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RESEARCH ARTICLE

The Influence of Perceived Service Performance and Price Fairness toward Repurchase through Customer Satisfaction and Word of Mouth (An Empirical Study of Lion Air Company)

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Manuscript Info	***Abstract***

The study is done on low cost carrier, Lion Air in Soekarno-Hatta airport for domestic flight. The determined variables are Percieved Service Performance, Price Fairness, Customer Satisfaction, Word of Mouth and Repurchase. The purpose of this study is to analyze and explain the influence of Percieved Service Performance, Price Fairness, Customer Satisfaction, Word of Mouth and Repurchase. The sample used are 252 respondents. The analysis uses SEM with the software of SPSS and LISREL 8.8. The study result found that the service performance perceived by the passenger will be negaively influence the repurchase and from the satisfaction as well as word of mouth, the influence is still negative. However, the price offered is suitable and affordable so that customers are willing to repurchase. The biggest line is the price fairness toward the repurchase through the word of mouth. Customers will communicate by word of mouth the positive things about the airline. In the long term, it will improve the relationship between the customers and the airline and increase the company profitability

INTRODUCTION

Practically, the operated airlines apply many kinds of fare according to the service given. Commercial airlines that serve customers are divided into three fare categories. First is Premium Fare (Full Service Carrier/FSC). Second is Business Fare and the third is Economic Fare or Low Cost (Archana dan Subha, 2012). O'Connell and William, (2005) distinguish airline into Low Cost Carrier (LCC) and Full Service Carrier (FSC).

In Indonesia, the number of passengers carried by Domestic Scheduled Airline increases with the average of 19% in the last five (2008-2013) and 70 % of them uses LCC (Ministry of Transportation, 2014).

LCC flight makes a big breakthrough in the airline industry that is maximizing airline utilizing through service improvement and low cost that become the attraction especially for the low income customer (Saha and Theingi, 2009), that then can make income and increase preference (Nagar, 2013).

Theoretically, low cost service is the most importantt factor for customer to see some customer interaction with the company through all aspects (Virvilaite et al., 2009; Nash et al., 2013).

According to Cronin and Taylor, (1994) to use repurchase of the airline, the main factor that needs to be considered is Service Performance that is perceived well by the customer. To make service performance perceived well, a suitable field needs to agree with the service (Bamber et al., 2009). The well serviced performance will be considered good by the customer (Huang, 2010), including LCC.

Good service will minimize the complaint to the company so that the cost spent by the company for the maintenance can be minimized. Consequently, the service for the LCC customers should be improved so the customer's wish can be fulfilled (Archana and Subha, 2012). In the long term, this condition makes the company

can understand the customer's hope and needs (Cronin et al., 2000). The effect for the company is it can improve the customer satisfaction, can communicate positive things about the airline to other party and can increase repurchase.

To persuade next demand (repurchase), airline company must set up a proper price (Lovelock and Wirtz, 2007). One of the important factors in increasing purchase power of the airline customer is the price provided by the company (Kadang and Inda Sukati, 2012; Yeoh and Jeniffer, 2011; Mazumdar, Tridib, Raj, and Sinha, Indrajit, 2005; Jacobson and Obermiller, 1998). The important point to decide whether the customer will buy or not is the Price fairness received by the consumers including LCC. Price becomes one of the aspects that interests the LCC customers that determines it with FSC airline company (De Pew and Stripling, 2003; Suhartanto and Any, 2012).

Customer satisfaction is an important aspect. The satisfied customer will reuse the product (Cronin et al., 2000). In this opinion, satisfaction is gained from consumer evaluation after using the product or service. In fact, satisfaction is consumer evaluation from various services of the product or service provider. Then, building and combining these cumulative are also consumer behaviour element (Westbrook and Oliver, 1991). Satisfaction characteristics can be seen from different LCC and FSC (Baker, 2013).

Customer satisfaction level influences two types of purchase behaviour, that are word of mouth (WOM) and repurchase (Ranaweera and Prabhu, 2003). Later, the customer publicize word of mouth that depends on their satisfaction on the product or service given by the provider. WOM is divided into two matters; first, it depends on the level where the product or service performance is beyond their expectation that it makes them share their positive experience with others (Maxham and Netemeyer, 2002). Second, it depends on the level where the expectation of the customer is not completed or unhappy experience may have the customer share their negative words from their mouth to express their anger, to minimize anxiety and warn other people   (Sweeney et al., 2005). Customer satisfaction of a product or service significantly influences the existence of word of mouth (Brown et al., 2005; Heitmann et al. 2007; Wangenheim and Bayon, 2007). WOM has significantly positive effect that refers to the service company. When a customer chooses to use an airline company, the service probability of the company used will increase after having special recommendation of the company (Keller, 2007) so that the relationship between WOM and consumer decision is clear (Fou, 2008).

WOM has influence to the purchase (Nadiri et al., 2008; Lerrthaitrakul and Vinai Panjakajornsak, 2014; Saha and Theingi, 2009; Yeoh and Jeniffer, 2011; Nadiri et al., 2008). It gives stress that LCC repurchase can increase because of the positive WOM. The high repurchase happens if the service quality, satisfaction and WOM are fulfilled (Saha and Theingi, 2009).

General question that occurs is whether those LCC passengers in Lion Air especially, are the same passengers that use (purchase) the service continuously for many kinds of purposes. This factor occurs because of the airline service performance that they think is excellent and the ticket price that is affordable everytime they have transaction so it effects the customer satisfaction and they will recommend it to others.

Soekarno Hatta Airport is the most dominant gate with the number of domestic flight departure of 105.844.046 passengers (Directorate of Air Transport, 2014) in five years (2009-2013). The increasing of number of passengers that enter this airport is possible since the location of the airport is in the center of the capital city of the Republic of Indonesia, which most of the people business is still centered in the capital city. That is why in this study the location that will be analyzed is Soekarno Hatta International Airport.

Literature Review
This study analyzes and explains whether there are Perceived Service Performance, Price Fairness toward Repurchase through Customer Satisfaction and Word Of Mouth (WOM) on Lion Air Airline in Soekarno Hatta Airport. To clarify the subject studied, researcher formulates the subject as follow:
1) Does Perceived Service Performance (SP) influence the Customer Satisfaction (CS)?
2) Does Price Fairness (PF) influence Customer Satisfaction (CS)?.
3) Does the Perceived Service Performance (SP) influence Word of Mouth (WOM)?.
4) Does the Perceived Service Performance (SP) influence Repurchase (RI)?.
5) Does the Price Fairness (PF) influence the Word of Mouth (WOM)?.
6) Does the Price Fairness (PF) influence the Repurchase (RI)?.
7) Does the Customer Satisfaction (CS) influence the Word of Mouth (WOM)?.
8) Does the Customer Satisfaction (CS) influence Repurchase (RI)?.
9) Does the Word of Mouth (WOM) influence the Repurchase (RI)?.

Reference Analysis
The Concept of Perceived Service Performance
Service Performance (SERVPERF) according to Cronin and Taylor (1994) is a performance of a service that is really perceived by them. In this case, the quality of the service of the performance will reflect the quality of the service more. In the beginning it is suggested by Gronroos (1990), performance-based scale focusing in conceptualitation and quality measurement as a behavior performance perception. In their emphirical work, item used is defined by Parasuraman et al., (1988). Their study result shows that service performance is the best model in service quality. Next, service performance is a difference between consumer perception toward the service offered by a company and their hope on the company that offered the service (Chou et al., 2011; Alireza et al., 2011).

The dimension of Perceived Service Quality that at first used 22 items, Parasuraman et al., (1994) now it becomes 5 dimensions which are: Tangible, Responsibility, Reliability, Insurance, and Empathy. In a study on LCC airline (Saha and Thiengi, 2009; Archana and Subha, 2012) service dimensions are plane feature, flight schedule, service given by the ground staff and flight attendants.

Price Fairness
Price is what customer really pay in the exchanging process to get the benefit of the product or service (Lovelock and Wirtz, 2007). Price is monetary value of product or service in market. Price is a value that needs to be exchanged by the customers to get a product or service. Price is also a mark of a value of one product or service for someone and different customer will gives different value for the same product or service (Zimmerer, Scarborough, and Wilson, 2008:68). Fairness is an evaluation of a result and process so it can reach the proper and acceptable result (Consuegra et al., 2007)

Xia, Monroe and Cox (2004) reveal that an evaluation of price fairness is possibly based on the comparison of transaction that involves many parties. When there is a price difference, the level of similarity between the transaction becomes the important element of price fairness evaluation. In fact, consumers in evaluating price of a product, they depend on not only from the nominal but also from their perception on price (Nagle and Holden, 2002).

Price Fairness dimension in the study of Consuegra et al,. (2007), price awareness can be measured with some attributes which is customer feels paying for the proper price in every transaction and airline ticket is cheaper than other competitors (Mahmud, Kamaruzaman Jusoff and St. Hadijah, 2013; O'Connell and Williams, 2005).

Customer Satisfaction Concept
According to Mowen and Minor, (2001) consumer satisfaction is a consumer behavior thoroughly after they acquire and use the product or service, it is a choice from the evaluation result of special purchase and experience used or consumed and it is a happy or disappointed feeling of someone that resulted from the comparison between his/her impression on the performance or result of the service or product with his/her hopes (Oliver, 1997; Kotler, 2003; Kotler and Gary Amstrong, 2001).

Customer satisfaction depends on several factors like service quality perception, customer's mood, emotion, social interaction, and other specific subjective experiences (Rust and Oliver, 1994). Customer satisfaction is the antecedent of perceived service quality that is a set of logical explanation about service hope and customer service evaluation (Bitner, 1990; Bolton et al., 2000).

Customer satisfaction dimension has five dimension that can be the background in measuring the level of customer satisfaction (Lovelock and Wirtz, 2007). These dimensions are tangible (physical facility, equpment and service provider resource), realibility (accuracy and connection of the service provider in the commitment or giving the service as promised), responsiveness (willingness and capability of the service provider or its personnel to give a fast/right service as the wish of the customers), assurance (assurance that the service provider or the staff and personnel have the suitable competency), emphaty (service provider or the personnel gives attention or care toward the customers and understand the needs of the customers).

Word of Mouth Concept (WOM)
Word of mouth (WOM) is defined as consumer communication on product or service (Dean and Lang, 2008). This personal communication is seen as a more trustworthy source or reliable compared with the nonpersonal information (Zeithaml and Bitner, 2003). This is a strong persuasive power, especially in information diffusion on new product. Word of mouth communication is a recommendation from other consumer that generally can be trusted compared by the promotion done by the company (Lovelock and Wirtz, (2007). The dimension of Word of Mouth resulted from the research validation of Nielsen (2007) in United States of America toward the company that

used word of mouth marketing concludes that consumer trust is formed from the recommendation dimension of other consumers, family, friends, neighbors and relatives (Yasvari et al., 2012; Nadiri et al., 2008).

Repurchase Concept

Hellier et al., (2003) states that repurchase is someone's decision to do repurchase on certain service by considering the situation happened and level of predilection. In behaving that becomes a pretension based on a certain way in order to have, use and casting away the product or service. So the consumers can create an intention to look for information, inform other people about their experience on a certain product or service. One of the customer action toward behaviour is repurchase (Mowen and Minor, 2001:322).

Repurchase dimension that related with purchasing that is the willingness to buy where the willingness means as consumer likelihood to purchase (Engel et al., 1995; Doods et al., 1991; Hellier et al., 2003; Soderlunt, 1998).

Repurchase involves individual evaluation on the service provider of the same company (Hellier et al., 2003; Yasvari et al., 2012; Park et al., 2006). Therefore, there are two dimensions used in the study of low cost carrier, that are using the same product and fly with LCC airline again (Nadiri et al, 2008; Saha and Theingi, 2009).

Study Framework

Compared with the previous study, this study develops and has differences which are showing completely empirical model on perceived service performance influence and price fairness to the repurchase through customer satisfaction and word of mouth that analyzed using Structural Equation Modeling (SEM) with the object of Low Cost airline, Lion Air in Soekarno-Hatta Airport (Figure 1)
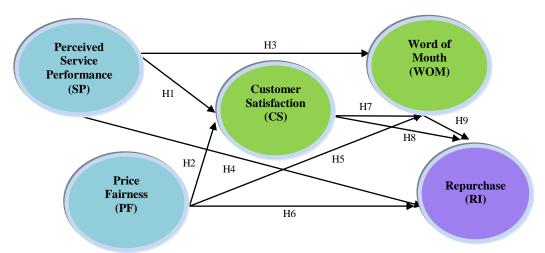

Figure 1. Study Concept Model

The hypotheses of the study are:

H1:   There is a significant influence of SP to CS
H2:   There is a significant influence of PF to CS
H3:   There is a significant influence of SP to WOM
H4:   There is a significant influence of SP to RI.
H5:   There is a significant influence of PF to WOM.
H6:   There is a significant influence of PF to RI.
H7:   There is a significant influence of CS to WOM.
H8:   There is an influence of CS to RI.
H9:   There is an influence of WOM to RI.

Study Methodology

This study design used is verivicative design through the survey approach that tries to explain in the respondent descriptive evaluation on each research variable and the effect on other variable in the study model. The sample used is 252 respondents, chosen based on Purposive Samplingof Lion Air Airline in Jakarta, Soekarno-Hatta Airport. Sample is chosen based on the evaluation that the respondents are the best one to become the research

(Sekaran, 2013). The sample of this study is the passengers that has been using the airline more than twice. The purpose is to make the result become more objective. The analysis tool used to test the influence between the variable use is Structural Equation Modeling (SEM), the statistics method that is useful to confirm the theory of a set of causal relation of the study variable (Hair et al., 2010).
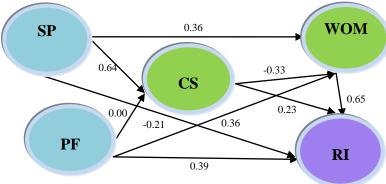
Analysis and Discussion

Inter-variable Influence Analysis
Based on the fit model test or Lisrel called Goodness of Fit (GOF), it can be understood that from 20 index measured, there is only 1 index that is stated not fit model that is: χ^2- *Chi Square* . So that the firm model and can test the hypotheses. To test the hypotheses on the influence between study variables, the analysos result in form of computer output from Lisrel 8.8.

Hypotheses Test

Discussion on all study hypotheses based on the data on Figure 3 as follow:

Source : Processing Lisrel 8.8

Figure 3. Study Result Structural Model

The discussion on Hypotheses test is done using $|t|$-value with significancy level of 0.05. If the value of Critical Ratio (CR) ≥ 1.96 then Ho is denied, Ha is accepted based on the data on Table 1 as follow:

Table 1. Conclusion of SEM Test Result

Hypotheses	Variable track Intergovernmental Relations	Loading Factor	CR	Remarks
H1	SP ➔ CS	0,64	12,44 > 1,96	Ho Reject, Ha Accept
H2	PF ➔CS	0,00	0,065 < 1,96	Ho Accept, Ha Reject
H3	SP ➔ WOM	0,36	7,45 > 1,96	Ho Reject, Ha Accept
H4	SP ➔ RI	-0,21	3,25 > 1,96	Ho Reject, Ha Accept
H5	PF ➔ WOM	0,36	8,10 > 1,96	Ho Reject, Ha Accept
H6	PF ➔ RI	0,39	13,13 > 1,96	Ho Reject, Ha Accept
H7	CS ➔ WOM	-0,033	-0,55 < 1,96	Ho Accept, Ha Reject
H8	CS ➔ RI	0,23	3,64 > 1,96	Ho Reject, Ha Accept
H9	WOM ➔ RI	0,65	13,31 > 1,96	Ho Reject, Ha Accept

Source: Processed from primary data with Lisrel Version 8.8

Based on Table 1, the coefficient calculation of direct line first hypothese (H1) of SP influences significantly positive to CS. The second hypotheses (H2) the coefficient calculation of direct line PF does not CS. Third hypotheses (H3) the coefficient calculation of direct line SP influences significantly positive to WOM.

Fourth hypotheses (H4) coefficient calculation of direct line SP influences significantly negative to RI. Fifth hypotheses (H5) the coefficient calculation of direct line PF influences significantly positive to WOM. Sixth hypotheses (H6) coefficient calculation of direct line PF influences significantly positive to RI. Seventh hypotheses (H7) coefficient calculation of direct line CS does not influence WOM. Eighth hypotheses (H8) coefficient

calculation of direct line CS influence significantly positive to RI. Ninth hypotheses (H9) coefficient calculation of direct line WOM influences significantly positive to RI.

Direct Indirect Influence of Inter Variable

The direct and indirect value of inter variable. The details of the influence can be explained as follow in Table 2:

Table 2 has the highest direct influence that is Price Fairness (PF) to Repurchase (RI) for 0,39. Customer sees Lion Air Airline has set up the ticket price offered suitable and affordable. So the customer wants to do repurchasing. In the long term, if the airline price is affordable, like the customer of the Lion Air LCC experienced, the company profitability will increase.

The biggest line is Price Fairness to Repurchase through the Word of Mouth (WOM) as much as 0,36. That means the price offered is affordable and suitable so that the customer is willing to communicate it by word of mouth the positiveness of the airline and it will increase the customer to repurchase. In the long term, if this positive word of mouth communication is maintained, it will increase the relationship between the airline and the customer and make company profitability.

Table 2. The Summary of Variable Direct Indirect Influence

Eksogen Variable → Endogen Variable	Direct	Indirect	Total
SP → RI	-0,21		
SP → CS → RI		0,19	
SP → WOM → RI		0,27	
SP → CS → WOM → RI		-1,204	
			-0,954
PF → RI	**0,39**		
PF → CS → RI		0,15	
PF → WOM → RI		0,36	
PF → CS → WOM → RI		0,15	
			1,05

Source: Processed from primary data with Lisrel Version 8.8

Conclusion

The study is held in Lion Air Airline in Soekarno-Hatta Airport Jakarta for domestic flight with variables measured are Perceived Service Performance, Price Fairness, Customer Satisfaction, WOM and Repurchase. From 26 indicators variable validated become 20 indicators that can be analyzed on Lion Air Airline LCC in Soekarno-Hatta Airport for domestic flight. Perceived Service Performance (SP) of Lion Air positively influences Customer Satisfaction (CS). Price Fairness (PF) Lion Air does not influence Customer Satisfaction (CS). Perceived Service Performance (SP) Lion Air positively influence Word of Mouth (WOM). Perceived Service Performance (SP) Lion Air negatively influences Repurchase (RI). Price Fairness (PF) Lion Air positively influences Word of Mouth (WOM). Price Fairless (PF) Lion Air positively influences Repurchase (RI). Customer Satisfaction (CS) Lion Air does not influence Word of Mouth (WOM). Customer Satisfaction (CS) Lion Air positively influences Repurchase (RI). Word of Mouth (WOM) positively influences Repurchase (RI).

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