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Purchase Behavior of Citilink Airline Customer: A SEM Approach

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Abstract. *This study aims to explain and to analyze the effect of ambient conditions and space/function on cognitive evaluation and affective evaluation. Effect of Space / Function on Affective Evaluation. The Effect of Cognitive Evaluation and Cognitive Evaluation on Satisfaction. The Effect of Satisfaction on Purchase Intention. Cognitive Evaluation and Affective Evaluation mediate the influence of Ambient Conditions and Space / Function on satisfaction. Satisfaction mediates the effect of Cognitive Evaluation and Affective Evaluation on Purchase Intention. By using primary data through distributing questionnaires to as many as 250 respondents, with data filtering up to 213 data that are suitable for processing, this research data is then processed using the Structural Equation Modeling (SEM) approach. The results of this study found that ambient conditions had no effect on cognitive evaluation. Space / Functi. Satisfaction has a positive and significant effect on Purchase Intention. Cognitive Evaluation is not able to mediate the influence of Space / Function on Satisfaction. Cognitive Evaluation is not able to mediate the influence of Space / Function on Satisfaction. Satisfaction is not able to mediate the effect of Affective Evaluation on Purchase Intention*

Keywords: *SEM, Citilink, Intention, Cognitive Evaluation, Effective Evaluation*

1. INTRODUCTION

Citilink is a subsidiary of Garuda Indonesia Airlines. Citilink always prioritizes comfort in terms of providing good service for its customers at the right price. Citilink is located at Citicon Tower, Floor 14 Jl. S. Parman Kav. 72 Slipi, West Jakarta 11410, Indonesia, which can be used as a Citilink passenger service center. Citilink also has several passenger service counters at every airport in various regions in Indonesia, which will be used to serve Citilink passengers directly and more closely.

Citilink always provides good service quality and satisfies its users at the affordable price offered. Citilink airlines always prioritize the comfort of their passengers when flying. The friendliness of the cabin crew, when flying makes the passengers feel satisfied. There are many more quality services provided by Citilink airlines. The market share of Indonesia's low-priced airlines transport is potential, in line with the increasing of middle-class who are starting to choose airplanes for traveling. In line with national economic growth, the growth of middle-class, geographical conditions, the government's tourism development program, and the expected expansion into the market, the domestic air transport industry is estimated to have grown by an average of 7.6% per year in 2015-2020 period. Following is the growth of the air travel market in Indonesia:
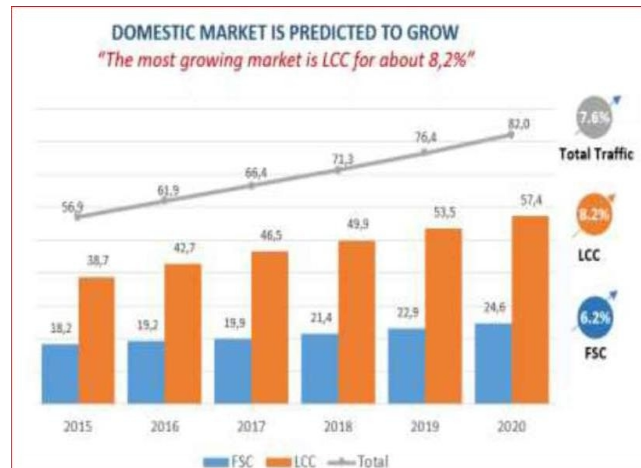
Source: Bank Indonesia, 2020.

**Figure 1.1.** Indonesia Aircraft Market 2015-2020

Citilink, which already has an Operator Certificate (AOC) or AOC 121-O46 flight certificate from the Ministry of Transportation, is openly ready to compete with Air Asia and Lion Air or other low-cost airlines. The passenger occupancy level can be seen in the following graph:
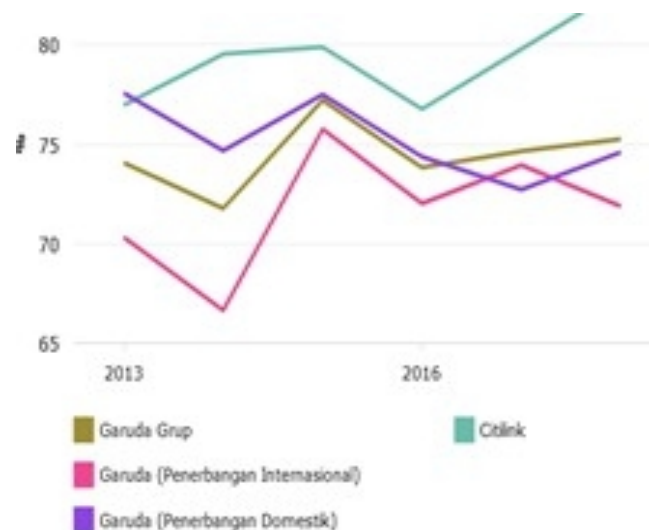
Source: Bank Indonesia, 2020.

Figure 1.2. Indonesia Aircraft Market 2015-2020

Citilink led the passenger load factor for aircraft under PT Garuda Indonesia Tbk group. In 2019, the passenger occupancy rate of the subsidiary of the Indonesian Government-owned airline reached 82.83%, higher than in 2018 with 79.78%. The number of Citilink passengers in 2019 rose 20.82% to 14.83 million passengers or 38.58% of the total Garuda Group passengers, which reached 38.44 million passengers. The number of Citilink aircraft is 60 of the Garuda group's 203 aircraft. Meanwhile, the competition between Citilink, Batik Air, and Air Asia can be seen in the following graph:
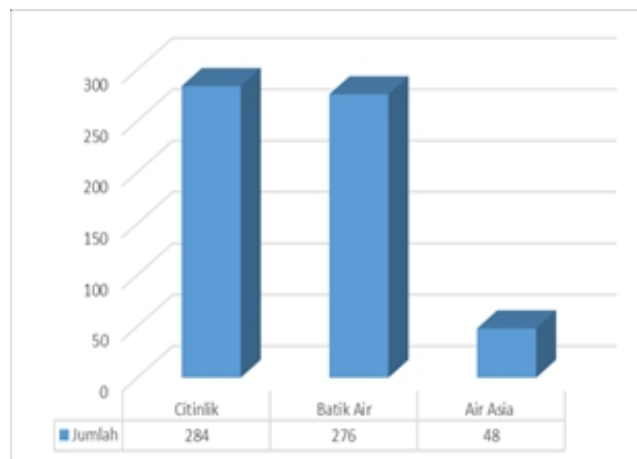
Source: Flightradar24.com, 2020.

Figure 1.3. The number of Daily Flight among Low-Cost Aircrafts

According to flightradar24.com, Garuda has at least 1,054 domestic flights per day. Garuda Indonesia contributes with 505 flights, Citilink with 284 flights, and Sriwijaya with 265 domestic flights. Meanwhile, Lion Group has at least 819 domestic flights a day, 543 for Lion Air, and 276 flights for Batik Air. Meanwhile, Air Asia Indonesia only has 48 flights a day.

The consumers repurchase intention is the key to compete in the airline transportation industry. There are several factors that Citilink airlines need to pay attention to influence customer repurchase intention, such as Ambient Conditions, Space/ Function, Cognitive Evaluation, Affective Evaluation, and Satisfaction. These factors can encourage customer intention to repurchase airline tickets.

Lovelock, Wirtz and Mussry (2011: 4) stated that the physical condition of the service environment experienced by customers has an important role in the consumer experience. In addition, this variable can also affect the level of customer Cognitive Evaluation. A positive response to Cognitive Evaluation will affect customer loyalty. This can be seen from the behavior of approaching or avoiding, spending more money, and buying back, as well as the convenience of spending a long time.

Meanwhile, space and functionality include exterior design facilities, parking space, landscape, and the surrounding environment, interior design, equipment, layout, air quality/temperature. To influence behavior, you need to identify, evaluate, and document the behavior you want. The eleven affective characteristics form the basis of the evaluation system.

According to Zikmund and Babin (2011: 150), aspects that affect satisfaction is a comparison between expectations before making a purchase and perceived performance. The function of the service will be able to influence consumers in buying a product. Products that have a good layout will have a good appeal to consumers. Meanwhile, the physical environment and its relationship to consumer behavior are receiving increasing attention in the service industry. Individuals tend to seek evidence of an intangible service product through sensory, olfactory, auditory, or visual cues (e.g., atmosphere, smell, noise/sound, air, and temperature attributes) and other real atmospheres (e.g., layout, equipment/furniture, facilities, and equipment) (Lin & Worthley, 2012).

The physical environment is important and has an influence on intention. Based on the research of Heesup Han (2013), it has been proven that there is a positive influence between Cognitive Evaluation and intention. This means that the increasing Cognitive Evaluation conducted by Citilink services to consumers can increase the intention to use Citilink products.

Based on the above discussion, several problems can be formulated as follows: 1) Do Ambient Conditions and Space / Function affect Cognitive Evaluation? 2) Does Ambient Condition influence Affective Evaluation? 3) Does Cognitive Evaluation affective Evaluation? 4) Does Cognitive Evaluation affect Satisfaction? 5) Does Affective Evaluation affect Satisfaction? 6) Does satisfaction have an effect on purchase intention? 7) Does Cognitive Evaluation mediate the influence of Ambient Conditions and Space / Function on satisfaction? This research aims to address those research questions.

2. LITERATURE REVIEW
2.1. Effect of Ambient Conditions on Cognitive Evaluation
Lovelock, Wirtz and Mussry (2011:4) stated that the physical condition of the service environment experienced by customers has an important role in the consumer experience. In addition, this variable can also affect the level of customer Cognitive Evaluation. A positive response to Cognitive Evaluation will affect customer loyalty. This can be seen from the behavior of approaching or avoiding, spending more money, and buying back, as well as the convenience of spending a long time.

Meanwhile, according to Kyuseon and Park (2018), a comfortable environment will strengthen consumer cognitive evaluation positively. The environmental condition of airline service is one aspect that affects consumers to use these services. The construction of a consumption environment that stimulates humans, the external form of the company, and the servicescape can be important factors in forming the first impression for customers (Ryu, 2015). Based on the explanation above, the physical condition of the environment that supports the service of a product will be able to build a consumer positive evaluation of a product. Han, et al (2011) stated that environmental condition has an effect on cognitive evaluation. Based on this, we propose hypothesis as follow:

H₁: Ambient Conditions have a significant effect on the Cognitive Evaluation of Citilink Aviation Services in Yogyakarta City

2.2. Effect of Space / Function on Cognitive Evaluation
Cognitive Evaluation Theory (CET) is a theory that states that intrinsically motivated behavior aims to fulfill three basic psychological needs, namely meeting the needs for competence, autonomy, and relatedness. If social factors cannot meet one of these needs, it will reduce consumer motivation (Thatcher, 2011). The function of the layout of a product will be able to influence a person's motivation in deciding to use a service.

According to Hung and Cheng (2018), the interior or layout of a business can influence consumer behavior in buying a product. This is in line with the involvement of consumers in evaluating product cognitively. Increasing consumer involvement and enjoyment of the application of technology will make the performance of a company better. Thus, it will affect consumer cognition (Burton Jones & Straub, 2006). Based on the explanation above, the layout function has an effect on the consumer's positive evaluation in buying a product. Heesup and Han (2013) state that the layout function / Space / Function affects cognitive evaluation. Based on this, this study proposes a hypothesis:

H₂: Space / Function has a significant effect on the Cognitive Evaluation of Citilink Aviation Services in Yogyakarta City

2.3.Effect of Ambient Conditions on Affective Evaluation
Lovelock, Wirtz & Mussry (2011: 4) state that the physical condition of the service environment experienced by customers has an important role in shaping the service experience and influencing the Affective Evaluation of consumers. Based on the findings

above, the physical condition of the environment that supports the service will be able to build consumer affective evaluations in using a product.

Environmental construction that stimulates humans is an external form of the company. Service scape can be important in forming the first impression of customers (Ryu, 2015).Cognitive Evaluation Theory (CET) is a theory that states that intrinsically motivated behavior aims to fulfill three basic psychological needs, namely meeting the needs for competence, autonomy, and relatedness. If social factors cannot meet one of these needs, it will reduce consumer motivation (Thatcher, 2011). Heesup Han (2013) found that ambient conditions have an effect on affective evaluation. Based on this, this study proposes a hypothesis:

H₃: Ambient Conditions have a significant effect on the Affective Evaluation of Citilink Aviation Services in Yogyakarta City

2.4. Effect of Space / Function on Affective Evaluation

Lupiyoadi (2013: 120) states that Space / Function is a benefit from the layout where the service is located. Space and functionality include exterior design facilities, parking lots, landscape, and the surrounding environment, interior design, equipment, signage, layout, air quality/temperature. To influence consumer behavior, we need to identify, evaluate, and document the desired behavior. The eleven affective characteristics form the basis of the evaluation system.

According to Hung and Cheng (2018), the interior or layout of a business can influence consumer behavior in buying a product. This is in line with the involvement of consumers in evaluating product cognitively. Increasing consumer involvement and enjoyment of the application of technology will make the performance of a company better. Thus, it will affect consumer cognition (Burton Jones & Straub, 2006). Heesup Han (2013), found that Space / Function has an effect on Affective Evaluation. Based on this, this study proposes a hypothesis:

H₄: Space / Function has a significant effect on the Affective Evaluation of Citilink Aviation Services in Yogyakarta City

2.5. Effect of Cognition Evaluation on Affective Evaluation

Lovelock, Wirtz and Mussry (2011: 4) state that the physical condition of the service environment experienced by customers has an important role to affect the service experience and customer Cognitive Evaluation. The existence of positive customer responses to the Cognitive Evaluation will affect the Affective Evaluation. Hence, the layout should get a lot of attention. In the airlines industry, atmosphere and space / function attributes are variables that influence consumer purchase intentions (Mikulic & Prebezac, 2011).

According to Kyuseon and Park (2018), an environment where services are in line with consumer expectations will strengthen consumer cognitive evaluation positively. The positive cognitive evaluation will have an impact on affective evaluation. (Ryu, 2015). Heesup Han (2013), states that Cognitive Evaluation affects Affective Evaluation. Based on this, this study proposes a hypothesis:

H₅: Cognitive Evaluation has a significant effect on the Affective Evaluation of Citilink Aviation Services in Yogyakarta City

2.6. The Effect of Cognitive Evaluation on Satisfaction

Lovelock, Wirtz and Mussry (2011: 4) state that the physical condition of the service environment experienced by customers has an important role in influencing the service experience and customer Cognitive Evaluation. The existence of positive customer responses to cognitive evaluation will affect customer satisfaction. Based on the above

opinion, the physical condition of the environment that supports the service of a product will be able to build customer satisfaction. Heesup Han (2013) found that cognitive evaluation has an effect on satisfaction. Based on this, this study proposes a hypothesis:

H₆: The cognitive evaluation has a significant effect on the satisfaction of Citilink Aviation Services in Yogyakarta City

2.7. The Effect of Affective Evaluation on Satisfaction

The layout should get more attention in the aviation industry. Because comfort and safety can affect purchase intention. For the airline industry, atmosphere andspace/function attributes are variables that affect the intention to buy transportation services (Mikulic & Prebezac, 2011). According to Zikmund and Babin (2011: 150), aspects that affect satisfaction is a comparison between expectations before making a purchase and perceived performance. The function of the service will be able to influence consumers in buying a product. Products that have a good layout will have a good appeal to consumers. Based on the findings above, a good layout function can affect customer satisfaction. Heesup Han (2013) revealed that affective evaluation has an effect on satisfaction. Based on this, this study proposes a hypothesis:

H₇: The affective evaluation has a significant effect on the satisfaction of Citilink Airlines Services in Yogyakarta City

2.8. The effect of Satisfaction on Purchase Intention

Consumer satisfaction is a strong commitment from consumers to make repeat purchases of products or services they like consistently (Rahmaddiansyah, Fajri and Utami, 2015: 77). Losing loyal customers is a bad thing for the company because the impact will make the company's credibility and reputation decline (Kotler and Keller, 2012:175). Oliver (1997) states that there are four stages of customer loyalty, namely cognitive, affective, conative, and action. While some researchers categorize these four stages into two dimensions: attitude (propensity towards providers) and loyalty behavior (purchasing behavior) (Han & Ryu, 2009). Heesup Han (2013) found that satisfaction has an effect on purchase intention. Based on this, this study proposes a hypothesis:

H₈: The satisfaction has a significant effect on purchase intention of Citilink Airlines Services in Yogyakarta City

3. RESEARCH METHODS/METHODOLOGY

This research was conducted in Yogyakarta. The population in this study was the people of the city of Yogyakarta who have ever used Citilink airline services. The sample of this research was part of the people of Yogyakarta City who have used Citilink airline services. The method for determining the number of samples in this study was based on the Hair, Anderson, Tatham & Black (2012) which recommends a minimum sample size ranging from 100 to 200 observations depending on the number of indicators estimated. The guideline is 5-20 times the estimated indicators. In this study, there are 40 estimated indicator items, so the minimum sample size is 40 x 5 = 200 respondents. Therefore, the sample used was 220 respondents. The sampling method used was convenience sampling. While analysis method used to test the hypothesis proposed was the SEM (Structural Equation Model) AMOS (Analysis of Moment Structure) program.

4. RESULTS AND DISCUSSION

4.1. Construct a Path Diagram and structural Equations

The first step to do is to create a structural model by connecting latent constructs, both

endogenous and exogenous. The next step is to determine the model by connecting endogenous and exogenous latent constructs with indicator variables as shown in Figure below:
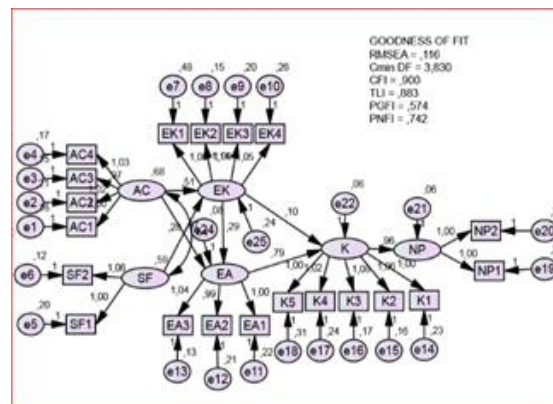

Figure 4.1. Structural Mode

4.2 Outer Analysis

Outliers can be evaluated using analysis of the multivariate outliers through the Mahalanobis Distance value. Mahalanobis Distance test is calculated using the Chi Square value on the degree of freedom of 20 indicators at the level of p <0.001 using the formula X2 (20; 0.001) = 45.315. The analysis results can be seen in the table 4.1 below:

Table 4.1. Malahobis Distance Test

Observation number	Mahalanobis d-squared	p1	p2
102	51,412	,000	,029
113	47,245	,001	,006
128	47,032	,001	,000
127	46,842	,001	,000
129	46,842	,001	,000
166	45,686	,001	,000
123	45,390	,001	,000
63	43,079	,002	,000
11	42,771	,002	,000
78	42,139	,003	,000
210	41,849	,003	,000
131	41,756	,003	,000
86	40,427	,004	,000

In the table above, of the 220 data, there are 7 data that have a Mahalanobis value of more than 45.315. Data containing outliers should be removed from the analysis. Then this study will use 213 data.

4.3. Normality of Data

This multivariate normality test can be done by observing the value of the Critical Ratio (CR) of the data used. If the CR value of the multivariate data is in the range ± 2.58, the research data is normal. The results of the data normality test in this study can be seen in the table below.

Table 4.2. Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
NP2	2,000	5,000	-,520	-3,076	-,711	-2,102
NP1	2,000	5,000	-,510	-3,018	-,627	-1,854
K5	2,000	5,000	-,494	-2,922	-,727	-2,151
K4	2,000	5,000	-,317	-1,877	-,875	-1,588
K3	2,000	5,000	-,264	-1,563	-,910	-1,692
K2	2,000	5,000	-,705	-4,172	-,179	-,528
K1	2,000	5,000	-,755	-4,468	-,121	-,358
EA3	2,000	5,000	-,637	-3,766	-,357	-1,056
EA2	2,000	5,000	-,648	-3,831	-,280	-,829
EA1	2,000	5,000	-,643	-3,805	-,469	-1,387
EK4	2,000	5,000	-,752	-4,449	-,396	-1,172
EK3	2,000	5,000	-,519	-3,070	-,817	-1,417
EK2	2,000	5,000	-,450	-2,663	-,876	-1,591
EK1	2,000	5,000	-,448	-2,650	-,990	-1,929
SF2	2,000	5,000	-,729	-4,314	-,077	-,227
SF1	2,000	5,000	-,741	-4,383	-,033	-,097
AC4	2,000	5,000	-,882	-5,216	-,079	-,234
AC3	2,000	5,000	-1,122	-6,638	,809	2,392
AC2	1,000	5,000	-1,043	-6,172	,549	1,625
AC1	1,000	5,000	-1,064	-6,293	,642	1,898
Multivariate					5,718	2,379

The table above shows that the multivariate CR value is 2.379. So that the CR value is in the range ± 2.58. The data in this study is normally distributed.

4.4. Confirmatory Analysis

The confirmatory analysis is used to test the model constructed using several measurable indicators. In the confirmatory analysis, the first thing to look at is the loading factor value of each indicator. The loading factor can be used to measure construct validity where a questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that is measured by the questionnaire. According to Hair et al., (2010), the minimum number of factor loading is ≥ 0.5 or ideally ≥ 0.7. Values below 0.5 will be excluded from the analysis.

Table 4.3. Loading Factor

			Estimate
AC1	<---		,926
Ambient AC2	<---		,861
Ambient AC3	<---		,958
Ambient AC4	<---		,918
Ambient SF1	<---		,813
Space SF2	<---		,968
Space EK1	<---		,770
Kognitif EK2	<---		,953
Kognitif EK3	<---		,883
Kognitif EK4	<---		,886
Kognitif EA1	<---		,836
Afektif EA2	<---		,904
Afektif EA3	<---		1,002
Afektif			,791
K1		<---	,885
Kepuasan K2		<---	,918
Kepuasan K3		<---	,872
Kepuasan K4		<---	,795
Kepuasan K5		<---	,851
Kepuasan NP1		<---	,779

From Table 4.3 it is found that all indicators of the factor loading value have reached 0.5, so all indicators in this study can be said to be valid. Furthermore, the confirmatory model suitability test is tested using the Goodness of Fit Index. Hair et al., (1998) divided the GOFI (Goodness of Fit Index) criteria into 3 types, namely absolute fit indices, incremental fit indices and parsimony fit indices. The results of the confirmatory analysis can be seen in Figure 4.2.
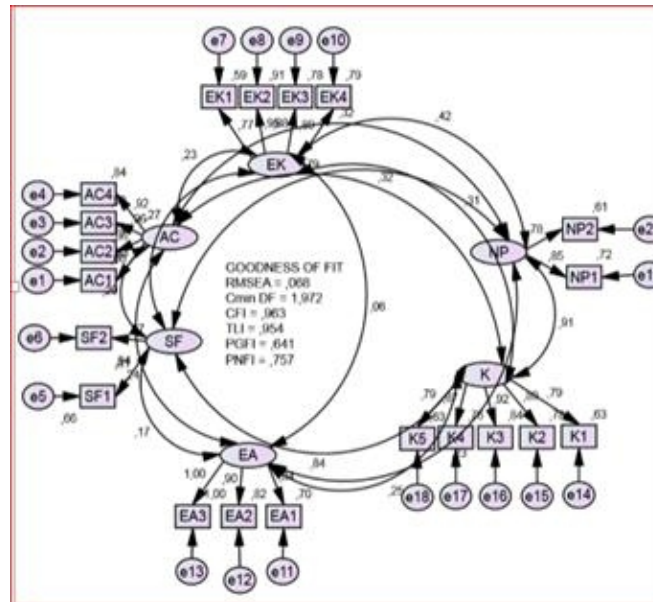

Figure 4.2. Confirmatory Analysis

Furthermore, the goodness of fit confirmatory analysis is carried out with the results in the following table.

Table 4.4. Goodness of fit Confirmatory analysis

Fit Indeks	Goodness of Fit	Kriteria	Cut- off value	Keterangan
Absolute Fit	RMSEA	≤ 0.08	0.068	Fit
	CMINDF	≤ 2.00	1.972	Fit
Incremental Fit	TLI	≥ 0.90	0.954	Fit
	CFI	≥ 0.90	0.963	Fit
Parsimony Fit	PGFI	≥ 0.60	0.641	Fit
	PNFI	≥ 0.60	0.757	Fit

From the results of the Goodness of Fit test, confirmatory analysis shows that all the criteria for goodness of fit have been met, so it can be said that the model in this study is fit.

4.5. Reliability Test Result

The reliability coefficient ranges from 0-1, so the higher the coefficient (close to number 1), the more reliable the measuring instrument is. Reliability is good if the construct reliability value is> 0.7 and the variance extracted value is> 0.5 (Yamin & Kurniawan, 2009). Reliability Test Results can be seen in Table 4.5.

Table 4.5. Reliability Test

Indikator	Standar Loading	Standar Loading²	Measurement Error	CR	VE
AC1	0,926	0.686	0.314		
AC2	0,861	0.563	0.438	0,95	0,85
AC3	0,958	0.558	0.442		
AC4	0,918	0.548	0.452		
SF1	0,813	0.585	0.415	0,89	0,82
SF2	0,968	0.496	0.504		
EK1	0,770	0.576	0.424		
EK2	0,953	0.542	0.458	0,93	0,79
EK3	0,883	0.537	0.463		
EK4	0,886	0.581	0.419		
EA1	0,836	0.572	0.428		
EA2	0,904	0.394	0.606	0,94	0,85
EA3	1,002	0.613	0.387		
K1	0,791	0.514	0.486		
K2	0,885	0.480	0.520		
K3	0,918	0.507	0.493		
K4	0,872	0.551	0.449	0,93	0,76
K5	0,795	0.243	0.757		
NP1	0,851	0.880	0.120	0,80	0,71
NP2	0,779	0.826	0.174		

From Table 4.5. It can be seen that all variables are ≥ 0.7 or reliable. As for the variance extracted in this study, each variable value was ≥ 0.5. So it can be concluded that the questionnaire used for this study is reliable.

4.6. Model Modification and Complete GOF Model Test
The final path analysis model in this study is shown in Figure 4.3
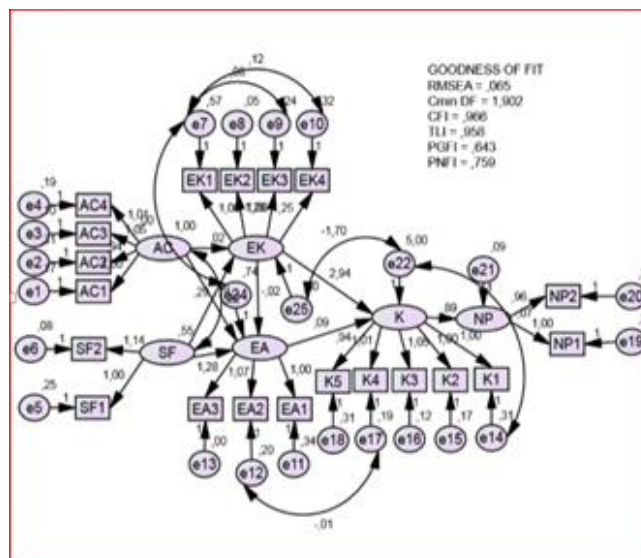
4.3. Path Analysis Final Results

The Goodness of Fit test results have shown that all the criteria have been met and the model can be said to be Fit. The results can be seen in Table 4.6:

Table 4.6. Final Goodness of Fit

Fit Indeks	Goodness of Fit	Kriteria	Cut-off value	Ket
Absolute Fit	RMSEA	≤ 0.08	0.065	Fit
	CMINDF	≤ 2,00	1.902	Fit
Incremental Fit	TLI	≥ 0.90	0.958	Fit
	CFI	≥ 0.90	0.966	Fit
Parsimony Fit	PGFI	≥ 0.60	0.643	Fit
	PNFI	≥ 0.60	0.759	Fit

4.7. Hypothesis Test

The results of the regression weight test in this study can be seen in Table 4.7 below:

Table 4.7. Regression Wight Result

	Estimate	S.E.	C.R.
Kognitif <---	,019	,013	
Ambient Kognitif <---	1,404	,160	
Space Afektif <---	,287	,079	3,636
Ambient Afektif <---	***		
Kognitif Afektif <---	,185	,065	
Space Kepuasan <---	2,846	,004	
Kognitif Kepuasan <---	,017	,079	,214
	,830		

H$_1$: Ambient Conditions have a significant effect on the Cognitive Evaluation of Citilink Aviation Services.

Based on the analysis results, the CR value is 1.404 and the P value is 0.160. Where the CR value is below 1.96 and the P value is greater than 0.05. It can be concluded that ambient conditions have no effect on cognitive evaluation. So that H1 in this study is not supported.

H$_2$: Space / Function has a significant effect on the Cognitive Evaluation of Citilink Aviation Services in Yogyakarta City

Based on the analysis, the CR value is 3,636 and the P value is 0,000. Where the CR value is above 1.96 and the P value is below 0.05. Therefore, it can be concluded that Space / Function has a positive and significant effect on Cognitive Evaluation.

H$_3$: Ambient Conditions have a significant effect on the Affective Evaluation of Citilink Aviation Services in Yogyakarta City

Based on the analysis, the CR value is 2.846 and the P value is 0.004. Where the CR value is above 1.96 and the P value is below 0.05. Therefore, it can be concluded that ambient conditions have a positive and significant effect on affective evaluation.

H$_4$: Space / Function has a significant effect on the Affective Evaluation of Citilink Aviation Services in Yogyakarta City

Based on the analysis, the CR value is 1.511 and the P value is 0.131. Where the CR value is below 1.96 and the P value is above 0.05. Therefore, it can be concluded that Space / Function has no effect on Affective Evaluation.

H$_5$: Cognitive Evaluation has a significant effect on the Affective Evaluation of Citilink Aviation Services in Yogyakarta City

Based on the analysis result, the CR value is 0.214 and the P value is 0.830. Where

the CR value is below 1.96 and the P value is above 0.05. Therefore, it can be concluded that Cognitive Evaluation has no effect on Affective Evaluation.

H$_6$: The cognitive evaluation has a significant effect on the satisfaction of Citilink Aviation Services in Yogyakarta City

Based on the analysis, the CR value is 3.694 and the P value is 0.000. Where the CR value is above 1.96 and the P value is below 0.05. Therefore it can be concluded that Cognitive Evaluation has a positive and significant effect on satisfaction.

H$_7$: The affective evaluation has a significant effect on the satisfaction of Citilink Airlines Services in Yogyakarta City

Based on the analysis, the CR value is 2.338 and the P value is 0.019. Where the CR value is above 1.96 and the P value is below 0.05. Therefore, it can be concluded that affective evaluation has a positive and significant effect on satisfaction.

H$_8$: The satisfaction has a significant effect on purchase intention of Citilink Airlines Services in Yogyakarta City

Based on the analysis results, the CR value is 11.809 and the P value is 0.000. Where the CR value is above 1.96 and the P value is below 0.05. Therefore, it can be concluded that Satisfaction has a positive and significant effect on Purchase Intention.

4.8. Discussion

4.8.1. Effect of Ambient Conditions on Cognitive Evaluation

The result showed that ambient conditions have no effect on the cognitive evaluation of Citilink's flight services in the city of Yogyakarta. This is in line with previous research by Han, H., Kim, Y., & Kim, E. (2011), Lovelock, Wirtz and Mussry (2011). The physical condition of the service environment experienced by customers has an important role in influencing the service experience and customer cognitive evaluation. Unfortunately, consumers still feel that the environment provided by Citilink is still not optimal. So that it has not been able to influence the cognitive evaluation of consumers in using Citilink flight services.

4.8.2. Effect of Space / Function on Cognitive Evaluation

The results showed that Space / Function had a positive and significant effect on the Cognitive Evaluation of Citilink airlines Services in Yogyakarta City. This is in line with previous research by Heesup Han (2013), Thatcher, (2011). This means that the better Space / Function will increase Cognitive Evaluation. If social factors cannot meet one of these needs, it will reduce consumer motivation. The layout function of Citilink's flight services is able to influence the cognitive evaluation of Citilink consumers in using Citilink services. This also means that the Citilink aircraft layout is designed quite comfortably, the seat spacing is not too narrow, the layout in the cabin is quite easy to move, good quality electronic facilities, the electrical devices available in the seating area can function properly. Standard facilities for in-flight entertainment are well provided (Magazine in the seat pocket, newspaper, TV screen) as well as chairs and tables for eating and reading well.

4.8.3. Effect of Ambient Conditions on Affective Evaluation

The results showed that the ambient conditions had a positive and significant effect on the affective evaluation of Citilink's flight services in the city of Yogyakarta. This is in line with previous research by Lovelock, Wirtz and Mussry (2011 Heesup Han (2013), Thatcher, (2011). This means that the better the Ambient Conditions, the more Affective Evaluation will increase. The physical condition of Citilink's services has a role in influencing service experience and strengthening the affective Evaluation of Citilink customers. The environmental conditions of Citilink's aviation services have good air quality, temperature, smell, and noise, which are able to influence consumers' affective evaluations.

4.8.4. Effect of Space / Function on Affective Evaluation

The results show that Space / Function has no effect on the Affective Evaluation of Citilink Aviation Services in Yogyakarta City. This is in line with previous research by Lovelock, Wirtz and Mussry (2011); Thatcher, (2011). Space and functionality include exterior design facilities, parking lots, landscape, and the surrounding environment, interior design, equipment, signage, layout, air quality/temperature. To influence consumer behavior, we need to identify, evaluate, and document the desired behavior.

The results showed that Citilink aircraft layout, seat distance, cabin layout, onboard electronic facilities, electrical devices (e.g., AC nozzle, reading light, call button, power port), standard facilities for in-flight entertainment (Magazine in pocket seats, newspapers, nTV screens) as well as chairs and tables for eating and reading, have not been able to influence Citilink consumers' affective evaluation of the flight experience with Citilink services.

4.8.5. Effect of Cognitive Evaluation on Affective Evaluation

The results of this study indicate that the Cognitive Evaluation does not affect the Affective Evaluation of Citilink Aviation Services in Yogyakarta City. This is in line with previous research by Lovelock, Wirtz and Mussry (2011); Mikulic & Prebezac, (2011). Lovelock, Wirtz and Mussry (2011: 4) state that the physical condition of the service environment experienced by customers has an important role to affect the service

experience and customer Cognitive Evaluation. The results show that Citilink has not yet fully offered the value of benefits that are equivalent to the price offered. Citilink's offer is still not good compared to other airlines.

4.8.6. The Effect of Cognitive Evaluation on Satisfaction

The results found that Cognitive Evaluation had a significant effect on Citilink Flight Service Satisfaction. This is in line with previous research by Lovelock, Wirtz and Mussry (2011 Heesup Han (2013). This means that the better the Cognitive Evaluation, the greater the satisfaction. The physical condition of the service environment experienced by customers has an important role in influencing the service experience and can affect customer cognitive evaluation. The positive customer responses to Cognitive Evaluation will affect customer satisfaction. The results of the research show that Citilink airline services already offer good value benefits. Citilink offers better than other airlines. Overall, a good Citilink image can affect customer satisfaction.

4.8.7. The Effect of Affective Evaluation on Satisfaction

The results of the study found that affective evaluation has a significant effect on Citilink Aviation Service Satisfaction. These result supports previous research from Lovelock, Wirtz and Mussry (2011 Heesup Han (2013). This means that the better the affective evaluation, the more satisfaction will be. aspects that affect satisfaction is a comparison between expectations before making a purchase and perceived performance. The function of the service will be able to influence consumers in buying a product. Products that have a good layout will have a good appeal to consumers. The results showed that services of Citilink's flight are favored by consumers. Consumers feel happy using Citilink, so that it can affect customer satisfaction

4.8.8. The Effect of Satisfaction on Purchase Intention

The results showed that satisfaction has a significant effect on Citilink Aviation Service Purchase Intention. This result is in line with previous research by Heesup Han (2013). This means that the higher the satisfaction, the greater the purchase intention. Customer satisfaction is a strong commitment from consumers. Consumers are willing to repurchase their preferred products or services consistently. The results show that if

consumers are satisfied with their decision to fly with Citilink airline, it can positively influence the intention to buy Citilink airline services.

CONCLUSION

a. The results of the study found that ambient condition does not affect cognitive evaluation.

b. The results of the study found that Space / Function has a positive and significant effect on Cognitive Evaluation

c. The results of the study found that ambient condition has a positive and significant effect on affective evaluation

d. The results of the study found that Space / Function does not affect Affective Evaluation.

e. The results found that Cognitive Evaluation does not affect Affective Evaluation.

f. The results of the study found that Cognitive Evaluation has a positive and significant effect on satisfaction.

g. The results of the study found that affective evaluation has a positive and significant effect on satisfaction.

h. The results found that satisfaction has a positive and significant effect on Purchase Intention

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