

ABSTRACT

Aircraft passenger movements have increased every year in Indonesia. This is one proof of the success of domestic aviation business competition. Various promotions were carried out by each airline, including increased service quality, cheap tickets, and a large number of flight frequencies. Businesses like PT. Lion Mentari Airlines employ this to improve their reputation in customers' eyes.

This research aims to find out how much influence Price, Information Quality, Information Quantity, Information Credibility, and Brand Image have on Repurchase Intention on the airline PT. Lion Mentari Airlines.

The study was carried out with the results of a survey in which 400 respondents participated who had used PT. Lion Mentari Airlines, for validity test and reliability the data were analyzed using SPSS software. Moreover, for the hypothesis the data were analyzed using the Structural Equation Modeling (Smart PLS 4.0 Software).

Based on descriptive analysis, Price, Information Quality, Information Quantity, Information Credibility, Brand Image and Repurchase Intention are in the good category. The SmartPLS results show that all the hypothesized links were significant and positive. Moreover, Price, Information Quality, Information Quantity, Information Credibility, and Brand Image variable had a strong positive impact on Repurchase Intention

Suggestions for PT. Lion Mentari Airlines is that Lion Airlines provides more benefits at this price by improving customer service, while providing training to employees on customer service and also service quality to handle many complaints from customers. This can be realized if Lion Airlines employs a more qualified social media team to provide the high quality information that consumers need.

Keywords: Price, Information Quality, Information Quantity, Information Credibility, Brand Image, Repurchase Intention