The Effect of Brand Image and Price Perception on Customer Satisfaction on Citilink Airlines at Juanda International Airport Surabaya

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Abstract
The Central Statistics Agency (BPS) noted that the number of airplane passengers was 2.38 million people, an increase of 47.8% compared to the previous month. An increase in the number of passengers occurred at one of the main airports, namely Juanda Surabaya by 46%. The services provided by Citilink airline companies and price perceptions will affect the image in the future so that the airline must improve this to get Citilink airline user satisfaction. This study aims to determine the effect of Brand Image and Price Perception on Customer Satisfaction on Citilink Airlines at Juanda International Airport, Surabaya. Data analysis and hypothesis testing were carried out using multiple linear regression analysis through IBM SPSS Statistics 22. The results of this study indicate H1 is Ho is rejected and Ha is accepted, which means brand image has a positive and significant effect on customer satisfaction with a significant value of the brand image variable of 0.017 <0 ,05. H2 is Ho is rejected and Ha is accepted, which means that price perception has a positive and significant effect on customer satisfaction with a significant value of the customer satisfaction variable of 0.006 <0.05. H3 is Ho rejected and Ha accepted, which means brand image and price perception have a positive and significant effect on customer satisfaction with a significant value on the F test of 0.000 <0.05. The result of the value of R Square (R^2) is 35.8%.
Keywords: Brand Image, Price Perception, and Customer Satisfaction

INTRODUCTION

Transportation is the movement of people or goods from one place to another at a certain time using vehicles driven by humans, animals or machines. According to Bowersox (1981), transportation is the movement of goods or passengers from one place to another, where the product is moved to the destination where it is needed. And in general transportation is an activity of moving something (goods and/or goods) from one place to another, either with or without means. Modes of transportation have experienced many developments, for example, such as land transportation, sea transportation, and air transportation.

Air transportation is all forms of tools or facilities whose function is to use air space as a means of transportation to move, carry or transport passengers and goods. Air transport, especially commercial aviation, plays a very important and continuously growing role in economic and social development, and the increasing number of requests for air services as measured by the number of air passengers is intended to play an ever-increasing role. Sisyani Jaafar, General Manager of Juanda International Airport in Surabaya, Sunday (5/1/2022) said the number of airplane passengers had increased by almost 60 percent compared to working days before the Angkur Lebaran post.

Domestic and International Airline Passengers Increase by 47.8% in March 2022. The number of domestic and international flight passengers throughout March 2022 at various

main airports has increased. The Central Statistics Agency (BPS) noted that the number of airplane passengers was 2.38 million people, an increase of 47.8% compared to the previous month of 1.61 million people. An increase in the number of passengers occurred at one of the main airports, namely Juanda-Surabaya, by 46%.

PT Citilink Indonesia ("Citilink" or the "Company") is a subsidiary of Garuda Indonesia. PT Citilink Indonesia is a low cost airline. This company was founded in 2001 as a Strategic Business Unit (SBU) and functions as an alternative low-cost airline in Indonesia. Since 30 July 2012 Citilink has officially operated as a separate business entity from Garuda Indonesia after obtaining an Air Operator Certificate (AOC). Citilink President Director Juliandra Nurcahyo said that since the PPKM level was lowered in the past few weeks there has been an increase in the number of passengers by around 40 percent compared to the number of passengers in the first month of the implementation of the Level 4 PPKM period. Diah Suryanti Indriastuti, Vice President of Corporate Affairs and CSR Citilink, said the airline had adding 164 flights on several routes whose demand continues to increase.

The increase in the number of passengers at PT Citilink Indonesia increased due to one factor, namely the satisfaction felt by service users. Currently, many companies have realized that customer satisfaction is the main task for companies to get consumers to continue to use (purchase intention), and achieving this is not an easy task. Some companies achieve customer satisfaction by building a corporate image for service users. Therefore, a good image is very important, apart from helping the company grow and develop, it also has a high value corporate image. A good image will provide added value for the company, and the better the image is conveyed to the minds of consumers, it will encourage consumer sentiment, making consumers feel that the value they get is equivalent to the value issued by consumers. A good image can strengthen a company's position in competition and gain the trust of its public (Arindita and Sulistyaningtyas, 2013).

In addition to corporate image, price perception is also a factor that influences consumers, how big is the impact on the perceived value of the price given by the company to consumers. Perception is a person's way of looking at a product, whether the product is good or bad in terms of quality, price, shape and benefits before the customer makes a transaction. Perceived price is a consumer's judgment regarding the comparison of the amount of sacrifice with what will be obtained from products and services. According to Lee and Lawson-Body (2011: 532) price perception is a consumer's judgment and the associated emotional form of whether the price offered by the seller and the price compared to other parties is reasonable, acceptable or justifiable.

Some of the results of the study conclude that what can affect customer satisfaction is brand image and company price perceptions. Baihaqi, Ahmad (2020) states that price perceptions have a positive effect on Lion Air service user satisfaction and brand image does not have a positive effect on Lion Air service user satisfaction. Similar results were also shown by research by Ridayanti, Vindy (2021) showing that company image, price, and service quality simultaneously affect customer satisfaction. The importance of this research is to determine brand image and perceived price offered, which will drive customer satisfaction in an airline company.

Relevant Research

Table 1. Relevant Research

No	Name	Year	Title	Result
1	Chandra Manchester	2020	The Influence of Service Quality and Perceived Price on Customer Satisfaction at Nam Air Lubuk Linggau Airline.	1. Service Quality has a partial effect on Customer Satisfaction at NAM Air Lubuklinggau Airline.
				2. Price Perception has a partial effect on Customer Satisfaction at NAM Air Lubuklinggau Airline.
				3. Service Quality and Perceived Price have a Simultaneous influence on Customer Satisfaction at NAM Air Lubuklinggau Airline.
2	Vindi Rindayanti	2021	The Influence of Corporate Image, Price, and Service Quality on Passenger Satisfaction on Wings Air airline at Sultan Muhammad Kaharuddin Airport, Sumbawa Besar.	1. The price and service quality variables influence the passenger satisfaction variable. There is an influence between price and service quality on wing air passenger satisfaction at the big Sumbawa airport.
				2. The variables of corporate image, price, service quality simultaneously (together) influence the consumer satisfaction variable.
3	Baihaqi ahmad	2020	The Influence of Perceived Price and Brand Image on Customer Satisfaction of Lion Air Airlines at Soekarno Hatta International Airport, Tangerang	1. Perceived price has a positive and significant effect on user satisfaction of Lion Air airlines at Terminal I at Soekarno Hatta International Airport, Tangerang.
				2. There is no significant influence of brand image on Airline Service User Satisfaction Lion Air terminal I Soekarno Hatta International Airport Tangerang
				3. Perceived price and brand image simultaneously have a positive and significant effect on customer satisfaction with Lion Air services.

Table Source: Researcher

There are differences in this study with previous studies, because in this study it only focuses on brand image and price perceptions that affect customer satisfaction with Citilink airline services, whereas in previous research much discussed service quality, price, price perceptions and brand image. There are also similarities in previous research, researchers used a purposive sampling type of data collection method. In this study, researchers used a purposive sampling type of data collection method to obtain primary data.

RESEARCH METHODS

This study uses a quantitative approach. According to Sugiyono (2019: 16), the quantitative research method can be interpreted as a research method based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, data analysis is quantitative/statistical, with the aim of testing hypotheses that have been set.

One of the quantitative research methods is the survey method. Survey research is quantitative research. In survey research, the researcher asks several people (referred to as respondents) about past or present beliefs, opinions, characteristics of an object and behavior. Survey research is concerned with questions about one's own beliefs and behavior.

This study uses a type of quantitative research with survey methods. The survey method was chosen as the primary data source using a questionnaire. This method is done because the cost is relatively lower and can be done in a relatively short time. This research includes associative. Associative research is research that seeks the relationship or influence of the independent variable (X) on the dependent variable (Y). This study looks for a causal relationship or influence between the independent variables brand image (X1) and price perception (X2) together on customer satisfaction (Y).

Population and Sample

The population is the entire element that will be used as a generalization area. The population element is the entire subject to be measured, which is the unit under study. The population is a generalized area consisting of: objects / subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions (Sugiyono, 2019: 126). The population in this study were Citilink Airline service users at Juanda International Airport, Surabaya.

In quantitative research, the sample is part of the number and characteristics possessed by the population. If the population is large, and it is impossible for the researcher to study everything in the population, for example due to limited funds, manpower and time, the researcher can use samples taken from that population (Sugiyono, 2019: 127).

The Slovin formula is a practical method for determining the size or number of samples provided that the population is relatively large. Determining the minimum number of samples needed in research needs to pay attention to the established error tolerance limits. In a large population, it is impossible for researchers to take samples from the entire large population. Therefore, a sample is taken which is considered representative of the condition of the entire population. Sample calculation using the Slovin formula can also be used with a simple formula. The following is the Slovin formula for determining the sample:

$$n = \frac{N}{1 + N(e^2)}$$

n = Sample
N = Population
e = Estimated error rate

Population N = 2,100, this figure is obtained from data on the passenger population at the airport, assuming an error rate (e) = 10%, the number of 30 samples that must be used in this study is:

$$n = \frac{2.100}{1 + 2.100\,(0,1)^2}$$
$$n = 99,93$$

So from the calculation above, to find out the sample size with an error rate of 10%, 100 samples are needed. Sampling in this study included the use of the Nonprobability Sampling technique, which is a sampling technique that does not provide equal opportunities/ opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2019: 131). The sampling method used is purposive sampling, which is a sampling technique with certain considerations (Sugiyono, 2019: 133). The sample requirements are those who have used Citilink Airlines at Surabaya Juanda International Airport at least twice and service users who are over 15 years of age.

Data Collection Technique

The research instrument according to Sugiyono (2019: 156) who revealed that a research instrument is a tool used to measure natural and social phenomena that are observed or researched. The research instrument used was a questionnaire sheet which was compiled based on the indicators of each of the research variables studied. For each of these indicators, detailed questions were prepared in the form of a questionnaire and distributed to respondents.

Questionnaire instrument as a standard measuring tool in the quantitative method. The instrument in this study was a closed questionnaire, according to Sugiyono (2010: 199) a questionnaire or questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to the respondent to answer. The collection of data used in this study is by using a questionnaire. According to Sugiyono (2019: 175), a questionnaire is a data collection technique that is carried out by giving a set of written questions to respondents to answer. Questionnaire as a data collection technique is very suitable for collecting large amounts of data. The location of the research was carried out at Terminal 1 of Juanda International Airport, Surabaya. This research activity was carried out for 1 (one) month in September 2022.

The research instrument used in the questionnaire research was processed using a Likert scale. According to Sugiyono (2019: 146) the Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. With a Likert scale, the variables to be measured are translated into variable indicators, these indicators are used as benchmarks for compiling instrument items which can be in the form of questions or statements. The results or scores for assessing the questionnaire in this study used a Likert scale, namely:

1. Strongly Agree (SS)
2. Agree (S)
3. Neutral (N)
4. Disagree (TS)
5. Strongly Disagree (STS)

In answering this Likert scale, the respondent only gives a mark such as a checklist or a cross on the answer chosen according to the statement. Following are the five levels of preference for each answer having a score of 1-5 with details on the Likert scale, as follows:

Table 2. Scale Five (Likert)

Answer Choices	Code	Skor
Strongly agree	SS	5
Agree	S	4
Neutral	N	3
Don't agree	TS	2
Strongly Disagree	STS	1

Table Source: (Sugiyono, 2019)

RESEARCH RESULTS AND DISCUSSION
Influence of Brand Image (X1) on Customer Satisfaction (Y) on Citilink Airlines at Juanda International Airport, Surabaya partially (H1)

The results of the questionnaire and observations were carried out directly by researchers during September 2022 at Juanda Airport, Surabaya. Based on the results of the partial test in the study, it was found that the first hypothesis test (H1) found that the

significance value of Brand Image on Customer Satisfaction was 0.017 <0.05. So it can be concluded that Brand Image has a positive and significant effect on Customer Satisfaction on Citilink Airlines at Juanda International Airport in Surabaya, thus H1 is accepted.

This shows that Brand Image can influence Customer Satisfaction in using Citilink Airlines. Thus the Brand Image on Citilink Airlines can be said to be good and can have a big influence on Customer Satisfaction, according to the responses of respondents in this study. If the analysis is related to the background in using Citilink Airline, it shows that the respondents in this study are mostly service users with a high level of intensity of passengers paying attention to Brand Image. It was shown by the number of passengers who were respondents in this research test, which resulted in a T test of 0.017 <0.05. This means that respondents who use Citilink Airline services still pay attention to the Brand Image of the Airline.

This proves that the researcher's initial conjecture proved to be true. If Brand Image has a positive effect and significance on Customer Satisfaction on Citilink Airlines at Juanda International Airport in Surabaya, then this has a good influence and a positive impact on increasing consumer satisfaction. This supports research with the results of research conducted by Vindi Rindayanti (2021) who found that corporate image variables affect consumer satisfaction variables.

The effect of Price Perception (X2) on Customer Satisfaction (Y) on Citilink Airlines at Juanda International Airport, Surabaya partially (H2)

The results of the questionnaire and observations were carried out directly by researchers during September 2022 at Juanda Airport, Surabaya. Based on the results of the partial test in the study, it was found that testing the second hypothesis (H2) found that the significance value of Price Perception on Customer Satisfaction was 0.006 <0.05. So it can be concluded that Price Perception has a positive and significant effect on Customer Satisfaction on Citilink Airlines at Juanda International Airport in Surabaya, thus H2 is accepted.

This proves that the researcher's initial conjecture proved to be true. The analysis shows that as a passenger, Price Perception is a consideration for someone to make satisfaction in using Citilink Airline. This is because Citilink Airlines is a Low Cost Carrier (LCC) airline which makes ticket prices friendly to service users, both upper and middle class. If analyzed using the age background and income of the majority of respondents in this study, the relationship between Price Perception and Citilink Airline Customer Satisfaction can be accepted based on the respondent characteristic data in this study, namely civil servants and BUMN, respectively 26% and 7%. This means that respondents who use Citilink Airline services still pay attention to Price Perception from the Airline.

This proves that the researcher's initial conjecture proved to be true. If Price Perception has a positive effect and significance on Customer Satisfaction on Citilink Airlines at Juanda International Airport in Surabaya, then this has a good influence and a positive impact on increasing consumer satisfaction. This supports research with the results of research conducted by Chandra Manchester (2020) which found that Price Perception has a partial influence on Customer Satisfaction at NAM Air Lubuklinggau Airline.

The Effect of Brand Image (X1) and Price Perception (X2) on Customer Satisfaction (Y) on Citilink Airlines at Juanda International Airport, Surabaya simultaneously (H3)

Based on the results of the F test above, it is known that the significance value of the independent variable on the dependent variable is 0.000 <0.05 or 5%. Thus the variables Brand Image and Price Perception simultaneously or jointly have a positive and significant effect on

Customer Satisfaction on Citilink Airlines at Juanda International Airport, Surabaya. Thus, H3 is accepted.

This proves that the researcher's initial conjecture proved to be true. Based on the observations of researchers at Juanda Airport in Surabaya when carrying out research on Brand Image and Price Perception influencing Customer Satisfaction. This is supported and proven by the results of research conducted by Ahmad Baihaqi (2020) who found that perceived price and brand image simultaneously have a positive and significant effect on user satisfaction for Lion Air airline services.

Relationship between Brand Image (X1) and Price Perception (X2) on Customer Satisfaction (Y) on Citilink Airlines at Juanda International Airport, Surabaya

Based on the test results on the coefficient of determination, it shows that the R Square (R2) value is 35.8%. The results of this test indicate that 35.8% of the Customer Satisfaction variable can be influenced by Brand Image and Price Perception variables. While the remaining 64.5% can be influenced by other variables that are not included in this research method.

This proves that the researcher's initial conjecture proved to be true. Based on the observations of researchers at Juanda Airport in Surabaya when carrying out research on Brand Image and Price Perception variables influencing Customer Satisfaction and of course there are also other factors that influence Brand Image and Price Perception variables at Juanda Airport Surabaya. These factors, apart from the price itself, are more dominant in influencing customer satisfaction, such as service quality, airline facilities, promotions. This is proven by the results of research conducted by Alianingsih, Alianingsih (2021) which found that Service Quality had a positive and significant effect on Customer Satisfaction and research by B. Handoko (2017) which found that Price had a positive and significant effect on Customer Satisfaction.

CONCLUSION

The results of the hypothesis test show that Brand Image (X1) produces a Sig value. 0.017 <0.05, it can be concluded that the first assumption is accepted or in other words the Brand Image variable (X1) has a positive and significant influence on the Customer Satisfaction variable (Y). From the results obtained, hypothesis testing shows that Brand Image affects Customer Satisfaction on Citilink Airlines at Juanda International Airport, Surabaya. The results of the hypothesis test show that Price Perception (X2) produces a Sig value. 0.006 <0.05, it can be concluded that the hypothesis is accepted or in other words the Price Perception variable (X2) has a positive and significant influence on the Customer Satisfaction variable (Y). From the results obtained, hypothesis testing shows that Price Perception affects Customer Satisfaction on Citilink Airlines at Juanda International Airport, Surabaya. The results of the hypothesis test show that Brand Image (X1) and Price Perception (X2) produce a Sig value. 0.000 <0.05, it can be concluded that the hypothesis is accepted or in other words the Brand Image (X1) and Price Perception (X2) variables simultaneously or together have a positive and significant influence on the Customer Satisfaction variable (Y). From the results obtained, hypothesis testing produces Brand Image and Price Perception values that simultaneously affect Customer Satisfaction on Citilink Airlines at Juanda International Airport, Surabaya. The results of the coefficient of determination test show that Brand Image (X1) and Price Perception (X2) have an influence on Customer Satisfaction (Y) which is obtained from a correlation value of 0.358 or 35.8%. This shows that the Brand Image and Price Perception variables affect Customer Satisfaction by 35.8% and the remaining 64.5% can be influenced by other variables not included in this research method.

Based on the results of the research discussion and conclusions above, the following suggestions are given: Suggestions for Citilink Airlines; Competition between airlines needs to be increased in terms of airline image, with a good image, service users will have a good perception of the brand image of Citiilink Airline so that the relationship and influence on service user satisfaction is also good. Citilink Airline is also improving in providing services based on costs incurred to enhance the image of Citilink Airline as a Low Cost Carrier (LCC) in Indonesia. The price perception of Citilink Airline has set competitive prices, which can be seen from the results of an analysis based on research by the majority of Citilink Airline service users who feel that the rates given by Citilink Airline are in accordance with the services that have been provided. The target is if Citilink Airlines is better at promoting itself to service users in order to increase the airline's good name. One of them is by promoting the company as a good airline in terms of service, timeliness and background from the airline. The results of this research are expected to be a benchmark for Citilink Airline and other airlines and airlines, especially those implementing Low Cost Carrier (LCC) which in general can improve their performance in the field of aviation services. Suggestions for Future Research; It is hoped that future research or future research will conduct similar research in order to increase knowledge about Brand Image and Price Perception so that it can add other theories that affect satisfaction more specifically and have a positive impact that builds and increases user confidence services with confidence so that airlines can provide the best service in the future.

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