

THE EFFECT OF SUBJECTIVE NORMS, PERCEIVED BEHAVIOR CONTROL, PRICE, SERVICE QUALITY, AIRLINE SAFETY, AIRLINE REPUTATION ON BEHAVIOR INTENTION IN SHAPING BUYING BEHAVIOR OF LCC SUPER AIR JET PASSENGERS IN SURABAYA

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ABSTRACT

The purpose of this study is to examine how the Subjective Norm, Perceived Behavior Control, Price, Service Quality, Airline Safety, and Airline Reputation factors of Super Air Jet passengers affect Behavior Intention which ultimately shapes the Buying Behavior of passengers of this low-cost airline. A survey of 200 passengers was conducted to test the hypothesis. Data processing was carried out using SmartPLS 3 software. The results show the important role of Subjective Norm and Airline Safety in the Behavior Intention and Buying Behavior of Super Air Jet LCC passengers.

Keywords – **Low-Cost Carrier, Subjective Norm, Perceived Behavior Control, Behavior Intention, Buying Behavior, Price, Service Quality, Airline Safety, Airline Reputation.**

INTRODUCTION

The aviation industry in Indonesia is the market that has the largest growth rate in ASEAN. This shows that the aviation industry has experienced rapid development and has become one of the most important and far-reaching economic sectors in strengthening connectivity in Indonesia. The Central Statistics Agency (BPS) noted that the number of airplane passengers in Indonesia reached 6.96 million people in May 2023, with the large number of passengers in Indonesia, airlines are certainly competing in providing price and service offers for customers or passengers. As the world's largest archipelago consisting of more than 17,000 islands, aviation is the main means of connecting different regions across the country, where aviation allows the mobility of people, goods, and services between separate islands, which may be difficult to access via land or sea transportation.

Low Cost Carriers (LCCs) are airlines that offer lower fares by eliminating some of the

services provided by full-service airlines. Low-cost carriers in Indonesia are a fast-growing sector in the aviation industry. The existence of these low-cost carriers plays an important role in making air accessibility easier for the public, especially by offering more affordable tickets. Despite providing basic services, such as extra baggage or meals as additional options, LCCs in Indonesia continue to compete to attract customers with competitive prices and extensive route expansion, especially in the growing domestic market. Super Air Jet has exciting potential as Indonesia's low-cost carrier in the aviation industry. Super Air Jet as a newly emerging airline in the aviation industry certainly has to compete with other low-cost airlines that have long been in the aviation industry, as a newly established airline in March 2021 with a market focus on young people and a focus on premium quality, affordable, high-quality, and low-priced transportation, this provides special challenges for Super Air Jet both in dealing with competition and other factors, especially to increase buying behavior.

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LITERATURE REVIEW

Ajzen (2005) in (Suk et al., 2021) defines subjective norm as the perceived social pressure whether to engage in a behavior, based on normative beliefs or individual perceptions of others under consideration. According to Vankatesh and Morris (2000) in (Pastor et al., 2024) the subjective norm is an individual's view of whether people who are meaningful to him think that he should perform a certain behavior. Subjective norms are also considered the result of beliefs that approve or reject a particular behavior. A person will tend to perform the behavior if he feels that individuals who are important to him, such as partners, friends, or family, view that he should do it. In addition, subjective norms are also influenced by individual perceptions of the surrounding social norms that regulate behavior (Palinggi et al., 2021). According to (Hasan et al., 2020; Jia et al., 2023; Siaputra & Isaac, 2020) subjective norm significantly affects behavior intention. Thus, a hypothesis can be drawn:

H1: Subjective Norm has a significant effect on Behavior Intention

The concept of Perceived Behavior Control (PBC), when introduced by (Ajzen, 1991) as another antecedent factor that can predict intention, is defined as “a person's perception of the ease or difficulty of performing the behavior of interest” (Vamvaka et al., 2020). PBC refers to the ease or difficulty individuals perceive in performing certain behaviors (Ha et al., 2023). In (Siaputra & Isaac, 2020) Perceived behavior control shows the ability of consumers to overcome obstacles in performing a behavior or action. According to (Hansfel & Puspitowati, 2020; Hasan & Suciarto, 2020; Ho et al., 2020) perceived behavior control has a significant influence on the intention to buy. Perceived behavior control strongly influences buying intention because of the control belief. These imply that the formation of positive attitudes towards products among potential customers will

increase their intention to adopt a product. Thus, a hypothesis can be drawn:

H2: Perceived Behavior Control has a significant effect on Behavior Intention

Tjiptono in (Usman & Fajriyah, 2023) says that price is a monetary unit or other measure that is exchanged in order to own or use a good or service. Suparyanto in (Fetra et al., 2023) defines price as the amount of something of value, generally in the form of money, which must be sacrificed to obtain a product or service. In (Hidayah & Idris, 2020) Price is a value that can be measured in money or other goods in exchange for the benefits obtained from a product or service by individuals or groups at certain times and locations. (Yeo et al., 2017; Rama, 2020; (Ardelia et al., 2022) in their research revealed that price has an effect on behavior intention. Thus, a hypothesis can be drawn:

H3: Price has a significant effect on Behavior Intention

According to (Supriyanto et al., 2021) Service quality leads to a focused evaluation that describes customer perceptions of certain service dimensions. According to (Li et al., 2021) Service quality depends on how well customers understand the service compared to their expectations. When performance exceeds expectations, the level of satisfaction with service quality increases. According to Chakrabarty et al., (2007) in (Dam & Dam, 2021) Service quality is defined as adaptation to client requests in providing services. Research conducted by (Shah et al., 2020; Sugiharto & Wijaya, 2020; Zaid et al., 2020) revealed that service quality has a significant influence on patient behavior intention. Thus, a hypothesis can be drawn:

H4: Service Quality has a significant influence on Behavior Intention

In (Agustini et al., 2021) airline safety refers to conditions where all aspects related to the safety and use of elements such as airspace, aircraft, airports, air transportation, navigation,

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and other supporting facilities have been properly fulfilled. (Susanto et al., 2020) in (Majid et al., 2022) suggests that airline safety is the quality and quantity of work achieved by an organization in carrying out its functions of all components of the flight operating system so as to create a sense of security without danger by maintaining or reducing the risk of aviation accidents through compliance with infrastructure, regulations, and flight safety standards that are its requirements. In (Bogdane et al., 2019) airline safety in ICAO documents is defined as a state in which the likelihood of harm to persons or damage to property is reduced, and maintained at or below acceptable levels through a continuous process of hazard identification and safety risk management. Research conducted by (Chang & Hung, 2013; Truong et al., 2020; Rosyada & Saktiana, 2024) revealed that airline safety / LCC safety has a significant effect on the behavior intention. Safety is one of the strong factors in influencing customer behavior intention in buying LCC tickets. Thus, a hypothesis can be drawn:

H5: Airline Safety has a significant effect on Behavior Intention

According to (Ahmed & Rodríguez-Díaz, 2020) reputation is generated through an open and dynamic process based on assessments of products, services, brands, or companies shared by customers on the internet. According to Tucker & Melewar in (Khan et al., 2022) reputation is the perception of stakeholders about a business based on their past purchasing experience. According to (Walsh & Wiedmann, 2004) in (Islam et al., 2021) corporate reputation is considered an intangible asset that can provide various benefits for companies, such as winning customer loyalty, charging high premium prices, competitive advantage, and customer satisfaction. Research conducted by (Wu et al., 2011; Jundrio & Keni, 2020; Maryam et al., 2022) revealed that reputation has an influence on the behavior intention. The better reputation will

affect customer behavior intention. Thus, a hypothesis can be drawn, namely:

H6: Airline Reputation has a significant effect on Behavior Intention

In (Wu et al., 2024) buying behavior refers to consumers' deliberate and directed efforts to choose options that are consistent with their values and beliefs. According to Kotler and Keller in (Novita & Husna, 2020) consumers' behavior intention is about how individuals make decisions regarding the use, purchase, and disposal of goods or services, as well as ideas and experiences, to meet their needs. Behavior Intention, as defined by Kotler in (Purwianti & Tio, 2017), is a condition in which customers show willingness or loyalty to a brand, product, or company, and voluntarily share its advantages with others. In (Siaputra & Isaac, 2020) Intention is a sign and indication of an individual's willingness to perform a behavior or action, and is a direct link to behavior. Research conducted by (Buaphiban & Truong, 2017; Khan et al., 2023; Karyoto et al., 2024) revealed a positive relationship between behavior intention and buying behavior. Thus, a hypothesis can be drawn, namely:

H7: Behavior Intention has a significant effect on Buying Behavior

METHODOLOGY

Based on the research objective, this research is descriptive research. Data is obtained through questionnaires. The characteristics of the respondents are male and female, aged 18-60 years, residing in Surabaya City, and have used Super Air Jet low-cost airline at least 2 times in the last 12 months. A five point likert scale was used to assess respondents' level of agreement with the statements, with a range from strongly disagree to strongly agree.

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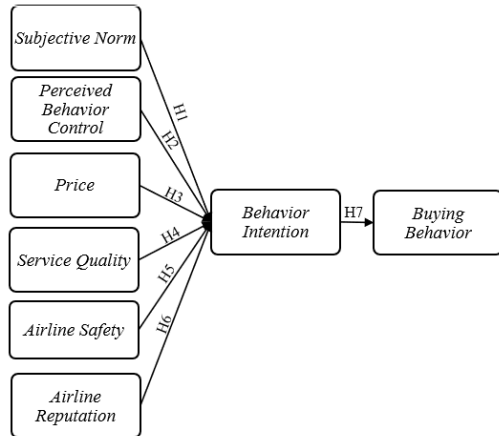


Figure 1. Research Model

RESULTS

The Convergent Validity test results show that the outer loading value of each indicator on the Subjective Norm, Perceived Behavior Control, Price, Service Quality, Airline Safety, Airline Reputation, Behavior Intention and Buying Behavior variables produces an outer loading value \geq

0.5; so it can be stated that all indicators used in this study have met the Convergent Validity requirements. The Discriminant Validity test results show that the cross-loading value of each indicator in measuring each variable is dominantly higher when compared to the value of each indicator in measuring other variables, so it can be stated that all indicators on each variable have met the Discriminant Validity requirements. The Average Variance Extracted (AVE) test results show that the root AVE value for each variable has a value greater than the value of the relationship between variables, so it can be stated that all variables have good Discriminant Validity.

Table 1. Validity Test

Variable	Outer Loading	Airline Reputation	Airline Safety	Behavior Intention	Buying Behavior	Perceived Behavior Control	Price	Service Quality	Subjective Norm
AR1	0.939	0.939	0.578	0.197	0.169	0.729	0.705	0.776	0.238
AR2	0.899	0.899	0.626	0.191	0.126	0.654	0.571	0.744	0.231
AR3	0.949	0.949	0.544	0.192	0.157	0.754	0.577	0.78	0.28
AS1	0.871	0.452	0.871	0.163	0.08	0.567	0.481	0.492	0.171
AS2	0.893	0.415	0.893	0.219	0.141	0.463	0.497	0.444	0.179
AS3	0.832	0.696	0.832	0.27	0.239	0.681	0.512	0.736	0.273
BB1	0.956	0.165	0.18	0.833	0.956	0.019	0.049	0.101	0.671
BB2	0.979	0.177	0.166	0.829	0.979	0.044	0.089	0.103	0.693
BB3	0.940	0.123	0.211	0.766	0.94	0.106	0.061	0.091	0.692
BI1	0.944	0.148	0.264	0.944	0.8	0.11	0.085	0.102	0.687
BI2	0.952	0.192	0.205	0.952	0.792	0.05	0.011	0.121	0.646
BI3	0.961	0.255	0.278	0.961	0.823	0.136	0.099	0.22	0.685
PC1	0.811	0.647	0.543	-0.007	0.052	0.811	0.507	0.686	0.149
PC2	0.987	0.74	0.659	0.118	0.073	0.987	0.634	0.827	0.163
PC3	0.942	0.763	0.643	0.055	0.018	0.942	0.564	0.84	0.11

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PR1	0.972	0.59	0.506	0.087	0.077	0.534	0.972	0.592	0.096
PR2	0.949	0.672	0.581	0.041	0.029	0.659	0.949	0.676	0.104
PR3	0.806	0.662	0.598	0.027	0.08	0.664	0.806	0.661	0.1
SN1	0.924	0.293	0.2	0.669	0.632	0.11	0.037	0.174	0.924
SN2	0.939	0.272	0.224	0.629	0.643	0.115	0.111	0.191	0.939
SN3	0.863	0.165	0.262	0.627	0.675	0.184	0.145	0.074	0.863
SQ1	0.923	0.717	0.623	0.127	0.063	0.767	0.645	0.923	0.139
SQ2	0.945	0.802	0.633	0.165	0.127	0.837	0.613	0.945	0.142
SQ3	0.914	0.769	0.607	0.136	0.086	0.767	0.607	0.914	0.171

Table 2. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Variable	Average Variance Extracted (AVE)
Airline Reputation	0.863	Perceived Behavior Control	0.840
Airline Safety	0.750	Price	0.831
Behavior Intention	0.907	Service Quality	0.860
Buying Behavior	0.919	Subjective Norm	0.827

The Composite Reliability test results of each research variable show a value of more than

0.70. Thus, it can be concluded that all variables have met the Composite Reliability requirements.

Table 4. Composite Reliability

Variable	Composite Reliability	Variable	Composite Reliability
Airline Safety	0.900	Service Quality	0.949
Subjective Norm	0.935	Airline Reputation	0.950
Price	0.936	Behavior Intention	0.967
Perceived Behavior Control	0.940	Buying Behavior	0.971

The R-Square value for the Behavior Intention variable is 0.520, this means that Subjective Norm, Perceived Behavior Control, Price, Service Quality, Airline Safety, and Airline Reputation can explain Behavior Intention by 52.0%, while the remaining 48.0% is explained by other variables. The R-Square value for the Buying Behavior variable is 0.714, this means that Behavior Intention can explain Buying Behavior by 71.4%, while the remaining 28.6% is explained by other variables.

Table 5. R-Square

Variable	R-Square
Behavior Intention	0.520
Buying Behavior	0.714

In modeling with Partial Least Square (PLS) technique, Goodness of Fit assessment is known from the Q² value. The Q² value for Behavior Intention is 0.461 and for Buying Behavior is 0.651, where the value is above 0. Thus, it can be concluded that the Behavior

Intention and Buying Behavior variables can predict the model well.

Table 6. T-Statistics

Hypothesis	Koef. Path	T-Stat	P - Value s	Results
Subjective Norm → Behavior Intention	0.680	12.039	0.000	Supported
Perceived Behavior Control → Behavior Intention	-0.176	1.151	0.250	Not supported
Price → Behavior Intention	-0.078	0.96	0.337	Not supported
Service Quality → Behavior Intention	0.151	1.186	0.236	Not supported
Airline Safety → Behavior Intention	0.163	2.682	0.007	Supported
Airline Reputation → Behavior Intention	-0.014	0.185	0.853	Not supported
Behavior Intention → Buying Behavior	0.845	45.782	0.000	Supported

DISCUSSION

The results of hypothesis testing show that both Subjective Norm and Airline Safety have a significant effect with a positive direction on Behavior Intention. The results also show that Behavior Intention has a significant influence on Buying Behavior. For Service Quality, although it has a positive direction, it does not have a significant effect. Meanwhile, the variables of Perceived Behavior Control, Price, Airline Reputation have a negative and insignificant effect on Behavior Intention

The effect of subjective norms and airline safety on behavioral intention in low-cost carriers (LCC) is positive and significant. Subjective norms reflect the influence of social norms around individuals; when friends, family, or colleagues recommend the use of LCC, individuals tend to feel more pressure to follow the advice. In addition, public perception about the popularity of LCC can increase consumer confidence in choosing this service. On the other hand, airline safety is a crucial factor that influences consumer decisions. Confidence in aviation safety, supported by a good safety record and transparency in procedures, can increase an individual's confidence in flying an LCC. If LCCs can demonstrate that they have safety standards on par with other airlines, as well as being active in providing information about the

safety measures taken, this will further reduce consumer doubts. Thus, the combination of social support and perceived safety plays an important role in shaping consumers' behavioral intentions to choose a low-cost carrier.

Perceived behavior control, price, and airline reputation can have a negative effect on behavioral intention in low-cost carriers (LCC) for several reasons. First, if consumers feel they have less control over the booking process or flying experience, they are likely to hesitate to choose LCC. Second, while low prices are usually attractive, prices that are too low can raise suspicions about the quality of service and safety, as well as the potential for unexpected additional costs. Third, obtaining a good reputation in a short time can make consumers avoid LCC because it raises doubts about the validity of that reputation.

A good reputation gained in a short period of time may cast doubt on purchase intentions because consumers may be skeptical of the speed of change. They may doubt whether the reputation reflects consistent service quality or is just a temporary marketing result. Additionally, a quickly built reputation is considered unstable and may indicate that the company may be more focused on image than on improving service and safety. As a result, these doubts can influence consumers' purchasing decisions.

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Service quality does not significantly influence behavioral intention because the perception is subjective and varies between individuals. External factors such as price and recommendations often dominate, and high expectations can make good service seem inadequate.

CONCLUSION

Hypothesis testing reveals that both Subjective Norm and Airline Safety significantly and positively influence Behavior Intention, which in turn significantly affects Buying Behavior. However, Service Quality, despite showing a positive trend, does not have a significant impact. Additionally, Perceived Behavior Control, Price, and Airline Reputation negatively and insignificantly affect Behavior Intention.

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