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Original Article

Antecedent of Ticket Purchase Decision on Passenger Satisfaction of Garuda Indonesia Airlines Flight Ga 880 Denpasar - Narita

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Abstract *- The purpose of this study is to examine the influence of price and service quality on customer satisfaction mediated by ticket purchase decisions. The population in this study are passengers who were using Garuda Indonesia Airlines Flight GA 880 Denpasar-Narita in April 2020. The sample was determined using purposive sampling with a tolerable sampling error of 5 percent. This study's sample size is 220 respondents chosen under purposive sampling with the criteria of being on board the Garuda Indonesia Flight GA 880 Denpasar-Narita in mid-July 2020. Data collection methods used were interviews and questionnaires. The researcher's methods used are Pearson's correlation and path analysis. This study shows that price affects ticket purchase decisions, service quality does not affect ticket purchase decisions, price affects passenger satisfaction, service quality does not affect passenger satisfaction, and ticket purchase decisions affect passenger satisfaction.*

Keywords *- price, service quality, ticket purchase decision, passenger satisfaction.*

I. INTRODUCTION

World aviation has become a profitable global business along with the economic growth and technological advances that allow people to travel easily and swiftly. This, to the aviation business (airlines), has been the inspiration behind creating various airlines such as the Low-Cost Carrier (LCC) and Full Service Airlines.

In Indonesia, aviation is an important means of transportation to connect its sprawling islands, consisting of 17,508 islands, as many as 922 of which are settled permanently by a population of more than 255 million people, making Indonesia the fourth most populous country in the world. Thanks to the middle class's growths and low-cost airlines in the past decade, Indonesia is now widely regarded as a growing aviation market (BPS, 2019).

According to the International Air Transport Association (IATA), between 2009 and 2014, the number of aircraft passengers in Indonesia has increased from 27,421,235 to 94,504,086 people, and it is predicted that Indonesia will become the world's sixth-largest market for aviation travel by 2034. Around 270 million passengers are predicted to fly to and from Indonesia and fly domestically in 2034 (IATA, 2015).

Ticket price competition between airlines is one way for airlines to sell more tickets than other airlines. This competition can be unhealthy since price-based competition tends to sacrifice operational costs that may compromise passenger safety. In this regard, through the Ministry of Transportation, the government has issued a Civil Aviation Safety Regulation (CASR) that must be adhered to by all airline operators in Indonesia to ensure passenger safety. Not all competitive airlines rely on pricing as their products' competitive edge to attract more passengers. Convenience is another factor that plays an important role in the sales of airplane tickets.

Airline growth is mushrooming, and the number of new airlines has triggered intense competition. This requires existing airlines, both old and new players, to make the right business strategy that presents innovations that can satisfy passengers and encourage repeat ticket purchases. Airlines in Indonesia continue to flourish in line with the growth of its middle class. Airlines are competing to attract passengers by providing comfort and amenities. The intense competition between these airlines has resulted in innovations in Indonesia's aviation industry. Several airlines are competing to secure permission to install wifi on planes. This is done solely to indulge passengers while flying. Wi-Fi installation and onboard telephones usage are some of the innovations that airlines develop to attract more passengers.

As a recipient of the 2014 World Airlines Awards for Best Cabin Staff/Crew, Garuda Indonesia strives to offer the best service by adding amenities and promoting its superiority, including improving food and beverage services and availability of onboard entertainment media, internet connection, seat comfort, and on-time performance. Based on Garuda Indonesia Denpasar Branch Office's internal commercial data regarding the flight occupancy rate for routes served by Garuda Indonesia Airlines, the Denpasar-Narita flight scheduled daily is one of the flights with passenger occupancy exceeding 75 percent of total seats. A consistent passenger occupancy that exceeds 75 percent in either low and peak seasons greatly contributes to Garuda Indonesia's income amidst the current sluggish aviation business. The lagging

occupancy rates for other destinations must be resolved since the Denpasar-Narita flight can consistently achieve an occupancy above 75 percent; meanwhile, other destinations can not match this achievement (Garuda Indonesia Annual Report Denpasar Branch 2019).

Based on the data from Trevaloka as of March 2020, it was shown that Garuda Indonesia's price was relatively competitive compared to the prices of other airlines. The normal prices from various airlines can be seen in Table 1 below:

Table 1. The List of Normal Ticket Prices for Denpasar-Narita as of March 2020

No.	Airlines	Ticket price (IDR)
1.	Scoot	3,342,200
2.	Garuda Indonesia	3,379,500
3.	Thai Airways	3,613,400
4.	Malaysia Airlines	4,372,100
5.	Eva Air	6,554,400

Based on the table above, it can be seen that the ticket prices from all airlines for the Denpasar-Narita flight were very competitive. Here, as a five-star airline, Garuda Indonesia offered a competitive ticket price compared to other airlines. This could be one of the factors why Garuda Indonesia is preferred over other airlines. Airline such as Scoot offered a cheaper price mainly due to their LCC airline type, while full-service airlines include Garuda Indonesia, Thai Airways, and Malaysia Airlines. From a price perspective, both Garuda Indonesia and Thai Airways offered competitive prices. However, the Garuda Indonesia flight is a direct flight from Denpasar to Narita without transit, unlike the Thai Airways flight, which transits in Bangkok and takes a longer time. Unsurprisingly the Garuda Indonesia flight for the Denpasar-Narita route has a passenger occupancy rate of over 75 percent.

The flight from Denpasar to Narita operated by Garuda Indonesia takes 6 hours 55 minutes. Of course, with shorter flight hours, customers would prefer Garuda Indonesia. However, many passengers still chose other airlines despite having transits. This should be a cause for concern for Garuda Indonesia as to why this could happen. A strategy must be formulated so that customers switch from other airlines to Garuda Indonesia. This is an important concern because the route to Narita's destination has great potential. After all, on average, the aircraft's total capacity is above 75 percent, making it one of the favorite routes.

Based on the price comparison above, it is expected that other Garuda Indonesia routes can be occupied in the same way as the Denpasar-Narita route. With sizable gaps between the GA 880 Denpasar-Narita route and other routes, it is necessary to conduct a study to examine the reasons behind this phenomenon. Subsequently, this study's results can be taken into consideration and serve as a reference for management in improving passenger occupancies for other routes to reach the same level as the Denpasar-Narita route.

II. LITERATURE REVIEW

A. Price

Price is the amount of money that must be spent by a customer as compensation or in exchange for a number of goods and services or benefits from a product or service. Price can also be considered a measure of a product or service (Foster, 2016). So far, there have been many fundamental errors in service price setting practice because service vendors have ignored the intangible characteristics. Perceived price is also often referred to as perceived value. The value referred to here is the benefit obtained after spending a given amount of money/other non-monetary instruments of exchange (Pratama, 2018).

According to Abdullah (2013), a company has to set a price when it develops or acquires a new product, introduces an old product to a new distribution channel or a new geographical area, and when it makes a tender offer for a new contract. According to Hamdun (2016), pricing methods can be broadly grouped into four main categories, namely demand-based, cost-based, profit-based, and competition-based pricing methods.

B. Service quality

Services are all actions or activities offered by one party to another, which are intangible and do not violate any ownership. Service quality is an effort to meet the needs and desires of customers and the accuracy of its delivery to meet customer expectations (Rasmansyah, 2017). Service quality is the quality of every action or activity that one party offers to another party (Wijaya, 2017).

According to Phuong (2018), service quality is a customer perception formed by a long-term evaluation of service performance. Two dimensions used to measure service quality are responsiveness (provider's willingness to handle customer complaints and requests) and customization (level of individualization in communication and awareness of a service provider).

C. Purchasing decision

A decision involves a choice between two or more alternative actions or behaviors. The decision always entails a choice between several different behaviors. A customer who wants to make a choice must choose between alternative options. If a customer does not choose between alternative options, it is not a situation when the customer makes a decision (Setiadi, 2010). A purchasing decision is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Sudarno, 2014).

For customers, a purchase is not just one action but consists of several actions that include decisions about the product, brand, quantity, seller, time, and payment method. So, it can be said that the dimensions of a purchase decision are as follows: brand selection, purchase quantity, distribution channel choice, purchase time, and purchase method.

D. Customer Satisfaction

Customer satisfaction is one's sense of pleasure or disappointment that arrives after comparing performance against expected outcomes (Utami, 2012). Customer generally known as the product of service quality (Dawi, 2018).

According to Tjiptono (2012), there are several methods that every company uses to measure and monitor its customers' satisfaction and the satisfaction of its competitors' customers. Four methods to measure customer satisfaction are the complaint and suggestion system, ghost shopping (mystery shopping), lost customer analysis, and customer satisfaction survey.

III. CONCEPTUAL FRAMEWORK

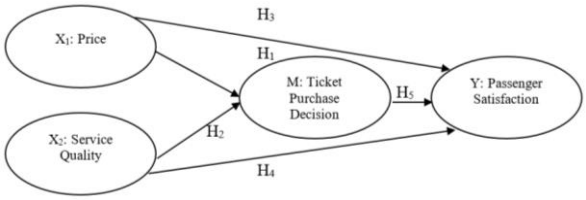

Fig. 1 Research Conceptual Framework

A. Research Hypotheses

H1: There is an effect of price on ticket purchase decision on Garuda Indonesia flight GA 880.

H2: There is an effect of service quality on ticket purchase decisions on Garuda Indonesia flight GA 880.

H3: There is an effect of price on passenger satisfaction on Garuda Indonesia flight GA 880.

H4: There is an effect of service quality on passenger satisfaction on Garuda Indonesia flight GA 880.

satisfaction is the outcome that customers receive when the service they experience exceeds their expectations. In marketing, it is viewed as an overall evaluation of the service experience over time. Customer satisfaction is

H5: There is an effect of ticket purchase decisions on passenger satisfaction on Garuda Indonesia flight GA 880.

IV. RESEARCH METHODOLOGY

This study uses the Likert scale, in which the result from data tabulation was analyzed using SEM in the AMOS software. This research was conducted at the Garuda Indonesia Denpasar Branch Office, I Gusti Ngurah Rai International Airport, specifically GA Flight 880 Denpasar-Narita. This study was conducted from mid-April 2020 to the end of April 2020 under consideration of time efficiency without sacrificing the accuracy of the respondents' data.

The type of data used in this research is quantitative data in numbers representing values and non-values (symbols). Data was measured using an ordinal scale in the form of scores obtained from each question response in the questionnaire. The data sources consist of primary data and secondary data.

This study's population is passengers who were using the services of the Garuda Indonesia Flight 880 Denpasar-Narita during April 2020. The sample is determined using purposive sampling with a tolerable sampling error of 5 percent. This study sample consists of 220 respondents who were chosen using purposive sampling with the criteria being the passengers of Garuda Indonesia Flight 880 Denpasar-Narita, which was on board in mid-July 2020. The data collection methods used are interviews and questionnaires.

V. RESULTS AND DISCUSSION

Table 2. Respondent Profile

No.	Qualification	Classification	Total (Person)	Percentage (%)
1.	Gender	Male	110	50.00
		Female	110	50.00
2.	Age	< 20 Years	20	9.09
		20 – 30 Years	85	36.64
		31 – 40 Years	100	45.45
		> 40 Years	15	8.82
3.	Income per month	< IDR 10,000,000	10	4.55
		IDR 10,000,001 – Rp. 15,000,000	35	15.91
		IDR 15,000,001 – Rp. 20,000,000	90	40.91
		> IDR 20,000,000	85	38.63

Based on gender, respondents are balanced between men and women, i.e., 50 percent male and 50 percent female. Based on age, the respondents were dominated by respondents aged 31-40 years, i.e., 45.45 percent. Based on monthly income, respondents are dominated by those who have IDR 15,000,001 – IDR 20,000,000, i.e., 40.91 percent.

A. Validity and Reliability Test

Table 3. Results of Validity Test on the Price Variable

Question Items	The value of r_{stat} (Corrected item-total Correlation)	Information (n= 30, $r_{stat} > r_{table}$ 0,361)
Item 1	0. 949	Valid
Item 2	0. 980	Valid
Item 3	0. 834	Valid
Item 4	0. 886	Valid
Item 5	0. 962	Valid
Item 6	0. 906	Valid

The reliability test result on the price variable produced a Cronbach's Alpha value of 0.975 > 0.600. The question items for the questionnaire's price variable can be said to be reliable to measure the price variable.

Table 4. Results of Validity Test on the Service Quality Variable

Question Items	The value of r count (Corrected Item-Total Correlation)	Information (n= 30, $r_{count} > r_{table}$ 0,361)
Item 1	0. 972	Valid
Item 2	0. 930	Valid
Item 3	0. 901	Valid
Item 4	0. 905	Valid
Item 5	0. 890	Valid
Item 6	0. 866	Valid

The reliability test result on the price variable produced a Cronbach's Alpha value of 0.972 > 0.600. The question items for the service quality variable in the questionnaire can be said to be reliable to measure the service quality variable.

Table 5. Results of Validity Test on the Ticket Purchase Decision Variable

Question Items	The value of r count (Corrected Item-Total Correlation)	Information (n= 30, $r_{statistic} > r_{table}$ 0,361)
Item 1	0. 954	Valid
Item 2	0. 957	Valid
Item 3	0. 945	Valid
Item 4	0. 962	Valid
Item 5	0. 941	Valid
Item 6	0. 971	Valid

The reliability test result on the price variable produced a Cronbach's Alpha value of 0.987 > 0.600. The question items for the ticket purchase decision variable in the questionnaire can be said to be reliable to measure the ticket purchase decision variable.

Table 6. Results of Validity Test on the Passenger Satisfaction Variable

Question Items	The value of r count (Corrected Item-Total Correlation)	Information (n= 30, $r_{statistic} > r_{table}$ 0,361)
Item 1	0. 910	Valid
Item 2	0. 969	Valid
Item 3	0. 922	Valid
Item 4	0. 909	Valid
Item 5	0. 949	Valid
Item 6	0. 949	Valid

The reliability test result on the price variable produced a Cronbach's Alpha value of 0.980 > 0.600 so that the question items for the passenger satisfaction variable in the questionnaire can be said to be reliable to measure the passenger satisfaction variable.

B. Distribution of Respondents' Responses

According to Risakotta (2018), the construction of a frequency distribution is based on the interval value calculated under the following formulation:

$$\text{Interval} = \frac{\text{Highest Value - Lowest Value}}{\text{Number of Class}}$$

$$\text{Interval} = \frac{5 - 1}{5} = 0.8$$

The measurement of the overall research variables is based on the average scores under the following criteria:
1.00 - 1.79 = Very Poor
1.80 - 2.59 = Poor
2.60 - 3.39 = Moderate
3,40 - 4,19 = Good
4.20 - 5.00 = Very good

Based on the research results, it can be seen that the responses on each indicator from each variable are as follows:

Table 7. Respondents' Assessment on Price Variable

No.	Statement	1	2	3	4	5	Average	Remark
1.	I bought a Garuda Indonesia ticket because the price is competitive	12	14	36	84	74	3.88	Good
2.	I bought a Garuda Indonesia ticket because there was a promo price	12	14	35	83	76	3.90	Good
3.	I bought a Garuda Indonesia ticket because the price was within my budget	12	13	55	70	70	3.79	Good
4.	I bought a Garuda Indonesia ticket because the price is cheaper than other airlines	12	11	42	77	78	3.90	Good
5	I bought a Garuda Indonesia ticket because there was a zero percent installment promo	13	12	45	64	86	3.90	Good
6	I bought a Garuda Indonesia ticket because of a friend's recommendation	16	25	40	58	81	3.74	Good
	Average score						3.85	Good

Based on these results, the average overall answer from respondents regarding the price variable is good. The indicators with the highest average score are “I bought a Garuda Indonesia ticket because there was a promo price,” “I bought a Garuda Indonesia ticket because the price was cheaper than other airlines,” and “I bought a Garuda Indonesia ticket because there was a zero percent installment promo,” all with the same score of 3.90.

Table 8. Respondents’ Assessment on Service Quality Variable

No.	Statement	1	2	3	4	5	Average	Remark
1	I use Garuda Indonesia because the planes are new and the cabins are clean	5	5	32	84	94	4.17	Good
2	I use Garuda Indonesia because the flight attendants’ service gives me comfort during the flight	5	3	42	77	93	4.14	Good
3	I use Garuda Indonesia because the service of the flight attendants is very fast and responsive when I need help	5	6	44	61	104	4.15	Good
4	I use Garuda Indonesia because it is friendly, polite, skillful, and provides a sense of security when flying	5	4	43	68	100	4.15	Good
5	I use Garuda Indonesia because flight attendants’ communication is very good that I feel provided with the best service	6	5	43	67	99	4.13	Good
6	I use Garuda Indonesia because, according to my friends' experiences, the service of Garuda Indonesia is very good	5	3	37	69	106	4.22	Very good
	Average score						4.16	Good

Based on these results, the average overall answer from respondents regarding service quality is good. The highest average score indicator is “I use Garuda Indonesia because according to friends' experience, using Garuda Indonesia, the service is very good” at 4.22.

Table 9. Respondents' Assessment on Ticket Purchase Decision Variable

No.	Statement	1	2	3	4	5	Average	Remark
1	I bought a Garuda Indonesia ticket because I could choose to use first-class, business class, or economic class	13	12	24	88	83	3.98	Good
2	I bought a Garuda Indonesia ticket because it is the best airline in Indonesia	13	14	25	84	84	3.96	Good
3	I bought a Garuda Indonesia ticket because I	15	21	27	83	74	3.82	Good

	am a Skyteam member, so during transit, I don't need to be confused with which plane to use							
4	I bought a Garuda Indonesia ticket because purchasing more than 1 ticket will get me to reward points	19	16	17	77	91	3.93	Good
5	I bought a Garuda Indonesia ticket because the flight schedule can be changed up to 6 hours before departure	14	13	36	83	74	3.86	Good
6	I bought a Garuda Indonesia ticket because I got a discount	13	13	35	90	69	3.86	Good
	Average score						3.90	Good

Based on these results, the average overall answer from the respondents regarding ticket purchase decisions is good. The highest average score indicator is "I bought a Garuda Indonesia ticket because I could choose to use the first class, business class, or economic class" at 3.98.

Table 10. Respondents' Assessment on Passenger Satisfaction Variable

No.	Statement	1	2	3	4	5	Average	Remark
1	I use Garuda Indonesia because it is on time	5	10	32	88	85	4.08	Good
2	I bought a Garuda Indonesia ticket because the price was competitive despite the airline's service quality was 5 star	5	11	41	83	80	4.01	Good
3	I use Garuda Indonesia because tickets are easy to buy	5	14	31	85	85	4.05	Good
4	I would recommend Garuda Indonesia to my colleagues because the flight is direct from Denpasar to Narita	6	12	36	73	93	4.07	Good
5	I use Garuda Indonesia because the cabin crews are helpful	7	20	34	77	82	3.94	Good
6	I will recommend Garuda Indonesia to my colleagues because the post-flight service is very good	5	13	27	88	87	4.09	Good
	Average score						4,04	Good

Based on these results, the average overall answer from the respondents regarding passenger satisfaction is good. The highest average score indicator is "I would recommend Garuda Indonesia to my colleagues because the post-flight service is very good" at 4.09.

C. Measurement Model

There are two stages in testing a model's fitness, namely the Measurement Model Test with Confirmatory Factor Analysis (CFA) and the Structural Model Test.

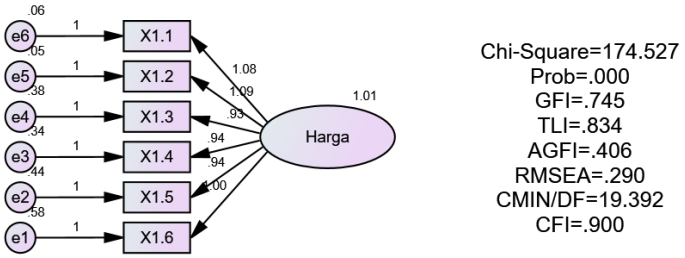

Fig. 2 CFA for Price

The results of the analysis meet the fitness criteria if the Critical Ratio (CR) > 1.96 with Probability (P) < 0.05 (Halonen, 2020). The *** sign represents a significance < 0.01.

Table 11. CFA Regression Weights for Price

			Estimate
X1.6	<---	Price	1.000***
X1.5	<---	Price	.941***
X1.4	<---	Price	.935***
X1.3	<---	Price	.925***
X1.2	<---	Price	1.087***
X1.1	<---	Price	1.076***

Based on the P-value in Table 11 above, all indicators are declared valid because the P-value is < 0.01 (***). However, the estimation results of Goodness of Fit do not yet meet the criteria for model fit in general. To overcome this, it is necessary to look at the modification indices, i.e., the values that indicate mis-fits in the constructed model, then remove the indicators with high MI values. The Modification Indices' high values and the recommended indicators to be excluded can be seen in the following table.

Table 12. Modification Indices for Price

			MI.
e5	<-->	e6	17.182
e4	<-->	e5	20.465
e3	<-->	e6	13.743
e3	<-->	e5	6.011
e3	<-->	e4	33.520
e2	<-->	e6	20.283
e2	<-->	e5	9.665
e2	<-->	e4	40.983
e2	<-->	e3	47.283
e1	<-->	e6	9.559
e1	<-->	e5	4.106
e1	<-->	e4	12.655
e1	<-->	e3	11.200
e1	<-->	e2	33.440

Based on Table 12, the highest values of Modification Indices (MI) are identified. When the confirmatory factor analysis estimation was carried out, the model did not meet the fitness criteria with a probability of P ≥ 0.05, so three indicators were removed, namely X1.3, X1.4, and X1.5. The results of the new CFA estimates can be seen in Figure 3 below:

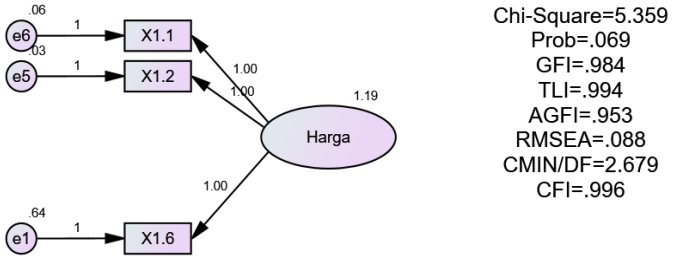

Fig. 3 CFA Re-estimation for Price

Based on Figure 3 above, it is shown that the estimation results for Goodness of Fit have met the criteria for a fit model. The Goodness of Fit for the price construct has met the criteria for a fit model with a probability of 0.069 (P ≥ 0.05), and the values of GFI, AGFI, CFI, and TLI are all above > 0.90. Next, we look at the convergent validity values, where an indicator with a loading factor of above 0.50 is declared valid. Based on Table 13, the price construct indicators' loading factor values have met the criteria, with all having a value above 0.50 and are declared valid.

Table 13. Standardized Regression Weights CFA for Price

			Estimate
X1.6	<---	Price	.806
X1.2	<---	Price	.987
X1.1	<---	Price	.978

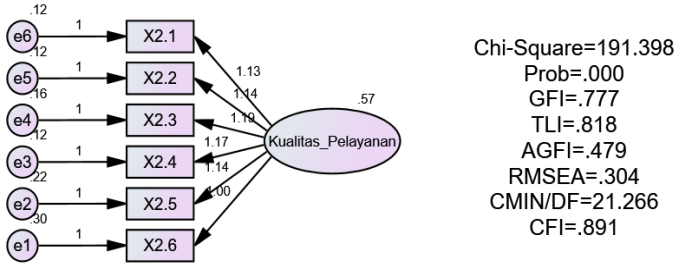

Fig. 4 CFA for Service Quality

The results of the analysis meet the fitness criteria if the Critical Ratio (CR) > 1.96 with Probability (P) < 0.05 (Halonen, 2020). The *** sign represents a significance < 0.01.

Table 14. CFA Regression Weights for Service Quality

			Estimate
X2.6	<---	Service_Quality	1.000***
X2.5	<---	Service_Quality	1.144***
X2.4	<---	Service_Quality	1.173***
X2.3	<---	Service_Quality	1.194***
X2.2	<---	Service_Quality	1.137***
X2.1	<---	Service_Quality	1.127***

Based on the P-value in Table 14 above, all indicators are declared valid because the P-value is < 0.01 (***). However, the estimation results of Goodness of Fit do not yet meet the criteria for model fit in general. To overcome this, it is necessary to look at the modification indices, i.e., the values that indicate mis-fits in the constructed model, then remove the indicators with high MI values. The Modification Indices' high values and the recommended indicators to be excluded can be seen in the following table.

Table 15. Modification Indices for Service Quality

			MI.
e5	<-->	e6	68.809
e4	<-->	e6	28.935
e3	<-->	e6	19.101
e3	<-->	e5	10.284
e3	<-->	e4	80.481
e2	<-->	e5	7.621
e1	<-->	e5	6.284
e1	<-->	e4	4.350
e1	<-->	e2	33.778

Based on Table 15, the highest values of Modification Indices (MI) are identified. When the confirmatory factor analysis estimation was carried out, the model did not meet the fitness criteria with a probability of P ≥ 0.05, so three indicators were removed, namely X2.4, X2.5, and X2.6. The results of the new CFA estimates can be seen in Figure 5 below.

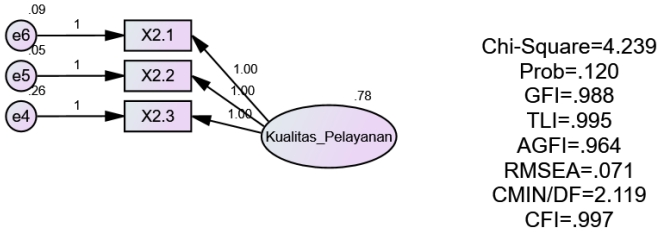

Fig. 5. CFA Re-estimation for Service Quality

Based on Figure 5 above, it is shown that the estimation results for Goodness of Fit have met the criteria for a fit model. The Goodness of Fit for the service quality construct has met the criteria for a fit model with a probability of 0.120 (P ≥ 0.05), and the values of GFI, AGFI, CFI, and TLI are all above > 0.90. Next, we look at the convergent validity values, where an indicator with a loading factor of above 0.50 is declared valid. Based on Table 16, the loading factor values for the service quality construct indicators have met the criteria, with all having a value above 0.50 and are declared valid.

Table 16. Standardized Regression Weights CFA for Service Quality

			Estimate
X2.3	<---	Service_Quality	.865
X2.2	<---	Service_Quality	.971
X2.1	<---	Service_Quality	.950

Data source: Primary data, processed (2020)

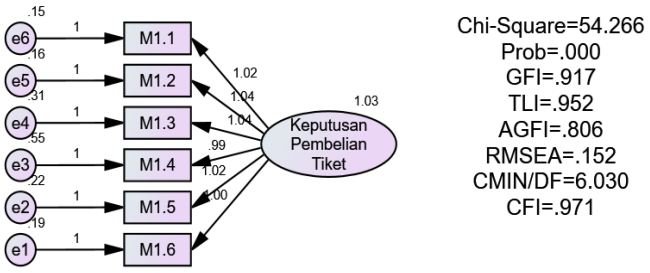

Fig. 6 CFA for Ticket Purchase Decision

The results of the analysis meet the fitness criteria if the Critical Ratio (CR) > 1.96 with Probability (P) < 0.05 (Halonen, 2020). The *** sign represents a significance < 0.01

Table 17. CFA Regression Weights for Ticket Purchase Decisions

			Estimate
M1.6	<---	Ticket_Purchase_Decision	1.000***
M1.5	<---	Ticket_Purchase_Decision	1.018***
M1.4	<---	Ticket_Purchase_Decision	.986***
M1.3	<---	Ticket_Purchase_Decision	1.040***
M1.2	<---	Ticket_Purchase_Decision	1.045***
M1.1	<---	Ticket_Purchase_Decision	1.025***

Based on the P-value in Table 17 above, all indicators are declared valid because the P-value is < 0.01 (***). However, the estimation results of Goodness of Fit do not yet meet the criteria for model fit in general. To overcome this, it is necessary to look at the modification indices, i.e., the values that indicate mis-fits in the constructed model, then remove the indicators with high MI values. The Modification Indices' high values and the recommended indicators to be excluded can be seen in the following table.

Table 18. Modification Indices for Ticket Purchase Decision

			MI.
e5	<-->	e6	29.576
e4	<-->	e6	5.745
e4	<-->	e5	6.496
e3	<-->	e4	11.142
e2	<-->	e6	5.155
e2	<-->	e4	6.132
e1	<-->	e2	7.057

Based on Table 18, the highest values of Modification Indices (MI) are identified. When the confirmatory factor analysis estimation was carried out, the model did not meet the fitness criteria with a probability of P ≥ 0.05, so two indicators were removed, namely M1.2 and M1.4. The results of the new CFA estimates can be seen in Figure 7 below.

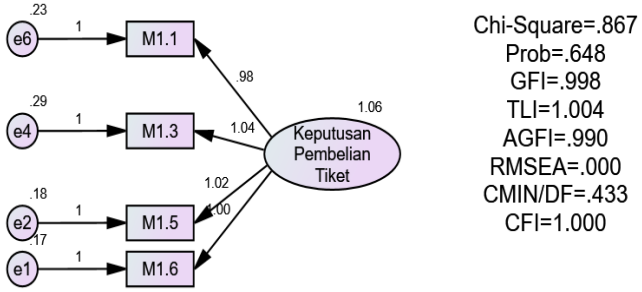

Fig. 7 CFA Re-estimation for Ticket Purchase Decision

Based on Figure 7 above, it is shown that the estimation results for Goodness of Fit have met the criteria for a fit model. The Goodness of Fit for the ticket purchase decision construct has met the criteria for a fit model with a probability of 0.648 (P ≥ 0.05), and the values of GFI, AGFI, CFI, and TLI are all above > 0.90. Next, we look at the convergent validity values, where an indicator with a loading factor of above 0.50 is declared valid. Based on Table 19, the loading factor values for the ticket purchase decision construct indicators have met the criteria, with a value above 0.50 and declared valid.

Table 19. Standardized Regression Weights CFA for Ticket Purchase Decision

			Estimate
M1.6	<---	Ticket_Purchase_Decision	.930
M1.5	<---	Ticket_Purchase_Decision	.927
M1.3	<---	Ticket_Purchase_Decision	.894
M1.1	<---	Ticket_Purchase_Decision	.904

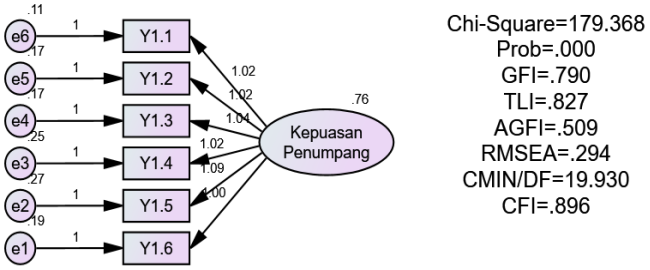

Fig. 8 CFA Passenger Satisfaction

The results of the analysis meet the fitness criteria if the Critical Ratio (CR) > 1.96 with Probability (P) < 0.05 (Halonen, 2020). The *** sign represents a significance < 0.01.

Table 20. CFA Regression Weights for Passenger Satisfaction

			Estimate
Y1.6	<---	Passenger_Satisfaction	1.000***
Y1.5	<---	Passenger_Satisfaction	1.092***
Y1.4	<---	Passenger_Satisfaction	1.019***
Y1.3	<---	Passenger_Satisfaction	1.035***
Y1.2	<---	Passenger_Satisfaction	1.017***
Y1.1	<---	Passenger_Satisfaction	1.023***

Based on the P value in Table 20 above, all indicators are declared valid, because the P value is < 0.01 (***). However, the estimation results of Goodness of Fit do not yet meet the criteria for model fit in general. To overcome this, it is necessary to look at the modification indices, i.e., the values that indicate mis-fits in the constructed model, then remove the indicators with high MI values. The Modification Indices' high values and the recommended indicators to be excluded can be seen in the following table.

Table 21. Modification Indices for Passenger Satisfaction

			MI.
e5	<-->	e6	20.512
e4	<-->	e6	18.982
e4	<-->	e5	16.061
e3	<-->	e6	8.430
e3	<-->	e5	9.659
e1	<-->	e6	7.313
e1	<-->	e5	17.314
e1	<-->	e4	117.257
e1	<-->	e3	23.522

Based on Table 21, the highest values of Modification Indices (MI) are identified. When the confirmatory factor analysis estimation was carried out, the model did not meet the fitness criteria with a probability P ≥ 0.05, so two indicators were removed, namely Y1.5 and Y1..6. The results of the new CFA estimates can be seen in Figure 3 below.

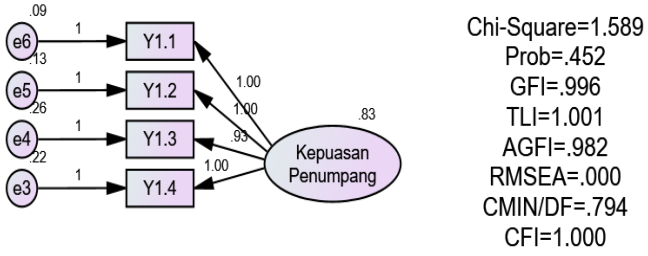

Fig. 9 CFA Re-estimation for Passenger Satisfaction

Based on Figure 9 above, it is shown that the estimation results for Goodness of Fit have met the criteria for a fit model. The Goodness of Fit for the passenger satisfaction construct has met the criteria for a fit model with a probability of 0.452 (P ≥ 0.05), and the values of GFI, AGFI, CFI, and TLI are all above > 0.90. Next, we look at the convergent validity values, where an indicator with a loading factor of above 0.50 is declared valid. Based on Table 22, the loading factor values for the passenger satisfaction construct indicators have met the criteria, with a value above 0.50 and declared valid.

Table 22. Standardized Regression Weights CFA for Passenger Satisfaction

			Estimate
Y1.4	<---	Passenger_Satisfaction	.890
Y1.3	<---	Passenger_Satisfaction	.858
Y1.2	<---	Passenger_Satisfaction	.929
Y1.1	<---	Passenger_Satisfaction	.951

After completing the CFA tests for all research constructs, the next step is to calculate the AVE and construct reliability (CR) values. A summary of the AVE, CR, and the Square Root of AVE values is summarized in the measurement model in Table 23 below.

Table 23. Research Measurement Model

Variable	Indicator	Loading Factor	AVE	√ AVE	Remark
Price	X1.1	0.978	0.924	0.961	Valid and Reliable
	X1.2	0.987			
	X1.6	0.806			
Service quality	X2.1	0.950	0.929	0.964	Valid and Reliable
	X2.2	0.971			
	X2.3	0.865			
Ticket Purchase Decision	M1.1	0.904	0.914	0.956	Valid and Reliable
	M1.3	0.894			
	M1.5	0.927			
	M1.6	0.930			
Passenger Satisfaction	Y1.1	0.951	0.907	0.952	Valid and Reliable
	Y1.2	0.929			
	Y1.3	0.858			
	Y1.4	0.890			

Based on Table 23 above, it can be seen that all standardized loading factor values are ≥ 0.50. Therefore, it can be concluded that all indicators from each variable are valid and reliable. Furthermore, reflective indicators that form latent constructs in the study will also be tested for discriminant validity. One way to determine discriminant validity is by comparing the correlation between variables with the square root of variance extracted (square root of AVE). Table 24 below shows the discriminant validity in this study.

Table 24. Discriminant Validity

	Price	Service Quality	Ticket Purchase Decision	Passenger Satisfaction
Price	0.924			
Service Quality	0.311	0.929		
Ticket Purchase Decision	0.576	0.172	0.914	
Passenger Satisfaction	0.587	0.280	0.620	0.907

Table 24 above shows that all correlation values between variables (latent constructs) are below the AVE's square root value (see the diagonal line in the table), meaning that each latent construct has good discriminant validity. High discriminant validity provides evidence that a construct is unique and can capture the phenomenon being measured.

D. Path Analysis

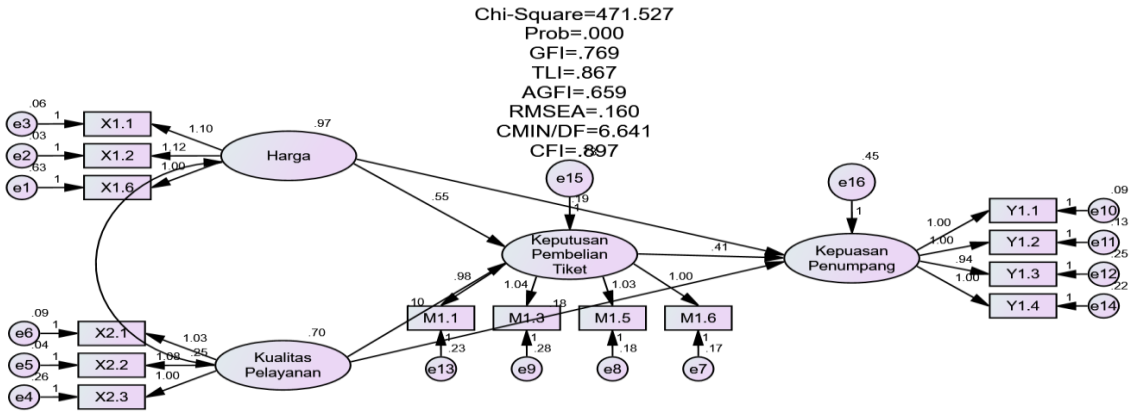

Fig. 10 Path Analysis

Based on Figure 10, it is shown that the criteria for Goodness of Fit (GOF) have not been fully met, where the P-value has not reached the P > 0.05 criterion, the GFI, AGFI, TLI values are below 0.90, and RMSEA is not below 0.08, so it is necessary to modify the model by examining the Modification Indices (MI) values that indicate mis-fits in the constructed model and then remove the indicators with the lowest MI values. Removing the indicators based on the suggested Modification Indices values will reduce the Chi-square value so that the model becomes fit.

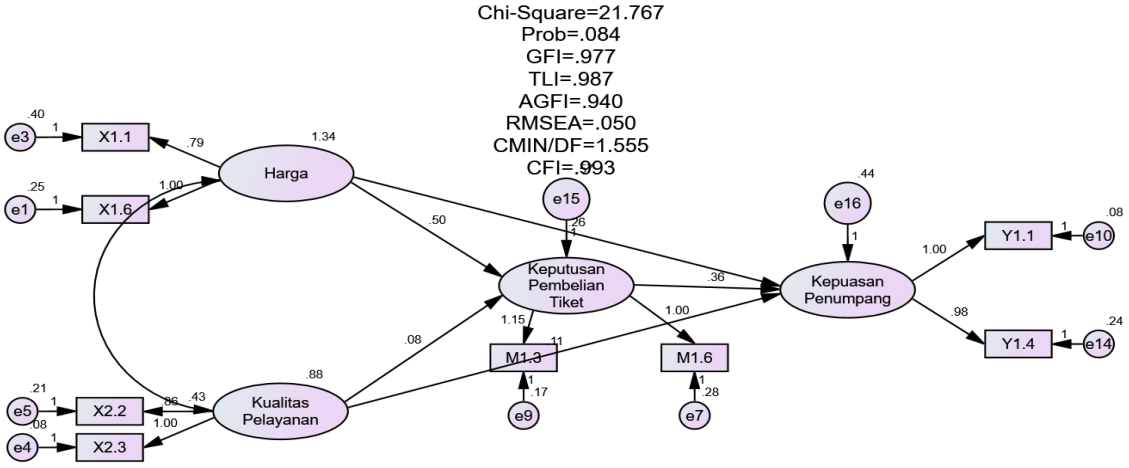

Fig. 11 Modified Path Analysis

After removing several indicators recommended by Modification Indices (see Figure 11), the Chi-square value decreased from 471.527 to 21.767, with P = 0.084 (P ≥ 0.50). A smaller Chi-square value indicates no significant difference between the predictive covariance matrix and the observation data. Then the GFI value also improved from 0.769 to 0.977. Likewise, the AGFI value has improved from 0.659 to 0.940. TLI value improved from 0.867 to 0.987. Meanwhile, the RMSEA value improved from 0.160 to 0.05 (≤ 0.08). The final results of the revised model can be seen in Table 25 below:

Table 25. The goodness of Fit Test Results of Modified Path Analysis

Criteria	Cut off Value (limit value)	Model Test Results	Conclusion
Chi-square (x^2)	Small value	21.767	Good fit
P	≥ 0.05	0.084	Good fit
CMIN/ DF	≤ 2	1.555	Good fit
GFI	≥ 0.90	0.977	Good fit
AGFI	≥ 0.90	0.940	Good fit
TLI	≥ 0.90	0.987	Good fit
CFI	≥ 0.90	0.993	Good fit
RMSEA	≤ 0.08	0.05	Good fit

E. Analysis of Research Hypotheses Test Results

Hypothesis testing is done by comparing the CR (critical ratio) value stated in the AMOS output table with the critical value or minimum t-statistic of 1.96. The following Table 26 shows the CR value of regression weights.

Table 26. Research Hypotheses Test Results

Hypothesis	Path	CR	P	Conclusion
H_1	Price → Ticket Purchase Decision	7.373	***	Data Support Hypothesis
H_2	Service Quality → Ticket Purchase Decision	1.066	.286	Data Does Not Support Hypothesis
H_3	Price → Passenger Satisfaction	4.916	***	Data Support Hypothesis
H_4	Service Quality → Passenger Satisfaction	1.794	.073	Data Does Not Support Hypothesis
H_5	Ticket Purchase Decision → Passenger Satisfaction	3.837	***	Data Support Hypothesis

Table 26 above shows that each CR value corresponds to the t-statistic, so a comparison between t-statistic and the critical point with a significance level of 5 percent is made to determine whether a hypothesis is accepted not. The critical point at 5

percent significance is 1.96. If the CR value is greater than the critical value with a significance level of $P \leq 0.05$, then the proposed hypothesis is accepted. Conversely, if the CR value is lower than its critical value at the significance level of $P \leq 0.05$, then the proposed hypothesis is rejected. Based on these criteria, it can be concluded that H1, H3, and H5 are accepted, while H2 and H4 are rejected. This is because the resulting P values for H1, H3, and H5 are less than 0.05, where the *** sign represents significance at $P < 0.01$ and the value of t-statistic (CR) > 1.96.

VI. CONCLUSION AND RECOMMENDATIONS

A. Conclusion

Based on the results and discussion of the research above, the following conclusions can be drawn:

1) Price has a significant effect on ticket purchase decision at Garuda Indonesia. The prices offered by Garuda Indonesia are cheaper than other airlines such as Thai Airways and Malaysia Airlines. With lower prices and direct flights from Denpasar-Narita, passengers are more inclined to buy Garuda Indonesia tickets.
2) Service quality has no significant effect on the ticket purchase decision. Service quality does not affect ticket purchase decision is mainly due to the early morning schedule of the Denpasar-Narita flight. On morning flights, passengers tend to spend more time sleeping while onboard, making service quality without affecting Garuda Indonesia passengers' perception.
3) Price affects passenger satisfaction because, with lower prices than other airlines such as Thai Airways and Malaysia Airlines, the Garuda Indonesia fly directly to Narita without transit and saves time and money.
4) Service quality does not affect passenger satisfaction due to the fact that the Garuda Indonesia flight from Denpasar to Narita is scheduled early in the morning. Hence, passengers prefer to sleep on board, and when they arrive at Narita, they can immediately continue their journeys.
5) Ticket purchase decision affects passenger satisfaction because passengers experience cost and time efficiencies due to the lower price and direct flight from Denpasar to Narita.

B. Recommendations

Based on the research results, some recommendations can be made as follows:

1) Garuda Indonesia should further increase competitive ticket prices through various media, not only through online platforms. Online ticket sales, such as in Traveloka and other social media such as Instagram, Facebook, and Twitter.
2) Garuda Indonesia should further increase the cabin crew's communication training in the mastery of foreign languages other than English to reduce language barriers in interacting with passengers.
3) Garuda Indonesia should more actively promote its advantage as a Skyteam member so that prospective passengers will find it easier to purchase tickets.
4) Garuda Indonesia should further improve service training to optimize services to passengers, such as Customer Satisfaction training.
5) Keep maintaining affordable prices while gradually improving service quality so that when prices do increase, they will be in direct proportion to the services provided by Garuda Indonesia.
6) After the Covid-19 pandemic is over, Garuda Indonesia must hold an event such as the GATF for faster recovery from the effects of the Covid-19 pandemic.

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