyone knows what to expect. According to Kotler and Keller (2017; 143) in (Yudha et al., 2022) quality is the totality and characteristics of products and services depending on their ability to be able to satisfy implied or stated needs. According to Yudha, et al (2022) quality is a measure for assessing an item or service as having the desired use value.

According to Isa et al., (2019) service quality is a discrepancy between consumer expectations or desires and consumer Perceiveds. Quality of service is the level of expected excellence and control over the high excellence to meet customer needs. Good service is carried out in a fair, friendly and ethical manner so that it can meet the needs and satisfaction of the recipient. According to Panjaitan & Yulianti (2016) service quality will encourage the creation of customer satisfaction and customer satisfaction is one of the determining factors for loyalty, which if customer satisfaction is formed then company growth will be guaranteed. Service quality is difficult to measure or define according to Isa et al. (2019) there are three characteristics of service quality, namely:

- a. Service quality is intangible, that is, it cannot be touched because service quality is a result, not a product.
- b. Service quality is heterogeneous, namely diverse because the results depend on the actions carried out by the individuals involved, from producers to consumers who do not even have the same expectations.
- c. Service quality is inseparability or indivisible because the production and consumption

processes occur simultaneously.

According to Aptaguna & Pitaloka (2016) if the service received is as expected. So the quality of service can be perceived as good and satisfactory if the service received exceeds customer expectations, then service quality can be perceived as ideal. And services can be said to be bad. Based on the notion of service quality, the concept of service quality is a responsiveness and reality of the services provided by the company. Januar Efendi and Ai Lili (2016) revealed that service quality is a way of working for companies that try to make continuous quality improvements to processes, products and services produced by companies according to Tjiptono in (Januar Efendi Panjaitan & Yuliati, 2016).

Ticket price

Perceived Price according to Kotler & Keller (2016) which states that Perceived Price is the amount of money billed for a product and service or the amount of value exchanged by consumers to be able to benefit from using a product or service. There is also a definition According to Setyaningrum et al. (2015) Perceived Price is the sum of all the values provided by Consumers used to obtain benefits for ownership or use of a product or service. Furthermore, the definition of Perceived Price according to Arens & Weigold (2017) states that Perceived Price can be interpreted as the number of money units (monetary units) and other aspects (non-monetary) that contain certain utilities or uses needed to obtain a product. In the opinion of Schiffman & Kanuk (2013) Perceived Price is how consumers see prices as high, low and fair.

According to Kotler & Amstrong (2014) states that price can be interpreted as an amount of money that can be billed for a product or service or can be broadly translated as price as the amount of value exchanged by consumers to own and use products or services that allow sellers to earn reasonable profits by paid way. Haryanto (2013) stated that price is a value of money determined by the seller as the cost of goods or services traded and used by a seller to satisfy customer desires. Alma (2014) explains that price can be interpreted as a unit of value of goods expressed in money.

This has a strong influence on purchase intention and satisfaction in purchasing a product. Based on the definitions according to the experts above, it can be concluded that Perceived Price is a consumer's psychological reaction to seeing a price compared to other competitors is reasonable or not and will later become a reason why consumers have buying interest and satisfaction in buying a product.

According to Kotler & Amstrong (2014), the factors that companies need to consider in setting prices are:

- a. Internal factors
includes: company marketing objectives, marketing mix strategy, costs and the company.
- b. External factors
include: the nature of the market and demand, competition and other environmental elements.

Kotler and Keller (2016) state that there are 4 measures that characterize price, namely price competitiveness, price compatibility with benefits, price affordability, and price compatibility with product quality. Below is an explanation of the 4 price measures, namely:

- a. Price competitiveness
Consumers often compare the price competitiveness of a product with competitors' products. In this case, whether a product is expensive or cheap is highly considered by consumers.
- b. Price conformity with price benefits
Consumers decide to buy a product if the benefits they will receive are greater than or equal to what has been paid for a product. If consumers feel that a product's benefits are smaller than the money that has been paid, then consumers will think that the product is expensive and will think twice if they want to make a repeat purchase.
- c. Affordability of prices
Consumers can reach prices set by a company. Usually there are several types of products under one brand but different prices, from the cheapest to the most expensive.

d. Prices match the quality of the product

Price is often used as an indicator of product quality for consumers. If the price is higher, consumers tend to assume that the quality of the product is also better.

Passenger Decision

Passenger decision is a problem-solving process that includes recognition of needs or desires, seeking information, evaluating several alternatives, user decisions, and behavior after use. According to Tjijtono in Wasiun et al. (2015) user decision is a process where consumers know the problem, seek information about a particular product or brand and evaluate how well each of these alternatives can solve the problem, which then leads to user decisions. So every company can try to simplify the decision making that will be done by consumers.

Kotler & Keller (2016) state that in the evaluation stage, consumers form preferences among brands in a selection set and can form intentions to use the most preferred brand. There are six dimensions of user decisions, namely: Product choice, Brand choice, Dealer choice, Purchase amount, Purchase timing, and Payment Method. . These three things are dimensions in measuring user decisions. According to Howard and Sheth in Tjijtono (2017) revealed that customer satisfaction is a cognitive buying situation with respect to the equivalence or discompatibility between the results obtained compared to the sacrifices made.

Marketers must explore the various influences on users and develop an understanding of how consumers actually make their usage decisions. According to Kotler & Keller (2016), marketers must identify who makes user decisions, types of user decisions, and steps in the user process. Consumer user decisions arise because of an objective assessment or because of emotional encouragement. The buying decision-making process for everyone is basically the same, what distinguishes the decision-making process is the personality traits, age, income and lifestyle of each consumer. The purchase decision is the selection of two or more alternative choices. These decision-making actions include decisions about the types and benefits of products, decisions about product forms, decisions about brands, decisions about the number of products, decisions about the seller and decisions about when to buy and how to pay. The decision to act is derived from a series of mental and emotional activities and stimuli. If someone makes a decision, there are several alternatives, such as whether to make a purchase or not and also in choosing a project.

RESEARCH METHOD

The research methodology is an analytical research, namely survey research that aims to collect data, compile data, analyze data, interpret data and finally draw conclusions based on data analysis. This type of research is causal correlation, which is used to test hypotheses about the existence of a relationship between the independent variable and the dependent variable, whose description is associative, namely research that aims to determine the relationship between two or more variables (Sugiyono, 2016).

Research Population

Sugiyono (2016) explains that the population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to study and then draw conclusions. So the population is not only people, but also objects or other natural objects. The population is also not just the amount that is in the object or subject being studied, but includes all the characteristics or properties possessed by that subject or object.

In this study the population used is a finite population where the population is based on the total number of passengers on Citilink Indonesia flights on the Semarang - Jakarta route for four months in 2021/2022 with a total of 5,019 passengers, of which in December there were 1,402 passengers, in January there were 1,419 passengers, in February as many as 1,200 passengers, and in March there were 998 passengers and a total of 5,019 passengers from December to March who used Citilink Indonesia aircraft, therefore the number of passengers was used as the population in this study.

Sample

The sample is part of the number of characteristics possessed by the population (Sugiyono, 2016). According to him to determine the sample to be taken in this study, there are various sampling techniques used. Basically, sampling techniques are grouped into two, namely probability sampling and nonprobability sampling.

In this study to determine the number of samples, researchers used the Slovin formula:

$$n = \frac{N}{1 + Ne^2} \quad (1)$$

- N = Number of samples
- N = Total Population (number of passengers in four months)
- e = error allowance used (10%)

Calculation of taking the number of samples:

$$n = \frac{5.019}{1 + 5.019(10\%)^2}$$

$$n = \frac{5.019}{1 + 5.019(0,1)^2}$$

$$n = \frac{5.019}{1 + 50,19}$$

$$n = \frac{5.019}{51.19}$$

$$n = 98,04 \text{ (rounded up to 100)}$$

In this study, the sample used was 100 respondents. The sampling technique used was the non-probability sampling technique, which is incidental sampling. It is called incidental sampling because the sampling technique is based on coincidence.

RESULT AND DISCUSSION

Validity test

Table 1. Validity Test [1]

Variabel	Indikator	r hitung	r tabel	Information
Brand Image (X1)	X1.1	0,844	0,2565	Valid
	X1.2	0,843	0,2565	Valid
	X1.3	0,794	0,2565	Valid
Timeliness (X2)	X2.1	0,840	0,2565	Valid
	X2.2	0,787	0,2565	Valid
	X2.3	0,803	0,2565	Valid
Service Quality (X3)	X3.1	0,858	0,2565	Valid
	X3.2	0,871	0,2565	Valid
	X3.3	0,870	0,2565	Valid
Perceived Price (X4)	X4.1	0,831	0,2565	Valid
	X4.2	0,845	0,2565	Valid
	X4.3	0,766	0,2565	Valid

Passenger Decision (Y)	Y.1	0,867	0,2565	Valid
	Y.2	0,850	0,2565	Valid
	Y.3	0,843	0,2565	Valid

Source: Processed primary data, 2022 (SPSS Output Version 25)

Reliability Test

Table 2. Reliability Test [2]

Variabel	Cronbach's Alpha	Alpha Standar	Information
Brand Image (X1)	0,774	0,70	Reliabel
Timeliness (X2)	0,769	0,70	Reliabel
Service Quality (X3)	0,840	0,70	Reliabel
Perceived Price (X4)	0,747	0,70	Reliabel
Passenger Decision (Y)	0,807	0,70	Reliabel

Source: Processed primary data, 2022 (SPSS Output Version 25)

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression [3]

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-2.139	1.162		-1.840	.069		
	X1	.355	.071	.341	4.992	.000	.856	1.169
	X2	.334	.104	.303	3.219	.002	.452	2.212
	X3	.250	.088	.261	2.860	.005	.481	2.079
	X4	.221	.077	.213	2.872	.005	.725	1.380

Source: Processed primary data, 2022 (SPSS Output Version 25)

Based on the results of the analysis that has been carried out in the table above, the multiple linear regression equation in this study is as follows:

$$Y = -2.139 + 0.355 X1 + 0.334 X2 + 0.250 X3 + 0.221 X4 + \mu$$

From the multiple linear regression equation above, it can be interpreted that:

- A constant of -2,139 means that if the independent variables namely Brand Image (X1), Timeliness (X2), Service Quality (X3), Perceived Price (X4) are not changed or constant, then the dependent variable Passenger Decision (Y) will decrease of 2,139.
- The regression coefficient of the Brand Image variable (X1) of 0.355 is positive. This means that if there is an increase of 1 unit in the Brand Image variable (X1) while Timeliness (X2), Service Quality (X3), and Perceived Price (X4) are not changed or constant, the Passenger Decision increases by 0.355.
- Timeliness regression coefficient (X2) of 0.334 is positive. This means that if there is an increase of 1 unit in the Timeliness variable (X2) while Brand Image (X1), Service Quality (X3), Perceived Price (X4) is not changed or constant, then Passenger Decision increased by 0.334.
- The regression coefficient of Service Quality (X3) of 0.250 is positive. This means that if there is an increase of 1 unit in the variable Service Quality (X3) while Brand Image (X1), Timeliness (X2), and Perceived Price (X4) do not change or are constant then the Passenger Decision increased by 0.250.

- e. Perceived Price regression coefficient (X4) of 0.221 is positive. This means that if there is an increase of 1 unit in the Perceived Price variable (X4) while Brand Image (X1), Timeliness (X2), and Service Quality (X3) do not change or are constant then the Passenger Decision increased by 0.221.
- f. μ means other variables that influence passenger decisions but are not examined in this study.

Hypothesis Test (t test)

Hypothesis testing is to find out whether there is an influence from the independent variables on the dependent variable either partially or simultaneously and how much influence the independent variables have in the regression model.

The results of the hypothesis test using a partial test using the t test are as follows:

Table 4. Hypothesis Test [4]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2.139	1.162		-1.840	.069		
	X1	.355	.071	.341	4.992	.000	.856	1.169
	X2	.334	.104	.303	3.219	.002	.452	2.212
	X3	.250	.088	.261	2.860	.005	.481	2.079
	X4	.221	.077	.213	2.872	.005	.725	1.380

Source: Processed primary data, 2022 (SPSS Output Version 25)

- a. Brand Image (X1) on Passenger Decisions (Y)
 The test results for the Brand Image variable (X1) obtained a tcount of 4.992 > ttable 1.98498 with a significant level of 0.000 < 0.05 which means Ho is rejected and Ha is accepted. Thus, the first hypothesis (H1) which states that it is suspected that the Brand Image variable has a positive and significant effect on passenger decisions is accepted.
- b. Timeliness (X2) to Passenger Decisions (Y)
 The test results for the timeliness variable (X2) obtained tcount of 3.219 > ttable 1.98498 with a significant level of 0.002 < 0.05 which means Ho is rejected and Ha is accepted. Thus, the second hypothesis (H2) which states that it is suspected that the Timeliness variable has a positive and significant effect on passenger decisions is accepted.
- c. Service Quality (X3) on Passenger Decisions (Y)
 The test results for the service quality variable (X3) obtained tcount of 2.860 > ttable 1.98498 with a significant level of 0.005 < 0.05 which means Ho is rejected and Ha is accepted. Thus, the third hypothesis (H3) which states that the alleged service quality variable has a positive and significant effect on passenger decisions is accepted.
- d. Perceived Price (X4) on Passenger Decisions
 The test results for the Perceived Price variable (X4) obtained tcount of 2.872 > ttable 1.98498 with a significant level of 0.005 < 0.05 which means Ho is rejected and Ha is accepted. Thus, the fourth hypothesis (H4) which states that the Perceived Price variable has a positive and significant effect on passenger decisions is accepted.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the analysis that has been carried out by researchers in Chapter IV using the SPSS Version 25 program, the following conclusions can be drawn:

- a. The Brand Image variable has a positive influence on Passenger Decisions. Positive Image is also said to be quite good because Citilink airline itself has never had an accident and is one of the airlines of PT. Garuda Indonesia where Garuda Indonesia is known as the best airline in Indonesia. The distinctive characteristics are quite good because Citilink airline has its own characteristics to attract passengers, namely the color of the plane which is white and green which is different from other airlines, and has its own advantages and disadvantages. Later known to the wider community is also quite good because many are promoting this service so that many people know and use this service.
- b. Timeliness has a positive influence on passenger decisions. The timeliness of loading and unloading carried out by Citilink airlines is good enough that it needs to be maintained, so as to avoid passengers waiting too long when waiting for their luggage/luggage. The Accuracy of Flights According to Schedule is quite good, but attention must be paid so that delays do not occur which cause a decrease in on time performance and make passengers disappointed. Then the Accuracy of Airline Services is quite good, this can be seen in the timeliness when providing the information requested by passengers, conveying information long before approaching departure time or before passengers leave for the airport if problems occur such as flight delays.
- c. The variable Quality of Service has a positive influence on Passenger Decisions. Reliability is quite good because the airline's ability to provide services is in accordance with what was promised, performance is in accordance with customer expectations such as timeliness, the same service to every customer. The responsiveness is quite good, such as policies to be able to provide fast and precise service to customers by providing clear information. Then Empathy is quite good because it pays attention and understands the desires of customers or the needs of each customer.
- d. From the Perceived Price variable, it has a positive influence on passenger decisions. Price affordability is quite good because the price given can still be purchased or reached by consumers. The suitability of price with benefits is quite good because the pricing provided by Citilink airlines is in accordance with the benefits that will be obtained by passengers. Then price competitiveness is quite good because the prices given by Citilink airlines are different and compete with those given by competitors or other airlines.

Recommendation

Based on the conclusions that have been made, the suggestions that can be given in this study are as follows:

- a. Suggestions related to Brand Image, namely it is hoped that Citilink airlines will build a positive image in the eyes of the public by providing good service, on time and others that make this airline get awards and the public is interested because Citilink airlines get awards rather than airlines other than that, it is not only expected that the airline must have characteristics that are different from other airlines such as low prices but providing free baggage and food and drinks, the cabin crew has an attractive and more millennial appearance and it is hoped that the airline will work with well-known figures such as celebrities or well-known influencers in terms of promoting Citilink airlines so that they are better known to the wider community and the public is interested in choosing Citilink airlines.
- b. Suggestions related to timeliness, namely it is hoped that Citilink airlines will improve the loading and unloading process by making their employees do it quickly so that passengers don't wait too long for their baggage, the schedule has been determined not to be changed and operates according to the schedule or schedule set. determined and services must be provided on time to passengers who need such as check-in services, services providing timely information.
- c. Suggestions related to Service Quality, namely it is expected that in providing services it must be in accordance with what was promised precisely and accurately, provide information needed by passengers quickly and responsively to passengers who need information and pay special attention to passengers who need it such as persons with disabilities and the elderly by providing special seats or toilets as well as being quick and responsive if a passenger who needs attention needs assistance on the plane.

- d. Suggestions related to Perceived Price, namely that it is hoped that the ticket prices offered are more affordable in order to attract passengers, maybe by holding promos or price discounts if you pay using certain payment methods and supported by quality of service in accordance with the price offered by means of provide free meals and free baggage to passengers according to the price offered and provide lower prices than competitors in order to make passengers' decisions increase in choosing Citilink airlines.

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