

Soelasih, Yasintha; Sumani, Sumani; Wetik, Johan David

Article

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Cogent Business & Management

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Suggested Citation: Soelasih, Yasintha; Sumani, Sumani; Wetik, Johan David (2024) : Determinants of customer intentions to continue using full-service airlines in Indonesia, Cogent Business & Management, ISSN 2331-1975, Taylor & Francis, Abingdon, Vol. 11, Iss. 1, pp. 1-21, <https://doi.org/10.1080/23311975.2024.2428780>

This Version is available at:

<https://hdl.handle.net/10419/326689>

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To cite this article: Yasinthia Soelasih, Sumani Sumani & Johan David Wetik (2024) Determinants of customer intentions to continue using full-service airlines in Indonesia, Cogent Business & Management, 11:1, 2428780, DOI: [10.1080/23311975.2024.2428780](https://doi.org/10.1080/23311975.2024.2428780)

To link to this article: <https://doi.org/10.1080/23311975.2024.2428780>



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Determinants of customer intentions to continue using full-service airlines in Indonesia

Yasintha Soelasih^a , Sumani Sumani^a and Johan David Wetik^b

^aAtma Jaya Catholic University of Indonesia, South Jakarta, Indonesia; ^bSTIE Kalpataru, Bogor, Indonesia

ABSTRACT

This study aims to identify whether the influence of experience quality, price fairness, and sales promotion on continuous usage intention is mediated by customer perceived value, trust, and satisfaction with full-service airlines in Indonesia. A multilevel framework was used to test the influence of customer perceived value, customer trust, and customer satisfaction on continuous usage intention to use full-service airlines. The data used in this study were based on 443 samples, taken from full-service airline customers in Indonesia. The data were analyzed using structural equation modeling with Smart-PLS tools for reliability, validity, and regression analysis. The results of this research support second-order and first-order models. Experience quality, price fairness, and sales promotions can be used to measure customer perceived value. Customer perceived value does influence continuous usage intention that is mediated by customer trust and satisfaction. The research results show that experience quality, price fairness, and sales promotion have a direct influence on customer perceived value and an indirect influence on continuous usage intention. Customer perceived value influences continuous usage intention through customer trust and customer satisfaction. This study is the first to examine experience quality, price fairness, sales promotion, customer perceived value, customer trust, customer satisfaction, and customer intention to continue using full-service flights in Indonesia.

ARTICLE HISTORY

Received 22 February 2024

Revised 31 October 2024

Accepted 7 November 2024

KEYWORDS

Experience quality; price fairness; sales promotion; customer perceived value; continuous usage intention; full-service airlines

SUBJECTS

Business, Management and Accounting; Consumer Psychology; Hospitality

1. Introduction

Airlines in Indonesia are growing rapidly, and competition in the airline industry is relatively high. According to Minister of Transportation Regulation No. 26 of 2010 concerning Mechanisms for Formulating Calculations and Determining Upper Limit Tariffs for Economy Class Services for Domestic Scheduled Commercial Air Transport, there are three types of services in Indonesia, namely full-services, medium services, and no-frills services (Hubud, 2011). Paragraph 9 of Ministerial Regulation No. 26 of 2010 states that a full-service airline is a scheduled commercial air transportation business entity that carries out its activities in accordance with maximum standards. Paragraph 10 states that medium services are scheduled commercial air transportation business entities that carry out their activities to medium standards. Paragraph 11 states that a no-frills service is a scheduled commercial air transportation business entity that carries out its activities with minimum standards.

An air transportation business can provide different services according to existing regulations. The services provided will have an impact on the tariff that can be set. If the business provides full-services then it can set a tariff of 100% of the maximum tariff for air transport business entities; whereas, if it is a medium service then the tariff is set at 90% of the maximum tariff; however, if it is a no-frills service then the tariff is set at 85% of the maximum tariff. This is regulated by Article 5 Paragraph 2 of Ministerial Regulation 26 of 2010 concerning Mechanisms for Formulating Calculations and Determining Upper Limit Tariffs for Economy Class Services for Domestic Scheduled Commercial Air Transport. Even though the regulations state there are three service criteria, airline companies in Indonesia use full-service

CONTACT Yasintha Soelasih  yasintha.soelasih@atmajaya.ac.id  Atma Jaya Catholic University of Indonesia, South Jakarta, Indonesia

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(legacy carriers) and no-frills service (low-cost carriers). According to Doganis (2010), the distance between seats in an aircraft for low-cost carrier airlines is between 28 and 29 inches, while for legacy carriers it is between 30 and 33 inches.

Regulation No. 26 of 2010 concerning mechanisms for formulating calculations and determining upper limit tariffs for economy class services for domestically scheduled commercial air transport explains that there are differences in the services provided by airline companies in Indonesia, which has an impact on airplane ticket prices. Even though the services provided differ according to the classification of the airline, providing these services is still a company's concern. The quality of service provided by airlines affects consumer satisfaction (Soelasih & Sumani, 2021b). Meanwhile, customer satisfaction leads to an increase in customers reusing the same airline (Soelasih & Sumani, 2021b). Hapsari et al. (2017) show that service quality has an influence on perceived value and customer satisfaction but has no effect on customer loyalty, in both full-service and no-frill service airlines (Soelasih & Sumani, 2021b). Additionally, service quality can build customer trust (Simarmata et al., 2017).

Full-service airlines must pay attention to their consumers' experience. Experience quality is considered by consumers when using these airlines. The experience quality felt by consumers can lead to customer loyalty and repurchase intentions (Kim & Choi, 2013; Soelasih & Sumani, 2020) and customer citizen behavior (Kim & Choi, 2016).

To form customer satisfaction, companies need to pay attention to customer perceived value (Mahadin et al., 2023). Customer perceived value is formed by service quality (Hapsari et al., 2017), and sales promotion (Mahadin et al., 2023). This is supported by Mayr and Zins (2012), whose findings show the importance of companies paying attention to customer perceived value, because it can increase customers' satisfaction, loyalty, word-of-mouth, and the airline's reputation.

A mapping of the development of existing research is presented in Table 1.

Table 1. Previous research.

Author	Research object	Variable	Result
Mayr and Zins, (2012)	Airlines	<ul style="list-style-type: none"> • Atmosphere • Cabin tangibles • Pre-flight services • On-board service • Price assurance • Unreasonable price • Cognitive and time effort • Perceived value • Reputation • Satisfaction • Loyalty • Word-of-mouth 	<ul style="list-style-type: none"> • For this research, first-order and second-order formative and reflective tests were carried out. • Hypothesis test results for reflective first-order and reflective second order show the influence of atmosphere, cabin tangibles, pre-flight services, on-board service, price assurance, unreasonable price, and cognitive and time effort on perceived value. Perceived value has an influence on satisfaction, loyalty, word-of-mouth, and reputation. Satisfaction influences loyalty and word-of-mouth. Loyalty has an influence on word-of-mouth.
Kim and Choi, (2013)	Destination: movie theater, bowling sport center, city tour, university tour, folk village, museum, historical monuments, and modern monuments in Korea	<ul style="list-style-type: none"> • Dimensions of customer experience quality: service outcome quality, interaction quality, and peer-to-peer quality. • Holistic customer experience quality: customer experience quality • Behavioral intention: customer loyalty 	<ul style="list-style-type: none"> • The results of hypothesis testing show that service outcome quality, interaction quality, and peer-to-peer quality have an influence on customer experience quality. • Customer experience quality influences customer loyalty.
Kim and Choi, (2016)	Retail stores and movie theaters in Korea	<ul style="list-style-type: none"> • Friend-interaction quality • Neighboring customer - interaction quality • Audience-interaction quality • Customer experience quality • Customer citizenship behavior • Perceived usefulness • Trust • Perceived ease of use • Perceived benefit • Intention to use • Age moderation 	<ul style="list-style-type: none"> • Friend-interaction quality and Audience-interaction quality have an influence on customer experience quality. • Customer experience quality influences customer citizenship behavior. • There is no difference in service quality and e-service quality on flights. • Perceived benefits have an influence on intention to use airlines.
Soelasih and Sumani, (2021b)	Airlines	<ul style="list-style-type: none"> • Advertising • Sales promotion • Customer perceived value • Brand equity • Customer satisfaction • Customer trust • Customer loyalty 	<ul style="list-style-type: none"> • Advertising and customer perceived value have an influence on brand equity. • Sales promotion through CPV has an influence on brand equity. • Brand equity has an influence on customer trust, customer satisfaction and customer loyalty. • Brand equity through customer satisfaction influences customer loyalty.

Table 1 shows the gaps in the results of the existing research. Mayr and Zins (2012), Kim and Choi (2013), and Mahadin et al. (2023) emphasize customer loyalty. Even though the goal is the same when looking at customer loyalty, its causes are different. Mayr and Zins (2012) emphasize service quality. Meanwhile, Kim and Choi (2013, 2016) focus on experience quality with three dimensions. Mahadin et al. (2023) look at advertising and sales promotion, although the results of their research show that sales promotion does not have a direct influence on brand equity, but has an indirect influence through customer perceived value. In their research, Kim and Choi (2016) emphasize customer behavior. Meanwhile, Soelasih and Sumani (2021b) emphasize the differences between flight service quality and e-service quality. This previous research is relevant to the development of this research. The results of these studies are the basis for this research. The design of this research is based on the research gaps so it emphasizes the variables experience quality, price fairness, sales promotion, customer perceived value, customer satisfaction, customer trust, and continuing intention to use full-service flights.

Based on previous research, this study examines the influence of experience quality, sales promotion, and price fairness on customer perceived value, customer trust, customer satisfaction, and continuous usage intention, focusing on the full-service aviation industry in Indonesia. This research contributes to the development of knowledge, especially regarding consumer behavior in reusing the same full-service airline.

2. Literature review

2.1. Experience quality

Service quality is the company's perspective, whereas experience quality is the consumer's perspective (Payne et al., 2008). Vargo and Lusch (2004) differentiate between the goods-centered model of exchange in classical and neoclassical economics, on one hand, and the twenty-first century's service-centered model of exchange, on the other. Value creation occurs when consumers use goods or services, rather than when output is produced (Vargo & Lusch, 2004). Many studies have developed the concept of service quality; for example, Grönroos (1984), Parasuraman et al. (1985), Dabholkar et al. (2000), Nadiri et al. (2008), Liou et al. (2011), and Soelasih (2015). Table 2 shows the development of service quality dimensions which are not used in the same way by the researchers. Grönroos (1984) began using service quality dimensions in the service industry in general with three dimensions. The results of Grönroos' research (1984) were developed by Parasuraman et al. (1985) with five dimensions in the service industry. Dabholkar et al. (2000) developed the service quality dimension developed by Grönroos (1984) and Parasuraman et al. (1985) using four dimensions in the retail sector. Meanwhile, Nadiri et al. (2008), Liou et al. (2011), and Soelasih (2015) have developed dimensions of service quality in aviation but with different dimensions.

In addition, the concept of experience quality has been developed. Experience quality is defined as the perceived judgment of the excellence or superiority of a customer experience (Lemke et al., 2011).

This is the same for the airline industry, where several studies have focused on perceived experience quality from the consumer's perspective. According to Wu et al. (2018), experience quality generally measures the extent to which airline management considers passengers' special needs in providing products or services. Research on its dimensions is being developed as a measure of experience quality. Wu et al. (2018) focused on the experience-quality dimension, which includes interaction quality, physical environment quality, outcome quality, enjoyment quality, and management quality. Meanwhile, according to

Table 2. Dimensions of service quality.

No	Authors	Dimensions
1.	Grönroos, (1984)	Technical Quality, Functional Quality, Image
2.	Parasuraman et al., (1985)	Reliability, Responsiveness, Tangibles, Assurance, Empathy
3.	Dabholkar et al., (2000)	Reliability, Personal Attention, Comfort, Features
4.	Nadiri et al., (2008)	Airline Tangibles, Terminal Tangibles, Personnel, Empathy, Image
5.	Liou et al., (2011)	Booking service, Ticketing service, Check-in, Baggage handling, Boarding process, Cabin service, Baggage claim, Responsiveness
6.	Soelasih, (2015)	Information, Ticketing service, Check-In, On-Time Performance, In-Flight, Post-Flight

Kim and Choi (2013), the experience-quality dimension consists of service outcome quality, interaction quality, and peer-to-peer quality. Customer experience quality has an influence on perceived value, thus it forms repurchase intention (Kim & Choi, 2013). Three years later, Kim and Choi (2016) developed the idea of the influence of customer-to-customer interaction quality on experience quality, which consists of friend, neighboring-customer, and audience interaction quality. The research results of Kim and Choi (2016) show that friend and audience experience quality influence customer experience quality while neighboring customer interaction quality is not significant. In Kusumawati and Rahayu (2020) research, experience quality uses the dimensions of interaction quality, physical environment quality, outcome quality, and access quality. In terms of the dimensions of experience quality, there were differences in their research.

The research results of Wu et al. (2018) show that the management quality dimension has no influence on green-experiential satisfaction at China Airlines. Wu et al. (2018) emphasize ecological factors such as reducing pollution, recycling waste, and a green atmosphere on board aircraft. So the research added the word Green to the variable. An assessment of management quality cannot be performed by passengers; instead, it is carried out internally by the company. Consumers feel only the impact of policies on quality management. Meanwhile, Wu et al. (2018) measure management quality from the passenger's perspective, which is why there is no influence on green-experiential quality. Therefore, this study limits the four dimensions of experiential quality from Wu et al. (2018): interaction quality, physical environment quality, outcome quality, and enjoyment quality.

2.2. Price fairness

Price fairness is a consumer's assessment of how reasonable a price is (Xia et al., 2004). In cognitive terms, price fairness is the comparison between prices and standards, references, or norms (Khraim et al., 2014; Xia et al., 2004). Price fairness does not imply a policy of one price for everyone; there are price changes or differences in prices that are accepted by consumers (Xia et al., 2004). Prices are declared fair or unfair at various stages of the purchasing process depending on the alternative price signals perceived in the purchasing environment (Friesen, 2020). Fair prices can increase consumer satisfaction and trust, which reduces the level of customer intention to switch to a different service (Mushagalusa et al., 2022).

In their study, Soelasih and Sumani (2021b) do not test the price fairness factor for customer satisfaction. This is different from the research of Khraim et al. (2014), which emphasizes that perceived value and customer satisfaction are formed if consumers feel balanced in perceived price fairness. Promotion is part of price fairness (Khraim et al., 2014).

Perceived value is a comparison between the benefits received and costs incurred by consumers. Customer perceived value is important for companies. Every consumer who makes a purchase pays attention to the value of the product or service. According to Pine and Gilmore (1999), economic value development can be divided into four stages.

Figure 1 shows that Stage 1 emphasizes the exchange between products and prices without paying attention to the differences between commodities. The product standards for consumers are seen in Stage 2. The added value of services is seen in Stage 3 for consumers. Finally, Stage 4 emphasizes the consumer's experience. Currently, companies that produce premium products or services, according to the experience economy, need to emphasize Stage 4. Pine and Gilmore (1999) state that experience is a new form of economy.

According to the argument proposed by equity theory, a negative deviation between the reference price and the actual price can be considered unfair, which directly affects overall price perception (Oh, 2003). According to Zietsman et al. (2019), perceived fairness influences perceived value, mediated by perceived price. This shows that consumers' perceived price forms a positive perceived value if there is perceived fairness. Therefore, when determining prices, companies must pay attention to whether these prices are deemed reasonable by consumers. Consumers' price is the cost of obtaining goods or services. Therefore, the prices paid for tickets on flights are a consideration for consumers (Mazurek-Kusiak et al., 2022).

Flight tariffs are determined by the Indonesian government. In determining tariffs, airlines follow the upper-limit tariff and lower-limit tariff policies. Other considerations in determining tariffs are fluctuations

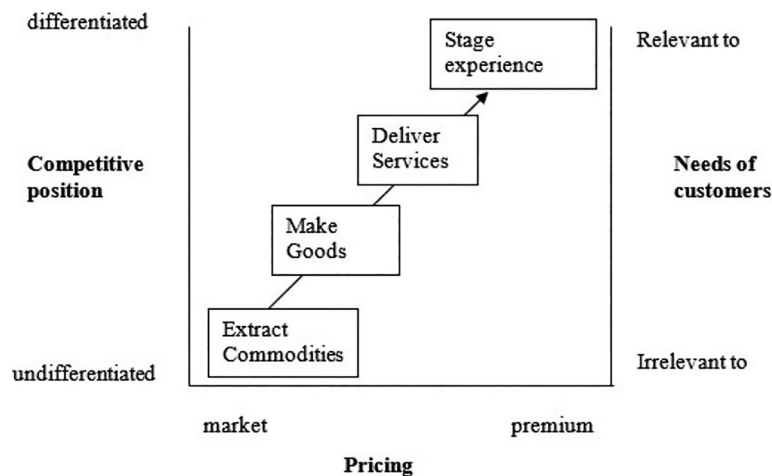


Figure 1. Experience economy: progression of economic value. Source: Pine and Gilmore (1999).

in Avtur prices, demand factors and competitors. Price fairness for consumers is a comparison between the price paid in accordance with the experience quality received from ticketing information to post flight on full-service flights.

2.3. Sales promotions

Marketing programs carried out by airlines can increase passenger loyalty (Kowalska et al., 2023). Sales promotion is part of the marketing mix, especially promotion. Full-service airline companies in Indonesia use sales promotions in the form of ticket price discounts, lucky draws, discounts for lounge access, cargo discounts, and frequent-flyer membership schemes. Frequent flyer schemes are a kind of relationship with benefits provided to consumers so that they want to use the same airline again. This membership is a form of relationship management carried out to retain consumers. The benefits of membership are a part of the sales promotion carried out by the airline. A company conducts a sales promotion program to attract consumers to make purchases. The forms of sales promotion for consumers include price reductions, coupons, cash refunds, price packs, premiums, frequency programs, prizes, tie-in promotions, seasonal discounts, and financing (Kotler et al., 2022).

According to Kotler et al. (2022), frequency programs provide rewards related to consumers' frequency and intensity of purchasing a company's products or services. Frequent flyer schemes are programs implemented by airlines. American Airlines was the pioneer in offering free and discounted benefits to loyal customers in the early 1980s (Kowalska et al., 2023). Sales promotion is one of the considerations for consumers aged 31–60 years when using air transportation (Mazurek-Kusiak et al., 2022).

2.4. Customer perceived value

Customer perceived value is the value felt by consumers when comparing benefits to costs. Yu and Fang (2009) show that customer perceived value is influenced by product quality, service quality, and contextual experience, which gives rise to consumer preferences and intentions. Experience quality can be felt when consumers enjoy a product (Jeong & Jang, 2011; Kusumawati & Rahayu, 2020). Kusumawati and Rahayu (2020) did not use the price fairness variable to examine the influence of customer perceived value, whereas Jeong and Jang (2011) used it in their research. However, the results of research by Jeong and Jang (2011) show that price fairness has no influence on consumers enjoying the products they buy so it does not give rise to electronic word of mouth.

Service quality can shape the perceived value for passengers (Giao et al., 2020; Hapsari et al., 2017). The perceived value felt by passengers leads to satisfaction (Chow et al., 2022; Hapsari et al., 2017). In addition, perceived value can increase perceived trust in purchase intentions (Lee et al., 2015).

2.5. Customer satisfaction

Consumer satisfaction occurs when the provision of a service satisfies expectations. This means that consumers will see that the performance of the product or service they purchase corresponds to their expectations. This occurs in all industries that need to pay attention to whether the performance of the output that is produced gives rise to consumer satisfaction. One of these is the airline industry. Consumer satisfaction with flights leads them to reuse this service (Simarmata et al., 2017; Soelasih, 2015; Soelasih & Sumani, 2021b).

Consumer satisfaction can be derived from customer perceived values (Uzir et al., 2021). If consumers are satisfied, this will create loyalty (Chow et al., 2022) because consumers will have continuous usage intention. In the research of Wu et al. (2018), the word 'Green' is added to each variable so that the perceived value becomes a green perceived value. The test results show that green perceived value can moderate the influence of interaction quality, physical environment quality, and enjoyment quality on green experiential satisfaction (Wu et al., 2018). The perceived value variable, as a mediator or moderator, can influence satisfaction. Perceived price fairness has a direct influence on customer satisfaction (Alzoubi et al., 2020) because consumers feel that the costs incurred are proportional to the value received.

2.6. Customer trust

Trust is defined as the willingness to depend on a trustworthy partner (Morgan & Hunt, 1994) meaning that trust in the company is formed on the consumer side. Consumer trust is the most dominant variable affecting consumers' decisions to reuse the same airline (Simarmata et al., 2017). The research results of Simarmata et al. (2017) differ from those of Soelasih and Sumani (2021a), who show that trust has no influence on the intention to use full-service or no-frills flights. The formation of an intention to use is more about the perceived usefulness and benefits of services provided by airlines (Soelasih & Sumani, 2021a). Molinillo et al. (2019) show that brand equity influences brand loyalty by mediating brand satisfaction and trust. Brand loyalty creates continuous usage intentions, brand satisfaction creates customer trust, and brand trust creates customer trust.

Based on a review of the theories above, the research model shown in Figure 2 was designed.

2.7. Experience quality, price fairness, sales promotion and customer perceived value

Research has shown that experience quality, price fairness, and sales promotions can form customer perceived values. In their research on low-cost flights in Vietnam, Giao et al. (2020) showed that variable

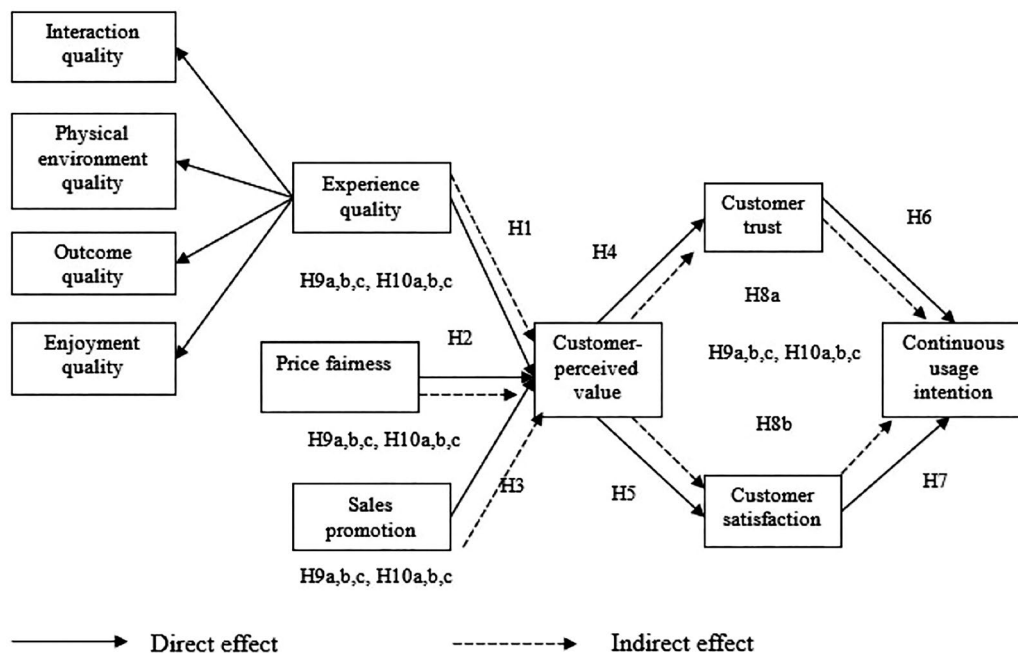


Figure 2. Research_Model.

service quality influences customer loyalty through customer perceived value, trust, and satisfaction. This means that on the consumer side, the experience quality perceived by passengers is positive, meaning that it influences perceived value, trust, and satisfaction. Hapsari et al. (2017) show that service quality influences customer satisfaction through perceived value. Customer service is the most important factor in customer satisfaction in the airline industry (Fetis et al., 2021). Chen and Chen (2010) show that experience quality has an effect on perceived value and satisfaction, but has no effect on behavioral intention.

According to Konuk (2019), price fairness influences the perceived value and satisfaction. Gorji and Siami (2020) show that perceived price fairness can strengthen the relationship between sales promotion and repurchase intention. The results indicate that price fairness can be an exogenous or moderating variable.

Based on this research, the following hypothesis was built:

H₁: Experience quality has an influence on customer perceived value.

H₂: Price fairness has an influence on customer perceived value.

H₃: Sales promotion has an influence on customer perceived value.

2.8. Customer perceived value, customer trust, customer satisfaction and continuous usage intention

If the perceived value is positive for consumers, it will affect trust, satisfaction, and continuous usage intention. Uzir et al. (2021), and Dhaigude et al. (2023) showed that customer perceived value influences customer trust and satisfaction. Meanwhile, Wehner et al. (2022) showed that perceived service quality influences perceived value and satisfaction, and perceived value influences purchase intentions through passenger satisfaction. Meanwhile, Soelasih and Sumani (2021b) show that the service quality received by consumers has no influence on the behavioral intention to use full-service flights.

Consumers who trust the products produced by a company will, relatively speaking, make repeat purchases. This can be seen in the research of Ashraf et al. (2020) where customer trust and satisfaction are shown to have a direct influence on continuous usage intention. In research by Boonchunone et al. (2023), customer value is shown to have an influence on customer satisfaction, and customer satisfaction has an influence on usage intention. In a study by Chen and Chen (2010), the test results showed that experience quality influences behavioral intention through perceived value and satisfaction. Cole and Scott (2004) showed that experience quality influences satisfaction and revisit intentions. Meanwhile, research results from Fernandes and Cruz (2016) show a direct influence of experience quality on customer satisfaction.

Research results from Setiawan et al. (2020) show that price fairness influences customer satisfaction and trust. Meanwhile, Marina et al. (2016) show that price fairness influences customer loyalty. Consumers are loyal if they are satisfied with the benefits they receive compared to their costs. Meanwhile, Pahrudin et al. (2023) show that price fairness does not have a direct influence on customer retention but has an indirect influence on the mediating variable of customer satisfaction.

Sales promotions by airlines can increase consumer usage (Adeniran et al., 2016). Mahadin et al. (2023) show that sales promotion influences customer perceived value, which can form a brand image that affects customer trust and customer satisfaction.

The theoretical study above forms the basis of the following hypothesis:

H₄: Customer perceived value has an influence on customer trust.

H₅: Customer perceived value has an influence on customer satisfaction.

H₆: Customer trust has an influence on continuous usage intention.

H₇: Customer satisfaction has an influence on continuous usage intention.

H₈: Customer perceived value has an influence on continuous usage intention through (a) customer trust and (b) customer satisfaction.

H₉: Experience quality (a), price fairness (b), and sales promotion (c) have an influence on continuous usage intention through customer trust.

H₁₀: Experience quality (a), price fairness (b), and sales promotion (c) have an influence on continuous usage intention through customer satisfaction.

3. Methodology

The research sample consists of passengers using full-service airlines in Indonesia and a non-probability purposive sampling technique was used. Purposive sampling is where researchers look for individuals who meet a certain set of criteria to determine who should be sampled based on the research objectives (Spolarich, 2023). The population size in this study is unknown. If the population size is unknown, then the sample size is calculated from the number of instruments and variables times 10 for the maximum number and times 5 for the minimum sample (Hair et al., 2006). This research uses a total of 48 instruments and variables, so the maximum sample size is $48 \times 10 = 480$. The number of samples taken is 443 passengers meaning it has fulfilled the study.

The main intention of this study was to see consumer interest in the continued usage of full-service airlines in Indonesia, and the decision to participate in the study was left entirely to the passengers. Respondents involved in the research expressed their agreement according to the information in the questionnaire, namely, *'Your participation in this research is voluntary, and you may choose not to participate or end your participation at any time without penalty.'* The sample data show that 52.8% of the respondents were female and 47.2% were male. The largest age range was 20 to 30 years (79%), and 61.4% of the respondents were already working.

The variables in this study refer to the instruments used in previous research. The experience quality variable refers to the research by Wu et al. (2018), Wu and Cheng (2013), and Kusumawati and Rahayu (2020). The instruments used for price fairness are based on Konuk (2019) and Soelasih (2015). The sales promotion variable uses the instrument used by Pi and Huang (2011), and Mahadin et al. (2023). The customer perceived value variable the authors refer to Hapsari et al. (2017) and Mahadin et al. (2023). The customer trust variable refers to Mahadin et al. (2023) and Molinillo et al. (2019). Customer satisfaction and continuous usage intention variables refer to Soelasih and Sumani (2021a, 2021b), Mahadin et al. (2023), and Hapsari et al. (2017).

The research constructs contained in the research model were operationalized based on the existing literature and were measured using a multiple-item six-point scale, ranging from 1 = 'Strongly disagree' to 6 = 'Strongly agree,' as indicated in Table 3.

3.1. Measurement model

The analytical tool used in hypothesis testing uses partial least squares structural equation modelling (PLS-SEM). PLS-SEM allows researchers to estimate very complex models with many constructs and indicator variables, with much smaller sample size requirements compared to factor-based SEM methods (Sarstedt et al., 2021). Latent variables, also called constructs, are elements in statistical models that represent conceptual variables that researchers define in their theoretical models (Sarstedt et al., 2021). The latent variable is represented by at least three or more indicators to ensure that the indicators are valid concept measures (Sarstedt et al., 2021). Modeling with latent variables will form a path model. A path model is a diagram that displays hypotheses and variable relationships that will be estimated in structural equation modelling analysis (Bollen, 2002). Sarstedt et al. (2016) found that the bias produced by factor-based SEM was on average 11 times higher than the bias produced by PLS-SEM, because SEM was factor-based in the composite model and PLS-SEM was in the common factor model.

Based on the PLS-SEM study, this research shows a complex model with a combination of variables, dimensions and instruments and processing occurs in first order and second order. Apart from that, the sample size is relatively small, so PLS-SEM is suitable for use in analyzing research models. The development of the research model has been based on developing a theoretical model by determining latent

Table 3. Measurement items.

Construct	Measurement items	Sources
Interaction quality	<ul style="list-style-type: none"> In general, I would describe the quality of my interaction with the airline workers as outstanding. In my opinion, the airline staff demonstrate a genuine concern and curiosity about my individual situation. 	Kusumawati and Rahayu, (2020), Wu et al. (2018), Wu and Cheng, (2013)
Physical environment quality	<ul style="list-style-type: none"> I am of the opinion that airline staff offer a service to passengers. In my opinion, the airline's physical environment is superb. The airline's physical environment exhibits exceptional standards. The airline's physical environment has left a strong impression on me due to its exceptional quality. 	
Outcome quality	<ul style="list-style-type: none"> I am satisfied with the services rendered by the airline personnel. My flight experiences are consistently exceptional. The level of attention and consideration demonstrated by this airline has left a strong impression on me. 	
Enjoyment quality	<ul style="list-style-type: none"> I believe that utilizing this airline would provide me with a sense of satisfaction. I believe that utilizing this airline would induce a sense of relaxation within me. I believe that integrating environmental protocols into this airline would be a pleasurable experience. Integrating environmental procedures with this airline will greatly enhance my satisfaction. 	
Price fairness	<ul style="list-style-type: none"> The price of airline ticket is reasonable. Airline ticket price is fair. Airline ticket price is acceptable. 	Konuk, (2019), Soelasih, (2015)
Sales promotion	<ul style="list-style-type: none"> Airlines reward membership points. Airlines provide flight packages. Airlines provide lucky draws. Airlines provide discounts on tickets. Airlines provide free shuttle bus services. 	Pi and Huang, (2011), Mahadin et al. (2023)
Customer perceived value	<ul style="list-style-type: none"> Airlines provide good service at reasonable prices. Compared to what I have given up (including money, energy, time and effort), the overall service of this airline is excellent. Overall, this airline offered the best value for the price I paid. Overall, the airline's service is excellent. 	
Customer trust	<ul style="list-style-type: none"> I am confident this airline maintains passengers' trust in service excellence. My preferred airline certainly provides the best for its passengers. My preferred airline cares about passenger interests. My preferred airline is trustworthy. 	Mahadin et al. (2023), Molinillo et al. (2019)
Customer satisfaction	<ul style="list-style-type: none"> I am satisfied with this airline. I enjoy flying with this airline. I did the right thing when I chose to fly with this airline. The airline performs better than expected. Overall, the airline provided a very satisfying experience. 	
Continuous usage intention	<ul style="list-style-type: none"> I will use the same airline again. Without thinking twice, I will use the services this airline provides. Regardless of any other airline's more appealing pricing, I will persist in choosing my preferred airline for my flights. 	Hapsari et al., (2017), Mahadin et al. (2023), Soelasih and Sumani (2021a, 2021b)

Note:

- Physical environment quality: environment within the aircraft cabin
- Price is fair: consumers feel that the price paid corresponds to the value received (Konuk, 2019).
- Price is acceptable: determining company prices that are acceptable to consumers (Rondan-Cataluña et al., 2019).
- Airlines in Indonesia provide free shuttle bus services by collaborating with online ticket sales companies, so this is a form of sales promotion.

variables that need to be considered in the analysis of certain phenomena and their relationships so that they are in accordance with structural theory. Therefore, this research uses PLS-SEM.

The validity and reliability of the instrument were tested, using the SEM-Smart PLS. In the measurement model, the validity of the reflective model was tested using the loadings. The second stage examines Cronbach's alpha and CR values (Hair et al., 2019). In the third stage, convergent validity was measured using average variance extracted (AVE), and finally, the discriminant validity of the model structure was measured (Hair et al., 2019).

According to Table 4, experience quality is a second-order variable; therefore, the outer loading value cannot be observed. Second-order status occurs because the variable has dimensions measured by the instrument. Therefore, the loading value is observed in the experience-quality dimension. Overall, Table 4 shows that there is an outer loading value above 0.7 for each indicator used, which meets the requirement for convergent validity value. The minimum outer loading value is 0.7 (Dijkstra & Henseler, 2015; Hair et al., 2014). In addition, the convergent validity value can be seen in the AVE value of >0.5 (Hair et al., 2014; Henseler et al., 2016). The AVE results in Table 4 are above 0.5; thus, they are considered valid. As for the Cronbach's alpha results, the minimum value is 0.7 (Hair et al., 2014) and for the CA

Table 4. Loadings, CA, CR and AVE.

Variables/instrument	Loadings	Cronbach's Alpha (CA)	Composite Reliability (CR)	Average Variance Extracted (AVE)
Interaction Quality (IQ)		0.809	0.887	0.724
IQ 1	0.869			
IQ 2	0.841			
IQ 3	0.843			
Physical Environment Quality (PEQ)		0.823	0.895	0.739
PEQ 1	0.804			
PEQ 2	0.898			
PEQ 3	0.875			
Outcome Quality (OQ)		0.823	0.895	0.739
OQ 1	0.828			
OQ 2	0.879			
OQ 3	0.871			
Enjoyment Quality (EQ)		0.860	0.905	0.704
EQ 1	0.809			
EQ 2	0.873			
EQ 3	0.833			
EQ 4	0.841			
Experience Quality (EXQ) (second order):		0.946	0.953	0.608
Interaction quality (IQ)				
Physical Environment Quality (PEQ)				
Outcome Quality (OQ)				
Enjoyment Quality (EQ)				
Price Fairness (PF)		0.833	0.900	0.749
PF 1	0.851			
PF 2	0.904			
PF 3	0.840			
Sales Promotion (SP)		0.895	0.923	0.706
SP 1	0.802			
SP 2	0.887			
SP 3	0.888			
SP 4	0.815			
SP 5	0.802			
Customer-perceived value (CPV)		0.885	0.920	0.743
CPV 1	0.827			
CPV 2	0.872			
CPV 3	0.882			
CPV 4	0.866			
Customer Trust (CT)		0.892	0.925	0.756
CT 1	0.838			
CT 2	0.896			
CT 3	0.873			
CT 4	0.870			
Customer Satisfaction (CS)		0.906	0.930	0.728
CS 1	0.831			
CS 2	0.872			
CS 3	0.873			
CS 4	0.845			
CS 5	0.844			
Continuous usage intention (CI)		0.870	0.920	0.794
CI 1	0.849			
CI 2	0.912			
CI 3	0.911			

value, Table 4 indicates a minimum of 0.8, while for composite reliability it is above 0.8. Table 4 shows that the overall loadings and CA, CR, and AVE values meet the requirements, so the reflective indicators and variables are declared valid and reliable.

Variance-based discriminant validity testing with reflective constructs can be based on the Fornell-Larcker criterion, cross-loading, and the heterotrait-monotrait (HTMT) ratio (Hamid et al., 2017; Henseler et al., 2015; Rasoolimanesh, 2022). The Fornell-Larcker criterion is the square root of the AVE of each construct and it must be greater than the correlation of other constructs in the model (Fornell & Larcker, 1981). With the cross-loading method, the outer loading value of each item in the related construct must be greater than the loading value in other constructs (Chin, 2010). The HTMT ratio is a new criterion for measuring discriminant validity in structural equations with a threshold of 0.85 or 0.9 (Henseler et al., 2015). If Fornell-Larcker and cross-loading do not provide results in testing discriminant

validity, the HTMT ratio can be used as the test. The HTMT ratio can detect discriminant validity problems because it measures the ratio between correlations between different constructs (heterotrait) and between indicators that measure the same construct (monotrait) (Henseler et al., 2015).

The results of the discriminant validity test used in this study are the Fornell-Larcker criterion and cross-loading, where the indicators on the specified construct must be higher than all other construct loadings with the condition that the item loadings value is at least 0.7 (Chin, 2010; Hair et al., 2019). The results of the Fornell-Larcker criterion discriminant validity test are presented in Table 5.

Although the results of the validity and reliability tests presented in Table 4 show that all indicators can form variables at the loading factor value and the variables studied also have reliable values, the discriminant validity test indicated a discrepancy in the results. The results of the discriminant validity test presented in Table 5 show that the CPV – CS, CT – CS, and ExQ – CS variables are not valid, therefore a retest was carried out by eliminating the indicators that have the largest loading values. For the CPV variable, the CPV3 indicator was removed with a value of 0.882, the CT variable was removed in the CT 2 indicator = 0.896 and CT3=0.873, while the CS variable was removed in the CS2 indicator = 0.872 and CS3=0.873. Indicators can be removed if they do not form variables (Hair et al., 2011; Sarstedt et al., 2021). The test results after removing the indicators obtained the discriminant validity value are presented in Table 6.

Table 6 shows the final results after eliminating five indicators for the Fornell-Larcker discriminant validity test, which means that the construct model can be used in this study. This result is supported by the results of the cross loadings discriminant validity presented in Table 7.

The results of the discriminant validity test show that all the instruments used have a value above 0.7, indicating that the variable constructs used in the model structure are valid (Hair et al., 2019).

Normality in PLS-SEM can be ignored according to the research. Preacher and Hayes (2008) in testing the significance of indirect effects, applied a bootstrapping technique which does not emphasize the normality of data distribution and determines the mediation effect. A non-parametric PLS-SEM approach can be used because the data distribution does not meet the strict requirements of a parametric factor-based SEM approach (Hair et al., 2012). Model estimation through a series of Order Least Square regressions implies that PLS-SEM relaxes the multivariate normality assumption required for maximum likelihood-based SEM estimation (Fornell & Bookstein, 1982; Hair et al., 2012). For the SRMR (standardized root mean square residual) value <0.08 (Henseler et al., 2016). The results of this research have a value of SRMR (saturated model) = 0.06 so it is said to be a fit model.

This study uses bootstrapping in mediation testing that does not emphasize the normality of sampling distribution. Bootstrapping is a computationally intensive method that involves repeatedly sampling data and estimating the indirect effect of each re-sampled data (Preacher & Hayes, 2008).

Table 5. Discriminant validity Fornell–Larcker criterion.

	CI	CPV	CS	CT	ExQ	PF	SP
CI	0.891						
CPV	0.810	0.862					
CS	0.833	0.871	0.853				
CT	0.812	0.858	0.893	0.869			
ExQ	0.818	0.837	0.883	0.866	0.780		
PF	0.703	0.747	0.699	0.696	0.654	0.866	
SP	0.657	0.688	0.677	0.706	0.694	0.601	0.840

Table 6. Final of discriminant validity Fornell–Larcker criterion.

	CI	CPV	CS	CT	ExQ	PF	SP
CI	0.891						
CPV	0.803	0.870					
CS	0.805	0.833	0.870				
CT	0.772	0.824	0.836	0.898			
ExQ	0.818	0.830	0.857	0.820	0.780		
PF	0.704	0.726	0.667	0.659	0.654	0.866	
SP	0.656	0.675	0.643	0.645	0.694	0.601	0.840

Table 7. Discriminant validity cross loadings.

	CI	CPV	CS	CT	ExQ	PF	SP
CI1	0.853	0.678	0.683	0.679	0.672	0.602	0.465
CI2	0.910	0.737	0.734	0.685	0.760	0.637	0.644
CI3	0.909	0.729	0.733	0.699	0.751	0.640	0.638
CPV1	0.652	0.851	0.688	0.685	0.662	0.637	0.598
CPV2	0.724	0.885	0.729	0.732	0.741	0.609	0.550
CPV4	0.717	0.875	0.757	0.733	0.760	0.649	0.615
CS1	0.683	0.727	0.863	0.748	0.738	0.568	0.487
CS4	0.694	0.721	0.864	0.691	0.745	0.575	0.601
CS5	0.723	0.726	0.882	0.742	0.754	0.596	0.590
CT1	0.674	0.729	0.743	0.893	0.724	0.575	0.536
CT4	0.712	0.750	0.758	0.902	0.748	0.608	0.620
EQ1	0.640	0.631	0.652	0.654	0.756	0.470	0.535
EQ1	0.640	0.631	0.652	0.654	0.756	0.470	0.535
EQ2	0.690	0.676	0.684	0.679	0.821	0.524	0.576
EQ2	0.690	0.676	0.684	0.679	0.821	0.524	0.576
EQ3	0.641	0.645	0.650	0.651	0.770	0.556	0.501
EQ3	0.641	0.645	0.650	0.651	0.770	0.556	0.501
EQ4	0.647	0.672	0.667	0.631	0.791	0.557	0.565
EQ4	0.647	0.672	0.667	0.631	0.791	0.557	0.565
IQ1	0.661	0.640	0.681	0.647	0.795	0.500	0.483
IQ1	0.661	0.640	0.681	0.647	0.795	0.500	0.483
IQ2	0.589	0.620	0.612	0.602	0.743	0.495	0.523
IQ2	0.589	0.620	0.612	0.602	0.743	0.495	0.523
IQ3	0.566	0.580	0.611	0.590	0.742	0.437	0.457
IQ3	0.566	0.580	0.611	0.590	0.742	0.437	0.457
OQ1	0.592	0.655	0.676	0.684	0.762	0.510	0.499
OQ1	0.592	0.655	0.676	0.684	0.762	0.510	0.499
OQ2	0.666	0.666	0.690	0.626	0.794	0.491	0.574
OQ2	0.666	0.666	0.690	0.626	0.794	0.491	0.574
OQ3	0.685	0.693	0.723	0.644	0.834	0.546	0.633
OQ3	0.685	0.693	0.723	0.644	0.834	0.546	0.633
PEQ1	0.557	0.596	0.632	0.605	0.714	0.442	0.472
PEQ1	0.557	0.596	0.632	0.605	0.714	0.442	0.472
PEQ2	0.661	0.651	0.688	0.638	0.790	0.528	0.602
PEQ2	0.661	0.651	0.688	0.638	0.790	0.528	0.602
PEQ3	0.683	0.678	0.715	0.661	0.817	0.565	0.596
PEQ3	0.683	0.678	0.715	0.661	0.817	0.565	0.596
PF1	0.590	0.595	0.545	0.535	0.513	0.852	0.465
PF2	0.668	0.688	0.646	0.646	0.631	0.904	0.536
PF3	0.563	0.596	0.533	0.522	0.548	0.839	0.561
SP1	0.595	0.626	0.612	0.621	0.642	0.583	0.803
SP2	0.616	0.639	0.600	0.601	0.654	0.560	0.887
SP3	0.550	0.545	0.530	0.517	0.576	0.479	0.888
SP4	0.501	0.520	0.477	0.496	0.511	0.457	0.815
SP5	0.463	0.470	0.449	0.437	0.497	0.413	0.802

3.2. Ethical considerations

This research has complied with ethical procedures by obtaining a letter of introduction from the Institute for Research and Community Service, Atma Jaya Catholic University of Indonesia, No. 0005 A/III/PPPE. PM.10.05/05/2023, stating that this research does not makes any ethics violations. The cover page of the questionnaire included a section for respondents to provide their informed written consent. In the questionnaire, information clearly outlines the aims of the study, procedures, potential risks and benefits, anonymity, confidentiality, and the voluntary nature of each respondent's participation. If the respondent agrees, then he or she proceeds with filling out the questionnaire. By continuing, respondents involved in the research have expressed their agreement. Consent is conveyed in the questionnaire through the following notification: *'I have read and understand the consent form above. I declare that I am 17years of age or older. By clicking the "Next" button to take the survey, I am indicating my willingness to participate in this research voluntarily.'*

Additionally, the voluntary nature of the respondents' participation was stated explicitly in the questionnaire: *'Your participation in this research is voluntary, and you may choose not to participate or end your participation at any time without penalty.'* Therefore, respondents who filled out the questionnaire agreed to participate in this research. Respondents' consent is guaranteed in research carried out in accordance with established ethical standards and guarantees the protection and welfare of research subjects.

4. Result

To test this hypothesis, we used the SEM-Smart PLS tool. Hypothesis testing was performed, both directly and indirectly. Table 8 shows the results of the hypothesis testing.

The test results in Table 8 indicate that H1, H2, and H3 are accepted. From the three hypothesis tests, it can be seen that customer perceived value is more influenced by experience quality than price fairness and sales promotions. This means that consumers still want the maximum service quality from full-service airlines. Passengers expect excellent service quality from airlines to have a quality experience. Experience quality is more important for passengers than price fairness or sales promotion. It can be seen that the smallest influence of sales promotion is only $\beta=0.108$ compared to experience quality which is $\beta=0.564$ and price fairness which is $\beta=0.292$. The results of this research support the study conducted by Chen and Chen (2010), namely, that experience quality influences perceived value.

The results of hypothesis testing show that H4 and H5 are accepted, meaning that customer perceived value influences the relationship between customer trust and customer satisfaction. When viewed in terms of the β values, customer perceived value is greater in forming customer satisfaction than customer trust, as seen in the β value of 0.833, compared to customer trust with a value of $\beta=0.824$. This shows that customer perceived value is important in forming consumer satisfaction. Therefore, companies need to pay attention to the perceived value for consumers of full-service flights so that it has the effect of increasing consumer satisfaction. These results support the findings of Lee et al. (2015), Hapsari et al. (2017), Chow et al. (2022), and Dhaigude et al. (2023), which show that customer perceived value influences customer trust and customer satisfaction.

H6 and H7 showed that the relationship between customer trust and customer satisfaction influences continuous usage intention. The results of the hypothesis test indicate that the largest form of continuous usage intention is customer satisfaction, with a value of $\beta=0.530$, compared to customer trust, with a value of $\beta=0.329$. These results are consistent with the idea that if consumers are satisfied, they will reuse the same airline services. These results support the research of Simarmata et al. (2017), Soelasih (2015), and Soelasih and Sumani (2021b), namely, that customer satisfaction and customer trust influence continuous usage intention.

4.1. Mediation analysis

Testing the direct and indirect effects in the mediating variable model used a standard coefficient and t-value analysis for each path from the independent variable to the dependent variable (Nitzl et al., 2016; Zhao et al., 2010). In this study, indirect and direct testing used mediating variables, namely customer perceived value, customer trust, and customer satisfaction.

Table 9 presents the results of the hypothesis testing for indirect and direct effects. According to the results of testing H_{8a} and H_{8b} , customer perceived value has a direct and indirect influence on continuous usage intention through customer trust and customer satisfaction; thus, it is a case of partial mediation. However, if one looks at the β value, the direct effect has the largest value, meaning that customer perceived value can directly influence consumers' continuous usage intention for full-service flights, compared to mediation.

The results of the hypothesis testing for H_{9a} , H_{9b} , and H_{9c} show that there is a direct and indirect effect. For H_{9a} , experience quality influences continuous usage intention directly and indirectly, so it is a case of partial mediation, meaning that experience quality can directly influence continuous usage intention or through customer perceived value and customer trust. In H_{9b} , price fairness has direct and

Table 8. Hypothesis test results.

	Hypothesis path	β	t-value	Result
H ₁	Experience quality → customer perceived value	0.564	9.919	Supported
H ₂	Price fairness → customer perceived value	0.292	5.286	Supported
H ₃	Sales promotion → customer perceived value	0.108	2.861	Supported
H ₄	Customer perceived value → customer trust	0.824	34.764	Supported
H ₅	Customer perceived value → customer satisfaction	0.833	40.898	Supported
H ₆	Customer trust → continuous usage intention	0.329	5.652	Supported
H ₇	Customer satisfaction → continuous usage intention	0.530	9.756	Supported

Table 9. Indirect and direct effect analysis test results.

Indirect effects			Direct effect			Mediation	Result
Path	Std. Coef	t-value	Path	Std. Coef	t-value		
Customer perceived value → customer trust → continuous usage intention	0.271	5.386	Customer perceived value → continuous usage intention	0.712	23.689	Partial mediation	Supported
Customer perceived value → customer satisfaction → continuous usage intention	0.442	9.075	Customer perceived value → continuous usage intention	0.712	23.689	Partial mediation	Supported
Experience quality → customer perceived value → customer trust → continuous usage intention	0.153	4.687	Experience quality → continuous usage intention	0.401	8.734	Partial mediation	Supported
Price fairness → customer perceived value → customer trust → continuous usage intention	0.079	3.663	Price fairness → continuous usage intention	0.208	5.091	Partial mediation	Supported
Sales promotion → customer perceived value → customer trust → continuous usage intention	0.029	2.507	Sales promotion → continuous usage intention	0.077	2.872	Partial mediation	Supported
Experience quality → customer perceived value → customer satisfaction → continuous usage intention	0.249	6.434	Experience quality → continuous usage intention	0.401	8.734	Partial mediation	Supported
Price fairness → customer perceived value → customer satisfaction → continuous usage intention	0.129	4.585	Price fairness → continuous usage intention	0.208	5.091	Partial mediation	Supported
Sales promotion → customer perceived value → customer satisfaction → continuous usage intention	0.048	2.755	Sales promotion → continuous usage intention	0.077	2.872	Partial mediation	Supported

indirect effects on continuous usage intention, so it is a case of partial mediation. H_{9c} shows that the results of sales promotion have direct and indirect effects on continuous usage intention, so it is a case of partial mediation. The overall results of testing H_9 which indicates indirect influence, are those that have the largest β value for experience quality, namely 0.153. Experience quality also has a direct influence on H_9 , with a value of $\beta=0.401$. These results indicate that experience quality is an important variable in the formation of continuous usage intention.

The test results for H_{10a} , H_{10b} , and H_{10c} show a direct or indirect influence. H_{10a} has a partial mediation relationship with the results of the influence of experience quality on continuous usage intention directly and indirectly and is significant. For H_{10b} , there are also direct and indirect influences, so there is a case of partial mediation between price fairness and continuous usage intention. Likewise, H_{10c} has a partial mediation relationship because there is a direct and indirect influence of sales promotion on continuous usage intention. Overall, the results of the testing of H_{10} indicate that the largest indirect influence is on experience quality, with a value of $\beta = 0.249$, compared to price fairness

and sales promotion on continuous usage intention. The direct influence of experience quality on continuous usage intention also had the largest value of $\beta=0.401$ compared to price fairness and sales promotion.

The overall indirect influence presented in Table 9 shows that experience quality, which influences customer perceived value and forms customer satisfaction, has an effect on continuous usage intention, with the largest β value compared to other test results. This means that companies need to pay attention to experience quality, which has an impact on continuous usage intention for full-service flights.

The results of this study do not support the study conducted by Chen and Chen (2010), which showed that experience quality had no effect on behavioral intention. However, these results support the research of Cole and Scott (2004), who show that experience quality influences revisit intention through satisfaction. The test results for price fairness show that it influences customer satisfaction, customer trust (Setiawan et al., 2020) and continuous usage intention (Marina et al., 2016), so the results of this study support their research. The last test results are for sales promotion and support the research of Mahadin et al. (2023) and Kowalska et al. (2023), who show that sales promotion influences customer perceived value, which forms customer trust and customer satisfaction, meaning that it has an impact on continuous usage intention.

5. Discussion

Overall, the results of hypothesis testing for the research model were accepted both directly and indirectly. These results indicate that consumers of aviation services in Indonesia emphasize perceived value. If the perceived value for the consumers is in accordance with the sacrifices they make, then they will be satisfied and have confidence in the airline. Perceived value is a comparison between experience quality and sales promotion along with price fairness. In particular, this research shows that consumers have positive perceptions of experience quality, price fairness, and sales promotion. This is what causes perceived value to be formed and have an effect on trust and satisfaction meaning that they want to use the same flight again. Ultimately, this raises the consumer behavior of full-service airline users in Indonesia.

Even though the data are limited, they were sampled using purposive sampling, but they comply with the existing rules in accordance with the opinion of Preacher and Hayes (2008) and Hair et al. (2012). They suggested that normality in PLS-SEM can be ignored and a non-parametric PLS-SEM approach can be used because the data distribution does not meet strict requirements. Meanwhile, according to Fornell and Bookstein (1982), PLS has the aim of explaining variances, increasing the accuracy of predictions, making fewer and simpler assumptions, separating irrelevant variance from the structural part of the model, and using a small sample size. Based on their opinion, the hypothesis testing process using PLS-SEM yields results that can be analyzed according to the research model. The test results can be the basis for theoretical development applied to full-service flights in Indonesia.

Based on the PLS criteria, it was possible to use a small sample size in this research. The general results can be used—especially for full-service flights in Indonesia—because 1,000 samples were bootstrapped. Therefore, both direct and indirect influences on consumers making decisions to use the same flight are satisfaction factors. The cause of consumers feeling satisfied is perceived value which is formed from experience quality, price fairness, and sales promotion.

Not all of the results of this study support the previous research. There are different findings on experience quality. Experience quality for consumers or service quality for companies shows the biggest indirect form of consumer behavior intention. Therefore, it is important for airline companies to pay attention to experience quality. This is different from the research of Chen and Chen (2010) which tested experience quality directly on behavior intention and the results were not significant.

5.1. Managerial implications

The results of this research support the theory of experience quality developed by Crompton and Love (1995), showing that service does not only affect service providers but also affects service recipients. If

the experience quality felt by consumers is positive, a positive perceived value is formed. This result is in accordance with Lemke et al. (2011) and Wu et al. (2018). In the airline industry, especially full-service airlines, a competitive advantage lies in consumer experience quality. If an airline has this advantage, it will be easier for it to attract passengers to use its services. This is because full-service flight passengers are an upper-middle-class social group that prioritizes services over sales promotions. Therefore, the sales promotion given is not a discount but will be more beneficial for consumers if it takes the form of a frequent flyer program that provides passengers with benefits, especially in terms of services such as executive waiting rooms, priority boarding, and priority baggage collection. This means that it is realized in the form of a service for consumers, meaning that it further improves experience quality. Experience quality becomes a customer experience. Customer experience is a direct or indirect cognitive reaction to company communication regarding all aspects of a product or service, including capability, type of advertising or promotion, appearance, and trustworthiness (Far et al., 2022). Positive experience quality, which is manifested in customer perceived value, will increase customer satisfaction, in accordance with the theory developed by Wu (2014), thereby increasing continuous usage intention, as demonstrated by the H_{10a} test results.

The findings of this research further strengthen experience quality, which is a major factor in shaping consumer behavior when reusing the same airline services. Experience quality can be carried out by companies by paying attention to service quality, especially to the company's human resources involved in service provision. This is a competitive advantage for airlines.

6. Conclusion

The results of this research contribute to the literature, especially in developing the variable experience quality. Experience quality consists of interaction, physical environment, outcome, and enjoyment qualities. All of these dimensions can form experience quality. The pleasure felt by consumers when using a flight is the factor with the greatest impact on outcome quality. These results show the need for companies to create high-quality consumer outcomes. Overall, the results of this study show that continuous usage intention for full-service flights is based more on experience quality than on price fairness and sales promotion.

Reasonable prices are the main factor for consumers deciding to use full-service flights. This can be seen in the highest value attached to price fairness, in terms of a reasonable price for tickets. Overall, the prices for full-service flights are reasonable according to the consumers. Companies can improve their facilities for consumers through frequent flyer programs. Such programs that reward the loyalty of frequent flyers are a form of sales promotion.

Experience quality, price fairness, and sales promotions can form customer perceived value. Customer perceived value is the basis for the formation of customer trust and satisfaction, which ultimately gives rise to continuous usage intention for full-service flights.

Although all are shown to have a significant influence by the hypothesis testing, the biggest influence is on experience quality which forms customer perceived value, thereby giving rise to customer satisfaction and increasing continuous intention to use the full-flight services of airline companies in Indonesia.

Based on these research results, the first recommendation for airline companies is that interaction quality should be the main concern for full-service flight passengers in terms of experience quality. Second, sales promotion is not the main goal for full-service flight passengers. Third, trust in airline companies will make consumers use the same airline again. Lastly, satisfaction with using flights has the effect that consumers will use the same airline again.

7. Limitations and future research directions

As is the case with research studies in general, this study is not without limitations, which points to opportunities for further development for future research. First, data were collected on users of full-service flights via online surveys with non-probability purposive sampling; therefore, generalizability is limited. Therefore, future research needs to pay attention to direct sampling at various international airports in

Indonesia using randomization or categories in screening respondents with probability. Second, our research only discussed the variables of customer perceived value, customer trust, and customer satisfaction as moderators. However, there are interesting findings in this research that can be developed, namely, that customer satisfaction has more influence than customer trust on continuous usage intention. Finally, this research can be expanded by comparing domestic and international passengers on full-service flights through a comparative analysis. Do the same research results occur within the framework of the same research model using two different populations? This is important because it is aimed at continuous usage intention during full-service flights in Indonesia.

Authors contribution

The contributions of each author are as follows: Yasintha Soelasih, first and corresponding author (email: yasintha.soelasih@atmajaya.ac.id): research leader contributed to concept, design, analysis, interpretation of results, preparation of drafts and article manuscripts for submission. Sumani (email: sumani@atmajaya.ac.id): data collection and preparation under the supervision of Soelasih. Johan David Wetik (email: johanwetik@stiekalpataru.ac.id): running test analysis and discussion of results. All authors agree to be accountable for all aspects of the work.

Disclosure statement

No potential conflict of interest was reported by the author(s).

Funding

This research received no external funding.

About the authors

Dr. Yasintha Soelasih is an associate professor at the Faculty of Economics and Business of Atma Jaya Catholic University of Indonesia. Yasintha teaches Marketing Management, Marketing Research, and E-Commerce. Yasintha's research interests include marketing, consumer behavior and service marketing.

Sumani Sumani is an assistant professor at the Faculty of Economics and Business of Atma Jaya Catholic University of Indonesia. Sumani teaches Investment, Financial Statement Analysis, and Enterprise Risk Management. Her interests include behavioral finance and the stock market.

Dr. Johan David Wetik is an assistant professor at the STIE of Kalpataru. Johan David Wetik teaches Environmental Management, Micro and Macro Economics, Operational Management, Feasibility Business Study. Johan's interests include communication, human resource management, and communication of agricultural. Advisory Expertise Human Resource of Development Center.

ORCID

Yasintha Soelasih  <http://orcid.org/0000-0001-8753-0001>

Data availability statement

Data available on request from the authors. The data that support the findings of this study are available from the corresponding author, [YS], upon reasonable request.

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