UNIVERSITAS
GADJAH MADA
The Impact of Airline Service Quality on Passengers' Satisfaction and Loyalty Towards Citilink Indonesia: The Moderating Influence of Price Sensitivity
Annisa Wanda Fadillah, Widya Paramita, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

TABLE OF CONTENT

STATEMENT OF AUTHENTICITY OF WRITTEN THESIS ii

AUTHORIZATION iii

SURAT PERNYATAAN BEBAS PLAGIASI iv

SURAT PERNYATAAN v

SURAT PERNYATAAN KESANGGUPAN MENYELESAIKAN REVISI TESIS DAN MENGIKUTI PROSES WISUDA vi

ACKNOWLEDGEMENT vii

TABLE OF CONTENT ix

LIST OF FIGURES xiii

LIST OF TABLE xiv

ABSTRAK xv

ABSTRACT xvi

CHAPTER I INTRODUCTION 1

1.1 Background 1

1.2 Problem Statement 10

1.3 Research Question 18

1.4 Research Objectives 19

1.5 Research Contribution 20

1.6 Research Scope 22

1.7 Organization of The Thesis 23

CHAPTER 2 LITERATURE REVIEW 1

2.1 Low-Cost Carrier Airline 1

2.2 Generation Z Travel Behaviour 3

UNIVERSITAS
GADJAH MADA
The Impact of Airline Service Quality on Passengers' Satisfaction and Loyalty Towards Citilink Indonesia: The Moderating Influence of Price Sensitivity
Annisa Wanda Fadillah, Widya Paramita, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

2.3 Service Quality and AIRQUAL Model 6
2.3.1 Airline Tangibles (AT) 10
2.3.2 Terminal Tangibles (TT) 10
2.3.3 Personnel Services (PS) 11
2.3.4 Empathy (E) 12
2.3.5 Airline Image (AI) 14
2.4 Customer Satisfaction 14
2.5 Customer Loyalty 16
2.6 Price Sensitivity 17
2.7 Research Hypotheses 20
2.7.1 The Influence of Airline Tangibles on Customer Satisfaction 20
2.7.2 The Influence of Terminal Tangibles on Customer Satisfaction 20
2.7.3 The Influence of Personnel Service on Customer Satisfaction 21
2.7.4 The Influence of Empathy on Customer Satisfaction 21
2.7.5 The Influence of Airline Image on Customer Satisfaction 22
2.7.6 The Influence of Customer Satisfaction on Customer Loyalty 22
2.7.7 The Mediating Role of Customer Satisfaction 22
2.7.8 The Moderating Role of Price Sensitivity 23
2.8 Research Model 24
CHAPTER 3 RESEARCH METHODS 28
3.1 Research Design 28
3.2 Data Collection Method 29
3.3 Population and Sample 30
3.3.1 Population 30
3.3.2 Sampling Technique 30
3.3.3 Sample Size 31
3.4 Research Instrument 31
3.5 Operational Definition and Measurement of Variables 32

UNIVERSITAS
GADJAH MADA
The Impact of Airline Service Quality on Passengers' Satisfaction and Loyalty Towards Citilink Indonesia: The Moderating Influence of Price Sensitivity
Annisa Wanda Fadillah, Widya Paramita, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

3.6 Data Analysis Method 36
3.6.1 Measurement Model Test (Outer Model) 36
3.6.2 Structural Model Test (Inner Model) 38
CHAPTER IV RESULTS AND DISCUSSION 41
4.1 Data Collection 41
4.2 Respondent Profile 41
4.3 Instrument Test 44
4.3.1 Descriptive Statistics of Measurement Items 44
4.3.2 Measurement Model Assessment (Outer Model) 45
4.3.3 Convergent Validity 46
4.3.4 Construct Reliability and Validity 47
4.3.5 Discriminant Validity 47
4.3.6 Collinearity (VIF) 50
4.3.7 Common Method Bias 50
4.4 Structural Model Assessment (Inner Model) 51
4.4.1 Coefficient of Determination (R-square) 51
4.4.2 Effect Size (f-square) 52
4.4.3 Hypothesis Testing 52
4.4.4 Summary of Hypothesis Testing 56
4.5 Discussion 56
4.5.1 The Influence of Airline Service Quality on Customer Satisfaction 56
4.5.2 The Influence of Customer Satisfaction on Customer Loyalty 58
4.5.3 The Mediating Role of Customer Satisfaction 59
4.5.4 The Moderating Role of Price Sensitivity 60
CHAPTER V CONCLUSION AND RECOMMENDATIONS 63
5.1 Conclusion 63
5.2 Research Implications 64
5.2.1 Theoritical Implication 64

UNIVERSITAS
GADJAH MADA
The Impact of Airline Service Quality on Passengers' Satisfaction and Loyalty Towards Citilink Indonesia: The Moderating Influence of Price Sensitivity
Annisa Wanda Fadillah, Widya Paramita, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

5.2.2 Managerial Implications 66

5.3 Research Limitations..... 67

5.4 Recommendations for Future Research 69

REFERENCES..... 71

APPENDIX..... 75