

ABSTRACT

The increase in the number of fleets, aircraft and the increasing number of domestic trips in Indonesia shows that the development of the aviation industry business in Indonesia is progressing, but there is uneven competition between each airline and differences in the favorite level of each airline in Indonesia. In addition, in deciding on purchases, there will be an impact on purchase intentions based on the quality of service and perceived value received by customers.

Therefore, this research aims to investigate whether there is a positive and significant influence of perceived value on purchase intention, service quality on purchase intention, purchase intention on purchase decision, price on purchase decision, and customer satisfaction on purchase decision for flight tickets in Indonesia.

Data will be collected through questionnaires distributed via social media platforms (WhatsApp, Instagram, and Line) to 400 respondents, calculated using the Slovin formula. The collected data will then be analyzed using Principal Component Analysis through statistical software such as SEM and Microsoft Excel.

The results of this research indicate that H1 and H2 are accepted, as the T stat. values > T table, namely 2.467 and 2.741 > 1.96, with significant influence because the p values are 0.014 and 0.006 < 0.05. However, H3, H4, and H5 are rejected.

It can be concluded that there is a positive and significant influence between perceived value and purchase intention, as well as between service quality and purchase intention. There is no influence of purchase intention on purchase decision, and there is no influence of purchase intention on purchase decision through price or customer satisfaction in flight ticket purchases in Indonesia..

Keywords: *Airlines, Purchase Intention, Purchase Decision, Perceived Value, ServQual, SEM*