THE INFLUENCE OF PERCEIVED VALUE ON PASSENGER LOYALTY WITH PASSENGER SATISFACTION AS A MEDIATING VARIABLE (CASE STUDY: LION AIR PASSENGERS IN PADANG CITY)

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ABSTRACT

Customer loyalty has received considerable attention from both academics and practitioners. However, the various factors that can explain customer loyalty have not yet been clearly defined. This study examines the role of passenger satisfaction as a mediator between perceived value and loyalty. The population in this study is all passengers using Lion Air in 2024 at Minangkabau International Airport, West Sumatra Province, Indonesia. The total research sample was 150 people. Respondents were obtained by using a sampling technique or purposive sampling. The data analysis used was Structural Equation Model (SEM) using Smart-PLS version 3.2.9. The results showed that perceived value had a positive effect on both passenger satisfaction and passenger loyalty. Passenger satisfaction also has a positive effect on passenger loyalty. Furthermore, passenger satisfaction mediates the relationship between perceived value and passenger loyalty.

Keywords : Perceived value, Passenger satisfaction, Customer loyalty

INTRODUCTION

The aviation industry plays a vital role in the global economy and market development, particularly in supporting the movement of people and goods. In the current era of globalization, the ability to connect quickly and efficiently is essential, making the aviation industry a crucial pillar in marketing strategies and business development. The rapid development of the aviation industry in Indonesia in recent years has been marked by the emergence of new airlines such as Super Air Jet and Pelita Air, which is accompanied by an increase in flight frequency and the number of passengers. Competition among airlines is also increasingly fierce, so airlines are required to provide quality and high-value services to their customers.

Passenger loyalty is a valuable resource that is essential in today's competitive aviation industry. The success of an airline is not only measured by the number of passengers it carries, but also by its ability to retain loyal customers. Loyal passengers tend to choose the same airline repeatedly, recommending it to others (Kotler and Keller, 2016). In addition, passenger loyalty can also be an indicator of the quality of service provided by the airline(Karnita and Darsono, 2020).

Based on data from BIM Airport, the total passenger count for the six-month period from October 2023 to March 2024 (passenger data excludes Batik Air and Susi Air. This is because Batik Air did not operate at BIM from January 2024 to March 2024, while Susi Air is a non-

scheduled airline with a 12-passenger capacity), the airlines with the highest passenger numbers are Super Air Jet (operating since 2021), Citilink (operating since 2001), and Pelita Air (operating since 2022), with the highest average percentage being Super Air Jet at 35.96%, Citilink at 27.61%, and Pelita Air at 16.02%. Super Air Jet and Pelita Air are new airlines that have successfully achieved the highest passenger numbers at BIM. The lowest average passenger percentage at BIM is for Lion Air at 9.85%, which is also a low-cost carrier (LCC) that has been operating the longest in Indonesia since 2000. The low average passenger count for Lion Air indicates that passenger loyalty levels for Lion Air fall into the low category.

To determine passenger loyalty due to the competitive rivalry among domestic airlines at BIM, an initial survey was conducted. This study was conducted on 28 passengers at BIM. The results, using the formula to determine the total score (Arikunto, 2006) showed that the overall frequency distribution of passenger loyalty variables obtained an average score of 2.68 with a Respondent Achievement Rate (RAR) percentage of 53.57%. Arikunto (2006) states that for the criteria of respondent achievement level with a value of 0 - 54.99, consumer loyalty falls into the category of very disloyal. This finding indicates that overall passengers are very disloyal to Lion Air in Padang City..

Customer satisfaction is an important mediating variable in the relationship between service quality and customer value towards

customer loyalty, in accordance with research conducted by Fadli, (2021). Customer satisfaction is defined as a feeling of pleasure or disappointment experienced by customers after using a product or service.

According to Kotler and Keller (2016) companies recognize that customer loyalty is defined as a deeply held commitment to repurchase or patronize a product or service in the future. This is in line with research conducted by Sefnedi (2020) which states that loyalty is a commitment to make repeat purchases or consistently subscribe to products or services in the future. Research conducted by Kurniah and Awaluddin (2022) proves that increasing loyalty is directly related to the value perceived by customers. One way to increase customer loyalty is through customer perceptions.

LITERATURE REVIEW
Perceived value

According to Kotler and Keller (2016) consumer perceived value is the difference between a consumer's prospective evaluation of all the benefits and the overall costs compared to available alternatives. Another opinion from Schiffman and Kanuk (2012) reveals that perceived value is described as a comparison between the perceived benefits (or quality) of a product and the effort considered both financially and non-financially required to obtain it. Perceived value is the difference between the forward-looking evaluation of the benefits gained and the expenses incurred by consumers for a product Aditi et al., (2021)

Consumer perceived value is the difference between a consumer's prospective evaluation of all the benefits and the overall costs compared to existing alternatives (Kotler and Keller, 2016). The perceived value variable is measured by 3 indicators, namely emotional value, social value, and quality/performance value with 6 statement items (Eka and Sesilya, 2021).
Customer Satisfaction

In general, passenger satisfaction can be defined as the level of positive feelings experienced by passengers after using a service, which is measured based on their expectations and experiences of the service provided (Subekti, 2018). Customer satisfaction is a level of customer feeling that arises as a result of service performance obtained after customers compare it with what is expected, if the quality of service received is good or equal to what is expected, then customers will feel satisfied (Dewi et al., 2019).

According to Kotler and Keller (2012) satisfaction is a feeling of pleasure that arises after a person compares the perceived performance of a product with the performance or results they expect. If the performance is below customer expectations, they will feel dissatisfied. Conversely, if the performance meets or exceeds expectations, the customer will feel satisfied or very satisfied. According to Tjiptono (2016) the indicators that form customer satisfaction are as follows: (1) Conformity of expectations, which is the level of conformity between the service performance expected by consumers and what is perceived by consumers. (2) Interest in reusing or repurchasing, which is the willingness of consumers to revisit or reuse the related service. (3) Willingness to recommend, which is the willingness of consumers to recommend the service they have experienced to friends or family. Researchers Hoang dan Le (2023) based on their journal, measured the customer satisfaction variable with 4 developed statement items: (1) consumers are really satisfied when buying products, (2) consumers feel that buying products is the right decision, (3) consumers are satisfied with the services provided, (4) consumers are satisfied with the products purchased.
Passenger Loyalty

Loyalty in general means faithfulness, this loyalty arises from self-awareness without any coercion. Griffin (2005) explains that loyalty is said to be more about behavior, not an attitude or how to earn it to keep about customer loyalty. The concept of customer loyalty is often associated with behavior rather than with attitude. If a person is a loyal customer, then he will show purchasing actions which are defined as non-random purchases expressed from time to time by several decision-making units Griffin (2012).

Oliver (1999) argues that customers engage in a process to create loyalty, known as the cognitive-affective-conative-action framework (four stages of loyalty). In the first stage, defined as the development of cognitive loyalty, customers analyze their experiences based on perceived performance compared to the costs incurred. The second stage, namely the development of affective loyalty, focuses on the customer's emotional response to the core offering that provides satisfaction.

Zhong and Moon (2020) stated that the consumer loyalty variable is measured by three statement items, namely: (1) making continuous visits, (2) recommending to others, and (3) saying positive things to others. And according to Griffin (2019) the indicators that qualify for loyalty assessment are four statement items, namely: (1) Making regular repeat purchases, (2) Referring other, (3) Purchasing across product and service

lines and (4) Demonstrating an immunity to the

Hypothesis Development

Empirically, several previous studies have proven that perceived value has a positive effect on customer satisfaction. This is shown in the research by Setyaningrum (2021), Siswadi et al., (2023) which proves that perceived value has a positive effect on customer satisfaction. The research by Timo et al., (2019) shows that the better the perceived value indicated by the level of quality of the products offered, the minimum additional costs incurred, the feeling of pleasure, and the positive feelings of consumers when shopping, the higher the customer satisfaction. Likewise, the research Kurnianingsih (2021) found that service quality and customer value have a positive and significant effect on customer satisfaction.

Research by Munisih and Malik (2019) demonstrates that customer value has a positive and significant effect on customer loyalty. This means that as customer value increases, so does customer loyalty. Furthermore, research by Isa et al., (2019) found a positive influence of perceived value on customer loyalty. The better the perceived value, as indicated by the quality of the products offered, the minimal additional costs incurred, feelings of pleasure, and positive feelings of consumers when shopping, the greater the customer loyalty will be.

Previous studies have shown that service quality and customer satisfaction have a significant positive effect on customer loyalty

full of the competition.

(Oktarini 2020; Astuti et al,. 2019). The research by Slack (2020) shows that service quality plays an important role in customer loyalty and satisfaction and is a desired goal. And research conducted by Karnita and Darsono (2020) proves that service quality has a significant effect on customer loyalty.

Similarly Habibi and Zakipour's (2022) research shows a significant influence of consumer satisfaction as a mediator of the relationship between perceived value and consumer loyalty. Khasbulloh and Suparna's (2022) research proves that consumer satisfaction can mediate the influence of perceived value on consumer loyalty. Kurniah and Awaluddin (2022) also argue that increased loyalty is directly related to the value perceived by customers. This explanation clarifies that one way to increase customer loyalty is through customer assessment.

Based on the previous description, further hypotheses can be developed in this study as follows :
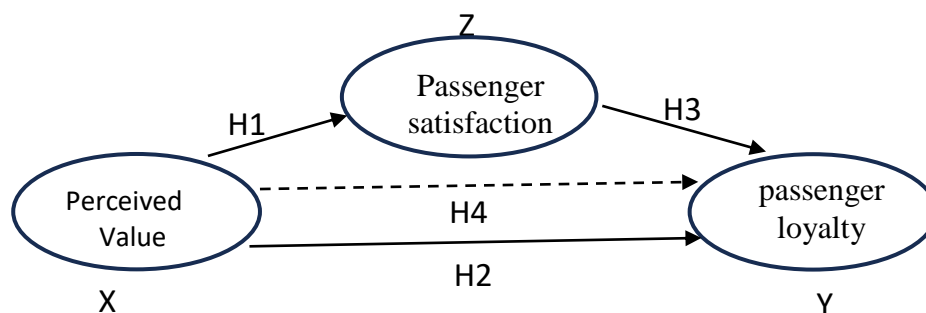
H1 : Perceived value has a significant influence on passenger satisfaction.

H2 : Perceived value has a significant influence on passenger loyalty

H3 : Passenger satisfaction has a significant influence on passenger loyalty

H4 : Passenger satisfaction mediates the relationship between perceived value and passenger loyalty

Figure 1 Research Framework

RESEARCH METHODS

The object of this research is Lion Air passengers in Padang City, West Sumatra Province. The population used is all passengers using Lion Air in 2024 at Minangkabau International Airport, West Sumatra Province. In this study, the number of samples used was 150 respondents using purposive sampling. Purposive sampling is a technique based on specific criteria established by

the researcher. The criteria determined for this study are as follows, 1) Lion Air passengers domiciled in Padang city, 2) Users of Lion Airline flights, 3) Have used an airline within the last six months.

A previously validated scale was used to measure all variables to obtain valid results and reliable size variables. All items were measured on a 5-point Likert scale ranging from strongly

disagree (1) to strongly agree (5). In terms of hypothesis testing, this study used SEM-PLS, which was supported by previous researchers (Adeza et al., 2024; Sefnedi and Utami, 2022).

RESULTS AND DISCUSSION

The research results begin with the presentation of the respondents' profile, which can be seen in the following table :

Table 1 Profile of Participating Respondents

Demographic	Category	Number of people	Percentage %
Gender	Male	41	27,3
	Female	109	72,7
	17 – 27 Years olds	108	72
	28 – 37 Years olds	16	10,7
Age	38 – 47 Years olds	15	10
	48 – 57 Years olds	7	4,7
	< 57 Years olds	4	2,7
	Elementary School	1	0,7
	Junior High School	4	2,7
	High School	80	53,3
Formal Education	DIPLOMA	7	4,7
	Bachelor Degree	55	36,7
	Master Degree	2	1,3
	Doctor Degree	1	0,7
	Civil Servant	12	8
	Indonesian National Amy & Police	3	2
	Private Employee	24	16
Occupation	State-Owned Enterprises/Owned Enterprisess	3	2
	Housewife	12	8
	The others	96	64
Domiciled in Padang City	Yes	40	26,7
	No	110	73,3
Using Lion Air Airlines	Yes	113	75,3
	No	37	24,7
Flew on a plane in the last 6 month	Yes	55	36,7
	No	95	63,3

Based on Table 1, it can be seen that the majority of respondents are female, with a total of 109 people (72.7%). The rest are male, with a total of 41 people (27.3%). The next respondent profile is distinguished based on age, the largest number of ages is in the range of 17 years to 27 years as many as 108 people (72%), and the least is in the age of > 57 years as many as 4 people (2.7%). Furthermore, the respondent profile based on the last education of the respondent profile, the largest number of respondents with the last education of High School is 80 people (53.3%), and the least is the last education of Elementary School and Doctor Degree as many as 1 person (0.7%). Next, respondents based on occupation, the largest number of respondents whose other occupations are 96 people (64%) and the least are Indonesian National Army & Police and State-Owned Enterprises/Owned Enterprises occupations as many as 3 people (2%).

For the respondents' domicile profile, the majority were domiciled outside Padang City with a total of 110 respondents (73.3%), and 40 respondents (26.7%) were domiciled in Padang. The next respondent profile is based on respondents who used Lion Air planes, respondents who used Lion Air planes were 113 people (75.3%) and respondents who used planes other than Lion Air were 37 people (24.7%). And finally, regarding respondents who used airplanes in the last 6 (six) months, the most respondents, namely 95 people (63.3%), used airplanes in the last 6 (six) months and 55 people (36.7%) were respondents who used airplanes in the last 6 (six) months.

Measurement Model Assessment

Measurement Model Assessment (*MMA*) Help me determine the relationship between statement items and constructs/variables with convergent and discriminant validity (Hair et al., 2014).

Table 2. The Results of Convergent Validity

Variable	Valid Item	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Passenger Satisfaction	6	0,755-0,807	0,870	0,902	0,605
Passenger Loyalty	5	0,814-0,855	0,887	0,917	0,689
Perceived value	6	0,795-0,887	0,918	0,936	0,709

Table 2 shows that the passenger satisfaction variable has 6 valid statement items with outer loading values ranging from 0.755 to 0.807. Five statement items on the passenger loyalty variable are declared valid, with outer loading values ranging from 0.814 to 0.855. Meanwhile, the perceived value variable has 6 valid statement items, where all statement items

have outer loading values between 0.795 and 0.887. In addition, Table 2 shows that the Cronbach's alpha and composite reliability values for the three research variables are greater than 0.70 and the Average Variance Extracted (AVE) values are greater than 0.5. Thus, all requirements in the outer model have been met (Adeza et al., 2024). Furthermore, discriminant

validity describes the uniqueness of a variable to other variables. The results of the discriminant analysis using the Fornell-Larcker criterion can be seen as follows:

Table 3. Results of Discriminant Validity-Fornell-Larcker Criterion

Variable	Passenger Satisfaction	Passenger Loyalty	Perceived value
Passenger Satisfaction	0,778	-	-
Passenger Loyalty	0,689	0,830	-
Perceived value	0,599	0,714	0,842

The diagonal value for the passenger satisfaction variable in Table 3 is 0.778. This correlation coefficient is higher compared to passenger loyalty (0.689) and perceived value (0.599). Furthermore, the correlation coefficient for passenger loyalty is 0.830, which is higher

than the correlation coefficient for perceived value (0.714). The same applies to the perceived value variable. Thus, it can be shown that the results of the Fornell-Larcker criterion analysis have so far exceeded the established rules of thumb (Hair et al., 2014).

Table 4: The Results of Discriminant Validity -Cross Loadings

Statements	Passenger Satisfaction	Passenger Loyalty	Perceived value
The quality of Lion Air airline meets my expectations	**0,783**	0,541	0,508
I am very satisfied with the tidiness of Lion Air	**0,767**	0,602	0,538
I am satisfied with the flight route of Lion Air	**0,807**	0,504	0,380
I am satisfied with Lion Air's promotion	**0,755**	0,534	0,397
I am satisfied with my decision to purchase a Lion Air airline ticket	**0,791**	0,512	0,494
Overall, I was satisfied with my interaction with Lion Air personnel.	**0,764**	0,504	0,452
I will continue to use Lion Air	0,532	**0,814**	0,530
I would recommend Lion Air to others	0,565	**0,831**	0,561
I shared positive experiences about Lion Air with others	0,539	**0,855**	0,664
I will not switch to another airline and will highlight the advantages of Lion Air	0,634	**0,833**	0,601
I am defending Lion Air against negative information	0,583	**0,817**	0,600
I felt happy when I bought a Lion Air airline ticket	0,504	0,612	**0,821**
I feel delighted every time I purchase a Lion Air airline ticket	0,552	0,610	**0,887**
I feel proud when using Lion Air airline	0,479	0,584	**0,832**
I received positive impressions from my friends and relatives when they used Lion Air	0,580	0,661	**0,875**
The quality of Lion Air airlines is in line with my expectations	0,421	0,543	**0,795**
The Lion Air fleet is not easily damaged	0,474	0,590	**0,841**

All items in Table 4, used for adjusting the research variables, have higher inter-construct correlation coefficients than the item coefficients in differently blocked constructs. Therefore, each item within a block has a unique quality and significantly influences the variable. Consequently, good discriminant validity is achieved (Fornell and Larcker, 1981).

Table 5. The Results of Discriminant Validity-Heterotrait-Monotrait Ratio

Variable	Passenger Satisfaction	Passenger Loyalty	Perceived value
Passenger Satisfaction	-	-	-
Passenger Loyalty	0,778	-	-
Perceived value	0,660	0,787	-

Table 5 shows that all correlation coefficients are below 0.90, indicating that each of the three variables has good discriminant validity (Hair et al., 2014).

Table 6. R Square

| Variabel	R Square	Category
Passenger Satisfaction	0,359	Weak
Passenger Loyalty	0,616	Moderate

Based on Table 6, it can be seen that the passenger loyalty variable has an R square (R2) value of 0.616, which means that the influence of perceived value and passenger satisfaction on passenger loyalty is 61.6% and is classified as moderate (Hair et al., 2014).

Furthermore, the passenger satisfaction variable has an R2 of 0.359. This can be interpreted that the magnitude of the influence of perceived value on passenger satisfaction is 35.9%

and is classified in the weak category (Hair et al., 2014).

Structural Model Assessment

Structural Model Assessment (SMA) This is used to understand the influence of one or more variables on other variables. The results of (SMA) with the bootstrapping method are as follows:

Figure 2: Structural Model Assessment
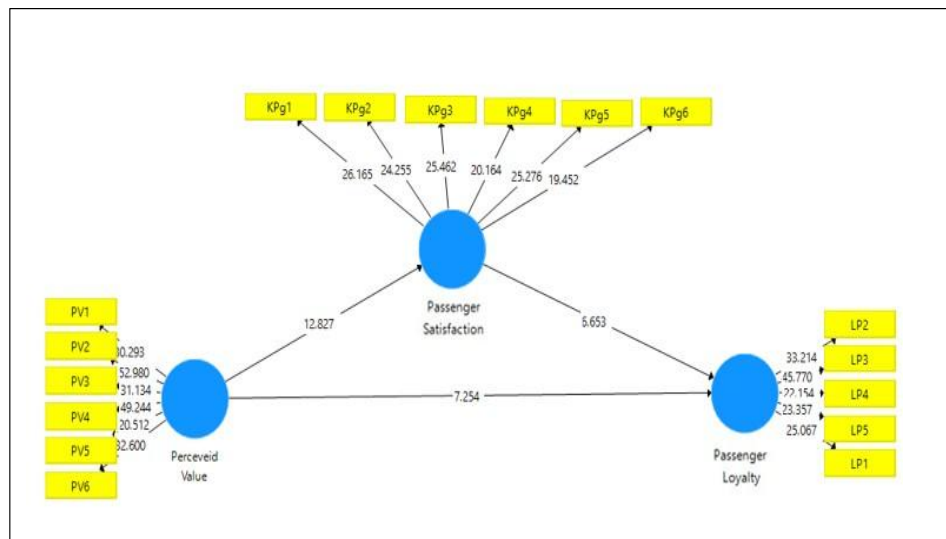
Table 7. The Results of Direct Relationship

Variable	Original Sample (O)	T Statistics	P Values	Decisions
Perceived value -> Passenger Satisfaction	0,599	12,827	0,000	H1 Accepted
Perceived value -> Passenger Loyalty	0,471	7,254	0,000	H2 Accepted
Passenger Satisfaction -> Passenger Loyalty	0,407	6,653	0,000	H3 Accepted

Table 7 explains the influence of perceived value on passenger satisfaction, which has an original sample value of 0.599, a T-statistic of 12.827, and a p-value of 0.000 (less than 0.05), so it can be interpreted that perceived value has a significant effect on passenger satisfaction. Thus, hypothesis 1 (H1) is accepted. Perceived value

affects passenger satisfaction for Lion Air airline customers because passenger satisfaction when passengers feel that the value they receive is in accordance with or even exceeds their expectations, their satisfaction will increase. Passengers will compare the value they receive with other transportation services or with their

previous expectations. If the perceived value is higher, then the satisfaction will also be higher. Comfort, safety, and service quality should be the main concerns in service development. The higher the value perceived by passengers for the services provided, the higher their level of satisfaction. This means that passengers who feel they get more value than what they pay for, such as comfort, speed, convenience, or additional services, tend to be more satisfied with their journey. Conversely, if the perceived value is low, passengers may feel that the services they receive are not comparable to the costs incurred, so their satisfaction level decreases.

The influence of perceived value on passenger loyalty has an original sample value of 0.471, a T-statistic of 7.254, and a p-value of 0.000 (less than 0.05). This result indicates that perceived value has a significant effect on passenger loyalty. Therefore, hypothesis 2 (H2) is accepted. Perceived value significantly influences passenger loyalty for Lion Air because perceived value determines the level of passenger loyalty in choosing an airline. Factors such as improving service quality, offering additional facilities, or adjusting prices to the value provided can increase the perceived value of Lion Air. By increasing perceived value, the company can significantly enhance passenger loyalty. When passengers feel that the value they receive from a transportation service exceeds the cost they incur, their

perceived value of that service will be high. This high perceived value will lead to satisfaction and loyalty among passengers. Passengers with high perceived value tend to use the service more often, recommend it to others, and are more tolerant of minor shortcomings that may exist. In other words, the higher the perceived value felt by passengers, the greater the likelihood that they will become loyal customers.

The Influence of Passenger Satisfaction on Passenger Loyalty. The original sample value obtained was 0.407, with a T-statistic of 6.653 and a p-value of 0.000 (less than 0.05), so it can be concluded that passenger satisfaction has a significant effect on passenger loyalty. Thus, hypothesis 3 (H3) is accepted. Passenger satisfaction has a significant effect on passenger loyalty for Lion Air customers because passenger satisfaction determines the customer experience in using and choosing an aircraft fleet. Aspects such as airline quality, airline tidiness, flight routes, promotions, and airline personalization are important factors in building passenger trust and satisfaction. When customers feel satisfied with the quality of service provided, they tend to be more loyal, that is, they will continue to use Lion Air, recommend it to others, and maintain long-term relationships with Lion Air. By improving the quality of service, passenger loyalty can be further strengthened, thereby supporting the success of Lion Air.

Table 8. Results of the Mediation Effect

Variabel	Original Sample (O)	T Statistics	P Values	Decisions
Perceived value -> Passenger Satisfaction -> Passenger Loyalty	0,244	5,664	**0,000**	H4 Accepted

The influence of passenger satisfaction as a mediation between perceived value and passenger loyalty has an original sample value of 0.244, a T-statistic of 5.664, and a P-value of 0.000 (less than 0.05), so it can be concluded that passenger satisfaction mediates the relationship between perceived value and passenger loyalty. Thus, hypothesis 4 (H4) is accepted. Passenger satisfaction mediates the relationship between perceived value and passenger loyalty among Lion Air customers in Padang, West Sumatra.

A strong perceived value of Lion Air creates customer satisfaction, which in turn drives loyalty. When aspects such as emotional value, social value, and quality/performance value are well met, customers will feel satisfied with their

experience. This satisfaction bridges the positive perception of service quality with the customer's commitment to continue using Lion Air as their preferred airline. In other words, with customer satisfaction, high perceived value can generate loyalty because loyalty depends on positive experiences that customers internalize through their satisfaction with the services received. When passengers perceive high value from a transportation service, such as comfort, efficiency, or reasonable prices, this tends to increase their satisfaction. This high satisfaction is what then encourages passengers to become loyal to the service. In other words, passenger satisfaction acts as a bridge connecting the perception of high value and passenger loyalty behavior. Thus, the

higher the value perceived by passengers, the more satisfied they are, and consequently, the higher their level of loyalty to the transportation service.

CONCLUSION

Several conclusions were obtained and summarized as follows: 1) Perceived value substantially influences both passenger satisfaction and loyalty. 2) Passenger satisfaction has a positive effect on passenger loyalty. 3) Passenger satisfaction mediates the relationship between perceived value and passenger loyalty.

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