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## The Effect of Sales Promotion on Repurchase Intention Mediated by Service Quality, Promotion Attractiveness, and Consumer Satisfaction in Indonesian Airlines

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**Abstract:** This study aims to analyze the effect of sales promotions on repurchase intention mediated by service quality, promotional attractiveness, and customer satisfaction. This study employs a descriptive quantitative approach using a survey method. Data were analyzed using Structural Equation Modeling Partial Least Squares (SEM-PLS) with SmartPLS 4.0. The results indicate that customer satisfaction, promotional appeal, and sales promotion have significant effects on repurchase intention, while service quality does not show a significant effect on repurchase intention; 2) Promotional appeal has a significant effect on repurchase intention; 3) Service quality does not have a positive and significant effect on repurchase intention; 4) Sales promotions do not have a positive and significant effect on customer satisfaction; 5) Sales promotions significantly influence promotional appeal; 6) Sales promotions significantly influence service quality; 7) Sales promotions significantly influence repurchase intention; 8) Sales promotions do not significantly influence repurchase intention through service quality; 9) Sales promotions positively and significantly influence repurchase intention through promotional appeal; 10) Sales promotions significantly influence repurchase intention through customer satisfaction

**Keywords:** Repurchase Intention, Sales Promotion, Service Quality, Promotional Appeal, Customer Satisfaction

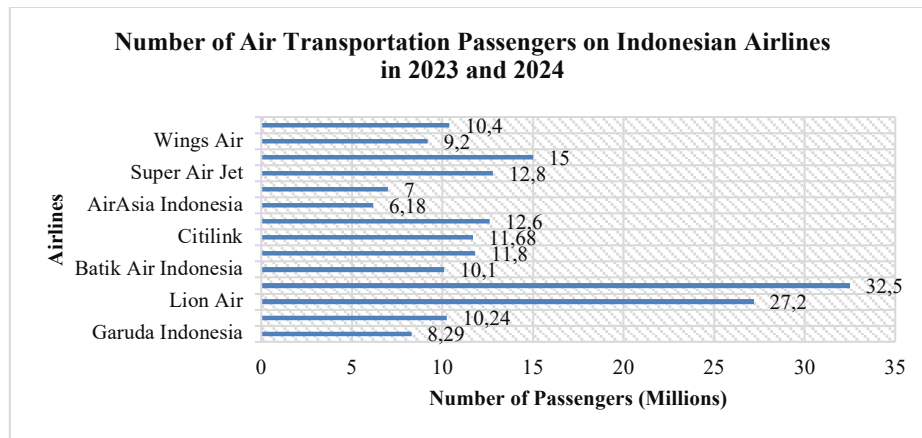
### INTRODUCTION

The increasingly competitive growth of the global and domestic aviation industry requires airlines to shift from simply winning single transactions to a sustainable customer retention strategy through increased repurchase intent (Ravishankar & Christopher, 2023).

The competitive landscape of the airline industry requires a shift from simply securing individual transactions to implementing sustainable customer retention strategies that increase repurchase intent. Research shows that service quality is an important factor influencing customer satisfaction and loyalty, with dimensions such as reliability and responsiveness significantly affecting brand image and repurchase intent (Ozali et al., 2025).

Although various airlines have invested significant resources in marketing schemes, passenger loyalty rates in Indonesia remain volatile due to high price sensitivity and the ease with which

consumers *switch brands*. Empirical evidence shows that marketing strategies do not always increase repurchase intention, particularly when service quality fails to meet expectations in increasing consumers' intention to repurchase, especially when service quality and flight experience do not fully meet passenger expectations (Hendiyana et al., 2022).



**Figure 1. Number of Air Transportation Passengers on Indonesian Airlines in 2023 and 2024**  
Source: (Mustajab, 2024)

Figure 1 in this document presents quantitative data on the number of air transportation passengers on Indonesian airlines for the period 2023 and 2024. This information serves as empirical evidence to illustrate the dynamics of the domestic aviation market, which forms the backdrop for this research. The data reveals fluctuations or growth trends in passenger volume across various airlines in Indonesia, which are strategically used to reinforce arguments regarding the urgency of customer retention and repurchase intent in this competitive industry. By presenting year-on-year comparisons, these figures provide a clear picture of the scale of the market managed by airlines, which is then linked to the effectiveness of marketing strategies such as sales promotions and the quality of service received by millions of passengers (Abdurochman & Tantra, 2023).

Therefore, this study aims to provide a new theoretical framework for academics and strategic guidance for aviation practitioners in Indonesia in prioritizing the most effective mediation channels to secure market share in the post-pandemic era.

Based on the above background, the following research question was formulated: Does sales promotion affect repurchase intention, either directly or indirectly through service quality, promotional appeal, and customer satisfaction?

**METHOD**

This study uses a descriptive quantitative approach with analysis based on Structural Equation Modeling (SEM) using SmartPLS. The research model involves independent variables of sales promotion, intervening variables of service quality, promotional appeal and consumer satisfaction, and dependent variables of repurchase intention. This design was chosen based on the need to test direct and indirect relationships between variables, as well as to evaluate the measurement model and structural model (Hennink, M. M., Hutter, I., & Bailey, 2020).

The research population includes all consumers who use Indonesian airlines. The sampling technique used is purposive sampling. This study uses primary and secondary data. Primary data was obtained through questionnaires distributed to respondents online. Meanwhile, secondary data was obtained from institutional documents, lecturer publication reports, and academic databases such as Scopus, SINTA, and Garuda (Vebrianto et al., 2020).

The research instrument was a structured questionnaire compiled based on indicators from each variable. All indicators were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Each indicator was measured using a five-point Likert scale ranging from strongly disagree to strongly agree. Data analysis was conducted using SEM-PLS with SmartPLS through the following stages: 1) Validity and reliability testing; 2) Outer model testing; 3) Inner model testing; 4) Interpretation of results.

## RESULTS AND DISCUSSION

### Repurchase Intention

Repurchase intention is a consumer's tendency or desire to repurchase the same product or use the same service from a company in the future after having had a previous consumption experience. This concept reflects consumers' evaluation of their experience using a product or service, in terms of functional and emotional benefits, as well as perceived value. Repurchase intention is not only influenced by consumer satisfaction alone, but also by trust, perceived quality, brand image, and comparisons with alternative products or services from competitors (Hamdan et al., 2023).

The indicators or dimensions contained in the repurchase intention variable include: 1) Desire to repurchase: Describes the extent to which consumers have the internal drive or intention to repurchase the same product or service in the future; 2) Commitment to using the same product/service: Indicates the level of consumers' willingness to remain loyal and not switch to other brands or service providers even though alternatives are available; 3) Preference for a particular brand/company: Reflects consumers' tendency to choose a particular brand or company over competitors; 4) Willingness to recommend to others: Indicates consumers' confidence in a product or service, making them willing to recommend it to family, friends, or colleagues; 5) Tolerance for price increases or minor shortcomings: Shows the level of consumer acceptance of price changes or minor shortcomings without reducing their intention to repurchase (Chauhan & Hudaya, 2020).

The variable of repurchase intention has been studied and is relevant to research conducted by: (Law et al., 2022), (Junikon & Ali, 2022).

### Sales Promotion

Sales promotion is one element of the marketing mix that focuses on providing short-term incentives to encourage consumers to make immediate purchases or increase the amount they purchase. Forms of sales promotion can include price discounts, coupons, direct rebates, cashback, gifts, product bundling, and certain loyalty programs (Nabila & Sulistyowati, 2020).

Indicators or dimensions found in sales promotion variables include: 1) Discounts or price reductions: Measuring the extent to which price reduction offers encourage consumers to make purchases; 2) Bonuses or gifts: Reflecting the effectiveness of additional incentives in increasing the attractiveness of purchases; 3) Cashback or loyalty point programs: Showing the indirect financial benefits consumers feel from promotional activities; 4) Promotion time limit: Describes the urgency of the promotion that encourages consumers to make immediate purchasing decisions; 5) Ease of obtaining promotions: Assesses the extent to which consumers find promotions easy to understand, access, and use without complicated procedures (Narpati et al., 2020).

Sales promotion variables have been researched and are relevant to studies conducted by: (Wirakanda & Pardosi, 2020), (Widayati et al., 2019).

### Service Quality

Service quality is the level of service excellence perceived by consumers as a result of comparing their expectations before receiving the service with their perception of the service performance they received. This concept emphasizes that service quality is subjective and highly dependent on consumer assessment. Service quality covers various aspects, such as reliability in providing services as promised, responsiveness in helping consumers, guarantees that reflect the competence and credibility of service providers, empathy for customer needs, and physical evidence that supports service delivery (Tang et al., 2024).

The indicators or dimensions contained in the service quality variable include: 1) Reliability: The ability of the company to provide services as promised consistently and accurately; 2) Responsiveness: The willingness and speed of employees in helping consumers and handling complaints or requests; 3) Assurance: The level of knowledge, courtesy, and professionalism of employees that fosters a sense of security and trust in consumers; 4) Empathy: The company's attention and concern for the needs and interests of individual customers; 5) Physical evidence: The appearance of facilities, equipment, technology, and the neatness of employees that support service quality (Bakti et al., 2020).

Service quality variables have been researched and are relevant to studies conducted by: (Yusdistara, 2021), (Athar et al., 2020).

### Promotional Appeal

Promotional appeal is the ability of a promotional activity to attract attention, generate interest, and influence consumer attitudes and behavior toward the products or services being offered.

Promotional appeal is not only related to the size of the incentive offered, but also includes the creativity of the message, its relevance to consumer needs, the clarity of the information, and the media used. Promotions with high appeal can create a positive impression and reinforce the perceived value of the product in the minds of consumers (Putri et al., 2021).

Indicators or dimensions contained in the promotional appeal variable include: 1) Creativity of promotional messages: Measures the extent to which promotional messages are presented in a unique, interesting, and engaging manner; 2) Clarity of promotional information: Indicates the level of consumer understanding of the content, terms, and benefits of the promotion; 3) Relevance of promotion to consumer needs: Reflects the suitability of the promotion to the preferences and needs of the target market; 4) Promotional media used: Assesses the effectiveness of promotional channels, such as social media, digital advertising, or conventional media; 5) Perceived value: Describes the extent to which the promotion is considered to provide tangible benefits to consumers (Setyobudi & Farida, 2021).

The variable of promotional appeal has been researched and is relevant to studies conducted by: (Oktaviani et al., 2023), (Basaruddin & Parhusip, 2023).

### Customer Satisfaction

Customer satisfaction is an emotional state that arises as a result of consumers evaluating their experience of using a product or service compared to their initial expectations. Satisfaction occurs when the performance of a product or service meets or exceeds consumer expectations, while dissatisfaction arises when the perceived performance falls below expectations. The concept of customer satisfaction is dynamic and can change with repeated consumption experiences and changes in consumer expectations (McCullough et al., 2020).

The indicators or dimensions contained in the consumer satisfaction variable include: 1) Expectation-reality gap: Measures the comparison between consumers' initial expectations and the performance of the product or service received; 2) Satisfaction with product/service quality: Assesses the level of consumer satisfaction with the function, benefits, and overall performance; 3) Satisfaction with service: Describes the consumer's experience in interacting with employees and the company's service system; 4) Satisfaction with price and value: Shows the consumer's perception of the fairness of the price compared to the benefits obtained; 5) Overall satisfaction: Is the consumer's general assessment of the total consumption experience (Candra et al., 2023).

Consumer satisfaction variables have been studied and are relevant to research conducted by: (Jaya Sakti et al., 2021), (Ohunakin & Olugbade, 2022), (Veta Lidya Delimah Pasaribu, 2023).

### Validity Test

#### *Discriminant Validity (Cross Loading)*

Discriminant validity is assessed using cross-loading, where each indicator should load higher on its respective construct than on others:

**Table 1. Cross-Loading Results of the Discriminant Validity Test**

Indicator	Customer Satisfaction	Deal Attractiveness	Quality Service	Repurchase Intention	Sales Promotion	Description
CS1	<b>0.735</b>	0.59	0.505	0.506	0.377	Valid
CS2	<b>0.764</b>	0.609	0.504	0.545	0.421	Valid
CS3	<b>0.767</b>	0.56	0.468	0.560	0.398	Valid
CS5	<b>0.723</b>	0.499	0.499	0.556	0.375	Valid
DA1	0.595	<b>0.784</b>	0.646	0.573	0.472	Valid
DA2	0.596	<b>0.753</b>	0.606	0.526	0.397	Valid
DA3	0.519	<b>0.737</b>	0.423	0.517	0.352	Valid
DA4	0.605	<b>0.798</b>	0.537	0.595	0.414	Valid
QS1	0.48	0.542	<b>0.783</b>	0.466	0.284	Valid
QS2	0.448	0.536	<b>0.763</b>	0.448	0.285	Valid
QS3	0.538	0.537	<b>0.723</b>	0.461	0.327	Valid
QS4	0.532	0.576	<b>0.763</b>	0.538	0.468	Valid
QS5	0.499	0.553	<b>0.768</b>	0.501	0.429	Valid
RI1	0.552	0.581	0.51	<b>0.746</b>	0.328	Valid
RI2	0.525	0.511	0.409	<b>0.709</b>	0.357	Valid
RI3	0.593	0.593	0.538	<b>0.778</b>	0.406	Valid
RI4	0.503	0.475	0.45	<b>0.713</b>	0.433	Valid
RI5	0.512	0.505	0.459	<b>0.762</b>	0.456	Valid

SP1	0.456	0.483	0.426	0.477	<b>0.862</b>	Valid
SP2	0.395	0.44	0.442	0.426	<b>0.798</b>	Valid
SP3	0.417	0.415	0.332	0.408	<b>0.714</b>	Valid
SP4	0.407	0.384	0.349	0.385	<b>0.844</b>	Valid
SP5	0.445	0.428	0.393	0.442	<b>0.814</b>	Valid

Based on Table 1 above, the *loading factor* value obtained for *Customer Satisfaction* (CS1) is 0.735, which is greater than the *loading factor* values of other constructs, namely Deal Attractiveness (0.590), Quality Service (0.505), Repurchase Intention (0.506), and Sales Promotion (0.377). Based on the results of the discriminant validity test in Table 1 above, it can be seen that all latent variables have good discriminant validity. It can be concluded that the discriminant validity test has been fulfilled and can be declared valid.

**Convergent Validity (Outer Loading)**

**Table 2. Outer Loading**

Instrument	Customer Satisfaction	Deal Attractiveness	Quality Service	Repurchase Intention	Sales Promotion	Description
CS1	0.735					Valid
CS2	0.764					Valid
CS3	0.767					Valid
CS5	0.723					Valid
DA1		0.784				Valid
DA2		0.753				Valid
DA3		0.737				Valid
DA4		0.798				Valid
QS1			0.783			Valid
QS2			0.763			Valid
QS3			0.723			Valid
QS4			0.763			Valid
QS5			0.768			Valid
RI1				0.746		Valid
RI2				0.709		Valid
RI3				0.778		Valid
RI4				0.713		Valid
RI5				0.762		Valid
SP1					0.862	Valid
SP2					0.798	Valid
SP3					0.714	Valid
SP4					0.844	Valid
SP5					0.814	Valid

Based on Table 2 above, it is known that the overall value of each variable indicator obtained > 0.5. Therefore, all variables passed the outer loading results.

**Average Variance Extracted Analysis (AVE)**

Latent variables can explain on average more than half of the variance of their indicators:

**Table 3. AVE Value**

Variable	Average Variance Extracted (AVE)	Description
Customer Satisfaction	0.559	Valid
Deal Attractiveness	0.590	Valid
Quality Service	0.578	Valid
Repurchase Intention	0.551	Valid
Sales Promotion	0.653	Valid

Based on Table 3 above, the AVE values obtained from the variables of customer satisfaction (0.559), deal- -attractiveness (0.590), quality service (0.578), repurchase intention (0.551), and sales promotion (0.653) are as follows. This indicates that all variables in this study obtained values greater

than (>) 0.5, meaning that each variable has good discriminant validity.

**Reliability Test**

**Composite Reliability Test**

This reliability test is intended to measure how relevant and consistent a respondent is in answering or filling out a questionnaire, in relation to the questionnaire provided:

**Table 4. Composite Reliability Analysis**

Variable	Composite Reliability (rho c)	Description
Customer Satisfaction	0.835	Reliable
Deal Attractiveness	0.852	Reliable
Quality Service	0.872	Reliable
Repurchase Intention	0.860	Reliable
Sales Promotion	0.904	Reliable

Based on the test results in Table 4 above, the *composite reliability* value of the *customer satisfaction* variable is 0.835, the *composite reliability* value of *deal attractiveness* is 0.852, the *composite reliability* value of service quality is 0.872, and the *composite reliability* value of *repurchase intention* is 0.860 and the value of *sales promotion* is 0.904. This indicates that the values of the five variables are greater than 0.7, meaning that all variables are reliable.

**Cronbach's Alpha Test**

The reliability test with *composite reliability* can be reinforced with *Cronbach's alpha*. The criteria for assessing variables are that if the *Cronbach's alpha* value for each variable is > 0.7, then it can be declared reliable.

**Table 5. Cronbach's Alpha Analysis**

Variable	Cronbach's Alpha	Description
Customer Satisfaction	0.737	Reliable
Deal Attractiveness	0.769	Reliable
Quality Service	0.818	Reliable
Repurchase Intention	0.796	Reliable
Sales Promotion	0.866	Reliable

Based on the test results in Table 5 above, the *Cronbach's alpha* value for *customer satisfaction* was 0.737, the *Cronbach's alpha* value for *deal attractiveness* was 0.769, the *Cronbach's alpha* value for service quality was 0.818, the *Cronbach's alpha* value for repurchase intention was 0.796, and the *Cronbach's alpha* value for sales promotion was 0.866. This indicates that all variables are greater than 0.7, so all variables are declared reliable.

**Structural Model Analysis (Inner Model)**

This structural model testing aims to examine the relationship or influence between constructs, significant values, and R Square. In this structural model analysis, the objective is to determine the magnitude of the influence or relationship between independent and dependent variables. The measurement standards used are 0.67 for a strong influence, 0.33 for a moderate influence, and 0.19 for a weak influence. The following are the R-Square results from SmartPLS 4.0:

**R-Square Test**

**Table 6. Structural Model Analysis (R-Square)**

Variable	R-Square	Adjusted R-Square
Customer Satisfaction	0.277	0.274
Deal Attractiveness	0.286	0.284
Quality Service	0.234	0.231
Repurchase Intention	0.618	0.613

Based on the *R-square* data in Table 6 above, it is known that the *Adjusted R-Square* value of the customer satisfaction variable is 0.274 (27.4%), which falls within the weak influence measurement

standard. Then, the *Adjusted R-Square* value of the *deal attractiveness* variable is 0.284 (28.4%), which also falls within the weak influence measurement standard. The *adjusted R-square* value for the *quality of service* variable is 0.231 (23.1%), which falls within the weak influence measurement standard. The *adjusted R-square* value for the *repurchase intention* variable is 0.631 (63.1%), which falls within the strong influence measurement standard.

**F-Square Test**

**Table 7. Effect Size Test Results (F2)**

Variable	Customer Satisfaction	Deal Attractiveness	Service Quality	Repurchase Intention	Sales Promotion
Customer Satisfaction				0.124	
Deal Attractiveness				0.072	
Quality Service				0.023	
Repurchase Intention					
Sales Promotion	0.382	0.401	0.305	0.028	

Based on the data in Table 7, the *Effect Size* (f-square) test results show that the Sales Promotion variable has a large (strong) effect on *Customer Satisfaction* (0.382) and *Deal Attractiveness* (0.401), as well as a moderate effect on *Quality Service* (0.305). On the other hand, all predictor variables for Repurchase Intention show a small (weak) influence category, with the highest value given by *Customer Satisfaction* (0.124), followed by *Deal Attractiveness* (0.072), *Sales Promotion* (0.028), and the weakest influence coming from *Quality Service* (0.023). Overall, these findings indicate that sales promotions are very effective in shaping satisfaction and deal attractiveness, but these variables only provide a minimal additional contribution in explaining the variance in repurchase intention directly.

**Model Fit Test**

**Model Fit Test Results**

**Table 8. Model Fit Test Results**

Parameters	Saturated model	Estimated model
SRMR	0.067	0.147
d ULS	1.235	5.926
d G	0.414	0.668
Chi-square	727.171	990.667
NFI	0.792	0.717

The Model Fit test results in Table 8 show that this research model has a good level of fit, especially when viewed from the SRMR (Standardized Root Mean Square Residual) value in the saturated model of 0.067. Because the SRMR value is below the threshold of 0.08, this indicates that the model has an adequate fit with the empirical data in the field. Although the NFI (Normed Fit Index) value of 0.792 is still below the ideal criterion of 0.90, this value is close enough and is often considered acceptable in complex studies, given that the SRMR parameter has met the main requirement for model fit validity.

**Q2 Test Results**

**Table 9. Q-Square Test Results**

Variable	Q <sup>2</sup> predict
Customer Satisfaction	0.262
Deal Attractiveness	0.272
Quality Service	0.218
Repurchase Intention	0.272

Based on the Q-Square test results in Table 9, it was found that this model has excellent predictive capacity because all endogenous variables have Q-Square values greater than zero. Specifically, the Q-Square value for *Customer Satisfaction* is 0.262, *Deal Attractiveness* is 0.272, *Quality Service* is 0.218, and *Repurchase Intention* is 0.272. Referring to the criteria for evaluating predictive models, values in the range of 0.15 to 0.35 indicate that the model has medium predictive relevance. Thus, this research

model is proven to be accurate and relevant in predicting the endogenous variables studied.

**Hypothesis Test Results (Significance Test)**

Hypothesis testing using output path coefficients and indirect effects:

**Table 10. Hypothesis Test Results (Path Coefficients) Direct and Indirect Effects**

Path Coefficients	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Customer Satisfaction - > Repurchase Intention	0.348	0.349	0.093	3.754	0.000
Deal Attractiveness -> Repurchase Intention	0.289	0.289	0.094	3.09	0.002
Quality Service -> Repurchase Intention	0.140	0.143	0.078	1.797	0.072
Sales Promotion -> Customer Satisfaction	0.526	0.53	0.06	8.80	0.00
Sales Promotion -> Deal Attractiveness	0.535	0.537	0.059	9.07	0.00
Sales Promotion -> Quality Service	0.484	0.489	0.062	7.81	0.00
Sales Promotion -> Repurchase Intention	0.127	0.125	0.058	2.185	0.029
Sales Promotion -> Quality Service -> Repurchase Intention	0.068	0.069	0.039	1.72	0.084
Sales Promotion -> Deal Attractiveness -> Repurchase Intention	0.155	0.154	0.052	2.996	0.003
Sales Promotion -> Customer Satisfaction -> Repurchase Intention	0.183	0.186	0.056	3.257	0.001

The purpose of this bootstrapping test is to minimize abnormalities in the research data. The following are the results of the bootstrapping test:

**The Effect of Consumer Satisfaction on Repurchase Intention**

The results of the first hypothesis test show the effect of customer satisfaction on repurchase intention, as seen in Table 10. The hypothesis test analysis results obtained a path coefficient value (O) of 0.348 with a T statistic value of 3.754 and a P value of 0.000. The T Statistic value is greater (>) than the t table value (1.970) and the P Value is less than (<) 0.05, meaning that it is influential and significant.

Therefore, customer satisfaction has a significant effect on the repurchase intention of airline customers in Indonesia (**H1 Accepted**).

**The Effect of Promotional Appeal on Repurchase Intention**

The results of the second hypothesis test show the effect of promotional appeal on repurchase intention, as seen in Table 10. The hypothesis test analysis results obtained a path coefficient value (O) of 0.289 with a T statistic value of 3.094 and a P value of 0.002. The T-statistic value is greater than (>) the t-table value (1.970) and the P-value is less than (<) 0.05, meaning that the effect is significant.

Therefore, promotional appeal has a significant effect on the repurchase intention of airline consumers in Indonesia (**H2 Accepted**).

**The Effect of Service Quality on Repurchase Intention**

The results of the third hypothesis test show the effect of service quality on repurchase intention, as seen in Table 10. The hypothesis test analysis results obtained a path coefficient value (O) of 0.140 with a T statistic value of 1.797 and a P value of 0.072. The T-statistic value is smaller (<) than the t-table value (1.970) and the P-value is greater (>) than 0.05, meaning that it has no effect and is not significant.

Therefore, promotional appeal has no effect and is not significant on the repurchase intention of airline consumers in Indonesia (**H3 Rejected**).

### **The Effect of Sales Promotions on Consumer Satisfaction**

The results of the fourth hypothesis test show the effect of sales promotion on consumer satisfaction, as seen in Table 10. The hypothesis test analysis results obtained a path coefficient value (O) of 0.289 with a *T statistic* value of 8.808 and a P-value of 0.000. The T Statistic value is greater (>) than the t table value (1.970) and the P Values are less than (<) 0.05, meaning that it is influential and significant.

Therefore, sales promotion has a significant effect on the satisfaction of airline consumers in Indonesia (**H4 Accepted**).

### **The Effect of Sales Promotion on Promotional Appeal**

The results of the fifth hypothesis test show the effect of sales promotions on promotional appeal, as seen in Table 10. The hypothesis test analysis results obtained a path coefficient value (O) of 0.535 with a *T statistic* value of 9.070 and a P value of 0.000. The T-statistic value is greater than (>) the t-table value (1.970) and the P-value is less than (<) 0.05, meaning that the effect is significant.

Therefore, sales promotions have a significant effect on the attractiveness of promotions for airline consumers in Indonesia (**H5 Accepted**).

### **The Effect of Sales Promotion on Service Quality**

The results of the sixth hypothesis test show the effect of sales promotion on service quality, as seen in Table 10. The hypothesis test analysis results obtained a path coefficient value (O) of 0.484 with a *T statistic* value of 7.814 and a P-value of 0.000. The T Statistic value is greater (>) than the t table value (1.970) and the P Values are less than (<) 0.05, meaning that it is influential and significant.

Therefore, sales promotions have a significant effect on service quality in Indonesian airlines (**H6 Accepted**).

### **The Effect of Sales Promotion on Repurchase Intention**

The results of the seventh hypothesis test show the effect of sales promotion on repurchase intention, as seen in Table 10. The hypothesis test analysis results obtained a path coefficient value (O) of 0.127 with a *T statistic* value of 2.185 and a P value of 0.029. The T Statistic value is greater (>) than the t table value (1.970) and the P Values value is less than (<) 0.05, meaning that it is influential and significant.

Therefore, sales promotions have a significant effect on the repurchase intention of Indonesian airline consumers (**H7 Accepted**).

### **The Effect of Sales Promotion on Repurchase Intention through Service Quality**

The results of the eighth hypothesis test show the effect of sales promotions on repurchase intention through service quality, as seen in Table 10. The hypothesis test analysis results obtained a path coefficient value (O) of 0.068 with a *T statistic* value of 1.728 and a P value of 0.084. The T-statistic value is smaller (<) than the t-table value (1.970) and the P-value is greater (>) than 0.05, meaning that it has no effect and is not significant.

Therefore, sales promotions do not have a positive and significant effect on repurchase intention through service quality among Indonesian airline consumers (**H8 Rejected**).

### **The Effect of Sales Promotion on Repurchase Intention through Promotional Appeal**

The results of the ninth hypothesis test show the effect of sales promotions on repurchase intention through promotional appeal, as seen in Table 10. The hypothesis test analysis results obtained a path coefficient value (O) of 0.155 with a *T statistic* value of 2.996 and a P value of 0.003. The T-statistic value is greater than (>) the t-table value (1.970) and the P-value is less than (<) 0.05, meaning that the effect is significant.

Therefore, sales promotions have a positive and significant effect on repurchase intention through the appeal of Indonesian airline promotions (**H9 Accepted**).

### **The Effect of Sales Promotion on Repurchase Intention through Consumer Satisfaction**

The results of the tenth hypothesis test show the effect of sales promotions on repurchase intention through customer satisfaction, as seen in Table 10. The hypothesis test analysis results obtained a path coefficient value (O) of 0.183 with a *T statistic* value of 3.257 and a P value of 0.001. The T-statistic value is greater than (>) the t-table value (1.970) and the P-value is less than (<) 0.05,

meaning that the effect is significant.

Therefore, sales promotions have a positive and significant effect on repurchase intention through customer satisfaction in Indonesian aviation (**H10 Accepted**).

## Discussion

Based on the results and research hypotheses obtained, the discussion in this study is as follows: The Effect of Customer Satisfaction on Repurchase Intention Based on the research question, data analysis, and the results of the data testing above, it is known that customer satisfaction affects the repurchase intention of Indonesian airline consumers.

Customer satisfaction enhances repurchase intention when airlines align service performance with customer expectations, maintain service quality, and ensure positive service interactions with reality: (1) Airlines must ensure that service promises such as on-time performance (OTP) are in line with passengers' actual experiences in the field; 2) Satisfaction with product/service quality: Maintain fleet standards, cabin cleanliness, and seat comfort as key physical attributes directly experienced by consumers; 3) Satisfaction with service: Optimizing staff interactions, from the ease of the check-in process to the friendliness of the cabin crew in handling passenger needs during the flight; 4) Satisfaction with price and value: Providing competitive prices supported by attractive promotions, given that test results show that sales promotions have a significant effect on shaping consumer value perceptions; 5) Overall satisfaction: Creating a seamless journey ecosystem from ticket booking to baggage claim to build a holistic positive impression.

If airlines or air transportation modes are able to consistently implement all five aspects of customer satisfaction, it will have a positive impact on consumers' intention to repurchase, which includes: 1) Desire to repurchase: Consumers will consciously include the airline in their list of top choices when planning their next trip; 2) Commitment to using the same product/service: Loyalty arises, making consumers reluctant to switch to other airlines even if there are offers from competitors; 3) Preference for the brand/company: The airline will be top-of-mind for consumers, surpassing other brands in the same service class category; 4) Willingness to recommend to others: Consumers will act as voluntary promoters who recommend the service to relatives or colleagues; 5) Tolerance for price increases or minor shortcomings: Satisfied consumers tend to be more forgiving of minor shortcomings, such as short delays or schedule changes, because they already have a strong basic trust in the brand.

The results of this study are in line with previous research conducted by (Tajudinnur et al., 2022), which states that there is a relationship between customer satisfaction and repurchase intention.

### *The Effect of Promotional Appeal on Repurchase Intention*

Based on the problem formulation, data analysis, and the results of the data testing above, it is known that promotional appeal has an effect on repurchase intention among airline consumers in Indonesia.

To increase consumer repurchase intent through promotional appeal, airlines or air transportation modes must do the following: 1) Creative promotional messages: Given the powerful influence of promotions on the appeal of deals, promotional messages must be designed to be unique and innovative in order to stand out amid fierce competition in the aviation industry. 2) Clarity of promotional information: Transparency regarding discount mechanisms or additional benefits is crucial to avoid consumer doubts, thereby maintaining the effectiveness of promotions; 3) Relevance of promotions to consumer needs: Offers must be tailored to passengers' travel patterns or favorite destinations to ensure that the predictive model's relevance remains strong; 4) Promotional media used: Utilizing the right digital channels will expand the reach of information, ensuring that the benefits of the promotion are conveyed to the relevant market segments; 5) Perceived benefits ( ): Consumers must feel that they are getting real benefits (such as cost efficiency or improved service) for the promotion to have a positive psychological impact.

If airlines or air transportation modes are able to consistently apply all five aspects of promotional appeal, it will have a positive impact on consumers' repurchase intentions, which include: 1) Desire to repurchase: Strong promotional appeal directly encourages future transactional intentions because the model has been proven to have medium-level predictive relevance; 2) Commitment to using the same product/service: The creation of a sustainable relationship between consumers and airlines, which minimizes the possibility of consumers switching to competitors; 3) Preference for brands/companies: Airlines will be the priority choice for consumers over other airlines when they plan their next air travel; 4) Willingness to recommend to others: Consumers who feel benefited by promotions are likely to voluntarily recommend the service to relatives or colleagues; 5) Tolerance for price increases or minor

shortcomings: Positive relationships built through promotions create "trust savings" so that consumers are more tolerant of minor operational constraints or future fare adjustments.

The results of this study are in line with previous research conducted by (Oktaviani et al., 2023), which states that there is a relationship between promotional appeal and repurchase intention.

### ***The Effect of Service Quality on Repurchase Intention***

Based on the problem formulation, data analysis, and the results of the data testing above, it is known that service quality does not have a positive and significant effect on the repurchase intention of airline consumers in Indonesia.

To increase consumer repurchase intention through service quality, airlines or air transportation modes do not need to pay attention to: 1) Reliability: Punctuality and safety are mandatory standards in aviation; when airlines fulfill these standards, consumers consider it normal, but if they fail, consumers will be disappointed; 2) Responsiveness: The speed of the crew in assisting passengers is standardized through Standard Operating Procedures (SOPs), making it difficult to be a strong differentiator to attract consumers back; 3) Assurance: The safety and competence of pilots/crew are absolute requirements of aviation regulations, so this factor is no longer a unique competitive attraction in the eyes of Indonesian consumers; 4) Empathy: In certain aviation business models (such as Low-Cost Carriers), consumers prioritize price and promotions over personal attention from staff; 5) Physical evidence: Cabin facilities or staff uniforms tend to be similar between airlines in the same class, so they do not have a strong differentiating effect on repeat purchase decisions.

If airlines or air transportation modes do not consistently implement these five aspects of service quality, it will not have an impact on consumers' repurchase intentions, which include: 1) Desire to repurchase: Consumers will still choose airlines based on more attractive promotions rather than slightly better service quality; 2) Commitment to using the same product/service: No strong emotional bond is formed because service quality is considered a given; 3) Preference for a brand/company: Consumers tend to be pragmatic and easily switch to other airlines that offer cheaper prices or bigger promotions; 4) Willingness to recommend to others: Standard service quality is not strong enough to motivate consumers to give positive recommendations to others; 5) Tolerance for price increases or minor shortcomings: Due to the lack of significant influence, consumers tend to be intolerant of price increases even if service is improved, because the value they seek is more transactional (price/promotion).

The results of this study are in line with previous research conducted by (Lestari & Novitaningtyas, 2021), which states that there is no influence between service quality and repurchase intention.

### ***The Effect of Sales Promotions on Consumer Satisfaction***

Based on the problem formulation, data analysis, and the results of the data testing above, it is known that sales promotions affect consumer satisfaction with flights in Indonesia.

To increase customer satisfaction through sales promotions, airlines or air transportation modes must do the following: 1) Discounts or price reductions: Provide competitive direct price reductions to reduce the cost burden on consumers, which psychologically increases the perception of profit from the outset of the purchase; 2) Bonuses or gifts: Including added value such as airport meal coupons or extra free baggage allowance that exceeds basic service standards; 3) Cashback or loyalty point programs: Implementing a redeemable reward system, creating a sense of appreciation for every transaction made by consumers; 4) Promotion time limits: Using a clear scarcity strategy to give an impression of exclusivity, so that consumers feel satisfied when they manage to get these limited offers; 5) Ease of obtaining promotions ( ): Ensuring that promo codes or discount claims can be easily accessed through apps or websites without complicated technical obstacles.

If airlines or air transportation operators are able to consistently implement these five aspects of sales promotion, it will have a positive impact on consumer satisfaction, including: 1) Expectations matching reality: Honest and transparent promotions ensure that what is promised in advertisements is in line with the experience received by passengers; 2) Satisfaction with product/service quality: Passengers tend to give higher quality ratings to the physical facilities of the aircraft when they feel they are getting a favorable price through promotions; 3) Satisfaction with service: Smooth promotions reflect the professionalism of airline management, which contributes to a positive perception of overall service quality; 4) Satisfaction with price and value: This is the most significant impact, where consumers feel that the value they get far exceeds the costs they incur thanks to promotions; 5) Overall satisfaction: The accumulation of positive emotions during the promotional process until the end of the trip creates holistic satisfaction.

The results of this study are in line with previous research conducted by (Hapsari & Astuti, 2022), which states that there is an influence between sales promotions and consumer satisfaction.

### ***The Effect of Sales Promotions on the Attractiveness of Promotions***

Based on the research question, data analysis, and the results of the data testing above, it is known that sales promotions influence the attractiveness of promotions for flights in Indonesia.

To increase the appeal of promotions through sales promotions, airlines or air transportation modes must do the following: 1) Discounts or price reductions: Provide direct price reductions to create the perception of instant savings, which has proven to be very effective in attracting transactional interest; 2) Bonuses or gifts: Offer added value such as free meals or extra baggage allowance to enrich service packages without always having to cut core ticket prices; 3) Cashback or loyalty point programs: Integrate an accumulative reward system so that consumers feel that every purchase has investment value for their next flight; 4) Promotion time limits: Implementing limited time offers to create a sense of urgency, encouraging consumers to make immediate decisions before missing out on opportunities; 5) Ease of obtaining promotions: Simplifying the promotion claim process through mobile applications or official websites so that there are no technical barriers that reduce consumer enthusiasm.

If airlines or air transportation modes are able to consistently implement all five aspects of sales promotion, it will have a positive impact on consumer appeal, including: 1) Creativity of promotional messages: Promotions that are packaged with creative visuals and narratives will be more memorable (top-of-mind), strengthening brand identity amid competition; 2) Clarity of promotional information: Transparency regarding terms and conditions will build consumer trust, making them feel safe and comfortable when transacting; 3) Relevance of promotions to consumer needs: Offers tailored to the holiday season or popular routes will be considered more valuable by the right target market; 4) Promotional media used: Distribution of promotions through relevant channels (such as social media or OTAs) ensures that information reaches consumers at the right time; 5) Perceived value: Consumers will feel that they are getting the best deal, which is collectively validated by an SRMR model value of 0.067, indicating the alignment between promotional expectations and the market model.

The results of this study are in line with previous research conducted by (Fahmi, 2023), which states that there is an influence between sales promotion and promotional appeal.

### ***The Effect of Sales Promotion on Service Quality***

Based on the problem formulation, data analysis, and test results above, it is known that sales promotion affects service quality in Indonesian aviation.

To improve service quality through sales promotion, airlines or air transportation modes must do the following: 1) Discounts or price reductions: Offer special prices while maintaining service standards, so that consumers feel they are getting premium quality at a lower cost; 2) Bonuses or gifts: Include additional services such as lounge access or extra baggage as part of the promotional package to increase the physical value of the service; 3) Cashback or loyalty point programs: Utilizing a point system integrated with after-sales services to create a sustainable service cycle; 4) Promotion time limits: Managing promotion periods professionally to avoid excessive passenger accumulation (overcapacity) that can reduce service comfort; 5) Ease of obtaining promotions: Simplifying the promo claim process through a responsive digital platform, which indirectly reflects the sophistication of the airline's technology.

If airlines or air transportation operators are able to consistently implement these five aspects of sales promotion, it will have a positive impact on service quality, including: 1) Reliability: The success of the system in processing promotions without technical obstacles proves the airline's operational reliability in the eyes of consumers; 2) Responsiveness: The readiness of staff to help consumers understand or use promotional codes demonstrates a high level of concern; 3) Assurance: Valid and honest promotions (without hidden costs) instill a sense of security and trust in the professionalism of the crew and airline management; 4) Empathy: Promotional programs designed according to consumer travel profiles (family or business promotions) give the impression that the airline understands their personal needs; 5) Physical evidence: Modern promotional media displays and the integration of promotions into physical facilities (special promotional check-in kiosks) visually reinforce the airline's image of quality.

The results of this study are in line with previous research conducted by (Najib & Nindiati, 2023), which states that there is an influence between sales promotions and service quality.

### ***The Influence of Sales Promotions on Repurchase Intentions***

Based on the problem formulation, analysis data, and test results above, it is known that sales promotions affect consumers' intention to repurchase airline tickets in Indonesia.

To increase consumer repurchase intent through sales promotions, airlines or air transportation modes should do the following: 1) Discounts or price reductions: Provide competitive direct financial incentives, especially on high-yield routes, to trigger quick purchasing decisions from price-sensitive consumers; 2) Bonuses or gifts: Offering non-monetary added value, such as free access to airport facilities or travel insurance, to increase the perception of benefits without damaging the market price structure; 3) Cashback or loyalty point programs: Establishing a savings mechanism, where each transaction provides a return value, encouraging consumers to return to the same airline in order to cash in on these benefits; 4) Promotion time limits: Strategically managing the offer period (flash sale) to create urgency that compels consumers to immediately rebook before the promotion ends; 5) Ease of obtaining promotions: Simplify the process of using promo codes in mobile applications, ensuring that the process of obtaining discounts does not become a technical barrier that actually cancels out the intention to purchase.

If airlines or air transportation modes are able to consistently implement all five aspects of sales promotion, it will have a positive impact on consumers' intention to repurchase, which includes: 1) Desire to repurchase: Consumers will place your airline as their first choice when planning their next air travel because of positive memories of previous promotional benefits; 2) Commitment to using the same product/service: Behavioral loyalty is formed where consumers feel they would lose out if they switched to another airline because they would lose their accumulated points or special discounts; 3) Preference for the brand/company: The airline's image will be strengthened as a service provider that offers the best value for money, making it more preferable than competitors in the same class; 4) Willingness to recommend to others: Consumers who feel benefited by promotions tend to become voluntary marketing agents who share the promotional information with family and colleagues; 5) Tolerance for price increases or minor shortcomings: Relationships established through consistent promotions make consumers more forgiving of minor operational constraints (short delays) or seasonal price increases.

The results of this study are in line with previous research conducted by (Peburiyanti & Sabran, 2022), which states that there is an influence between sales promotions and consumers' intention to repurchase.

### ***The Effect of Sales Promotion on Repurchase Intention through Service Quality***

Based on the problem formulation, data analysis, and test results above, it is known that sales promotions do not have a positive and significant effect on consumers' repurchase intention through service quality in Indonesian airlines.

To increase consumer repurchase intention through sales promotion and service quality, airlines or air transportation modes should not implement: 1) Discounts or price reductions: Consumers may enjoy low prices, but they do not associate these discounts with the quality of service that makes them loyal; 2) Bonuses or gifts: Additional gifts are considered "momentary bonuses" that do not change long-term perceptions of airline service excellence; 3) Cashback or loyalty point programs: Even if points are offered, if service quality is not considered an important factor for return, the points will not be strong enough to retain consumers; 4) Promotion time limits: Time pressure only creates impulsive purchases, not loyalty based on service quality; 5) Ease of obtaining promotions: Ease of access to promotional technology is considered a technical standard, not a service advantage that drives the intention to repurchase; 6) Reliability: Punctuality is considered an obligation; fulfilling it does not impress consumers, but violating it will disappoint them; 7) Responsiveness: The speed with which staff provide assistance is considered a standard procedure that does not provide strong emotional added value for repeat purchases; 8) Assurance: Pilot safety and competency certifications are regulatory requirements, so they are no longer a significant competitive differentiator; 9) Empathy: Personal attention from staff is often overlooked by consumers who prioritize cost efficiency and schedule accuracy; 10) Physical evidence: A clean aircraft interior is an industry standard; this is not a strong enough incentive for repeat purchases if there are other airlines offering lower prices.

If airlines or other modes of air transportation do not consistently implement certain aspects of sales promotion and service quality, it will not have an impact on consumers' intention to repurchase, which includes: 1) Desire to repurchase: Consumers will continue to look for other airlines based on the cheapest price comparison on travel apps, rather than based on the quality of the last service; 2) Commitment to using the same product/service: There is no psychological bond; consumers feel free to

switch airlines at any time without feeling that they are losing out on meaningful service quality; 3) Preference for a brand/company: The airline is not an emotional first choice; preference only occurs if there is a price promotion that is greater than that of competitors; 4) Willingness to recommend to others: Since there is no service experience that is considered exceptional (only standard), consumers do not feel the need to promote the airline to others; 5) Tolerance for price increases or minor shortcomings: Since the purchase intention is not based on service quality, consumers will be very intolerant of even slight price increases or delays, as there is no "loyalty savings" built up.

The results of this study are in line with previous research conducted by (Hardiana & Kayadoe, 2022), which states that there is no influence between sales promotions and consumers' repurchase intention through service quality.

### ***The Effect of Sales Promotions on Repurchase Intentions through Promotional Appeal***

Based on the problem formulation, data analysis, and test results above, it is known that sales promotions have a positive and significant effect on consumers' repurchase intention through the attractiveness of promotions on flights in Indonesia.

To increase consumer repurchase intent through sales promotions and promotional appeal, airlines or air transportation modes must implement: 1) Discounts or price reductions: The main instrument to attract price-sensitive consumers to make immediate transactions; 2) Bonuses or gifts: Providing added value (free lounge access) that makes the offer feel more exclusive and profitable; 3) Cashback or loyalty point programs: Creating a positive dependency cycle; consumers return to purchase in order to accumulate or use stored benefits; 4) Promotion time limits: Creating a sense of urgency (scarcity) that encourages quick decision-making before the opportunity is lost; 5) Ease of obtaining promotions: A simple claim process through the application improves user experience and initial satisfaction; 6) Promotional message creativity: Unique promotional designs and narratives ensure the airline's message stands out amid competitor advertising noise; 7) Clarity of promotional information: Transparency of rules (terms and conditions) builds trust; consumers do not feel trapped by hidden costs; 8) Relevance of promotions to consumer needs: Tailoring offers to holiday seasons or popular business routes for greater accuracy; 9) Promotional media used: Optimizing social media and OTAs (Online Travel Agents) to reach audiences at the right time; 10) Perceived value: Consumers must feel that the functional and emotional benefits they receive far outweigh the costs incurred.

If airlines or air transportation modes consistently implement certain aspects of sales promotions and promotional appeal, this will have an impact on consumers' intention to repurchase, which includes: 1) Desire to repurchase: A history of benefits from previous promotions creates a strong incentive to repeat transactions with the same airline; 2) Commitment to using the same product/service: Consumers tend to be loyal because they feel they will lose out if they miss out on the benefits (such as points or member status) offered by ongoing promotions; 3) Preference for the brand/company: The airline will be the top-of-mind choice because of its reputation as the provider of the best deals; 4) Willingness to recommend to others: Satisfaction with the benefits obtained triggers credible word-of-mouth marketing to others; 5) Tolerance for price increases or minor shortcomings: The strong relationship built through the appeal of promotions creates an emotional barrier, making consumers more understanding of minor operational disruptions or occasional fare increases.

The results of this study are in line with previous research conducted by (Wardani, 2022), which states that there is an influence between sales promotions and consumers' repurchase intentions through the attractiveness of promotions.

### ***The Effect of Sales Promotion on Repurchase Intention through Consumer Satisfaction***

Based on the problem formulation, data analysis, and test results above, it is known that sales promotions have a positive and significant effect on consumers' repurchase intention through consumer satisfaction on flights in Indonesia.

To increase consumer repurchase intention through sales promotions and consumer satisfaction, airlines or air transportation modes must implement: 1) Discounts or price reductions: Provide direct financial benefits that instantly increase consumers' perception of value for money; 2) Bonuses or gifts: Offer added value (extra baggage) that exceeds passengers' basic expectations, thereby triggering a sense of pleasure; 3) Cashback or loyalty point programs: Creating incentives for consumers to feel economically valued in every transaction; 4) Promotion time limits: Managing expectations through clear promotion periods, so that consumers feel satisfied when they successfully obtain limited offers; 5) Ease of obtaining promotions: Ensuring a seamless promo claim process in the application, which contributes to overall ease of service; 6) Alignment of expectations with reality: Ensuring that

advertised promotions are truly in line with the services received on board; 7) Satisfaction with product/service quality: Promotions must be accompanied by cabin cleanliness and fleet suitability so that consumers are not disappointed after purchasing cheap tickets; 8) Satisfaction with service: The friendly attitude of the cabin crew reinforces the positive effect of the promotions that have been obtained previously; 9) Satisfaction with price and value: Consumers feel that the total benefits (services and promotions) are much higher than the ticket price paid; 10) Overall satisfaction: The accumulation of all positive experiences creates a good overall assessment of the airline.

If airlines or air transportation modes consistently implement several aspects of sales promotion and customer satisfaction, it will have an impact on consumers' intention to repurchase, which includes: 1) Desire to repurchase: Consumers will consciously seek out the airline again for future trips because of the memory of satisfaction driven by the promotion; 2) Commitment to using the same product/service: Strong loyalty is created, and consumers tend to ignore offers from other airlines in order to maintain the benefits they have already experienced; 3) Preference for the brand/company: The airline will be the first choice (top-of-mind) when consumers think of air transportation; 4) Willingness to recommend to others: Consumers who are satisfied with promotions and services will act as voluntary advocates for the airline to colleagues and family; 5) Tolerance for price increases or minor shortcomings: The emotional connection built through satisfaction makes consumers more forgiving if prices rise or minor operational obstacles occur.

The results of this study are in line with previous research conducted by (Permatasari & Santosa, 2021), which states that there is an influence between sales promotions and consumers' intention to repurchase through consumer satisfaction.

## CONCLUSION

Based on the results and discussion above, the conclusion of this research focusing on aviation in Indonesia is:

- 1) Customer satisfaction has a significant effect on repurchase intention. This shows that consumers' decisions to use airline services again are greatly influenced by their level of satisfaction after using the service.
- 2) Consumer appeal has a positive and significant effect on repurchase intention. This indicates that promotions that are designed to be attractive, relevant, and communicative can create a higher perception of value, thereby encouraging consumers to choose the same airline again.
- 3) Service quality has no positive or significant effect on repurchase intention. This shows that service quality is perceived as a basic factor that must be present in the airline industry, so that the existence of good service is not necessarily the main reason for consumers to make repeat purchases.
- 4) Sales promotions have a positive and significant effect on customer satisfaction. This indicates that targeted sales promotions that provide tangible benefits can increase customer satisfaction, especially when the promotions are perceived as fair and valuable in the ticket purchasing process.
- 5) Sales promotions have a significant effect on the attractiveness of promotions. This confirms that sales promotion activities carried out by airlines can improve consumer perceptions of the attractiveness of promotions, in terms of creativity, clarity of information, and relevance to travel needs.
- 6) Sales promotions have a significant effect on service quality. This shows that sales promotions can influence consumers' perceptions of service quality.
- 7) Sales promotions have a significant effect on repurchase intention. This indicates that sales promotions still function as a direct stimulus that can encourage consumers to return to use airline services, especially in situations of intense price competition.
- 8) Sales promotions have no effect and are not significant on repurchase intention through service quality. This shows that service quality cannot act as an effective mediator in the relationship between sales promotions and repurchase intention, because service is considered a minimum standard that does not reinforce the effect of promotions.
- 9) Sales promotions have a positive and significant effect on repurchase intention through promotional appeal. This indicates that promotional appeal is a strong mediator, whereby attractive and relevant promotions can strengthen the effect of sales promotions on consumers' repurchase intention.
- 10) Sales promotions have a significant effect on repurchase intention through consumer satisfaction. This confirms that consumer satisfaction plays an important mediating role, whereby sales promotions can encourage repurchase intention if they succeed in creating a satisfying consumption experience.

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