

USER-GENERATED CONTENT ON PERCEIVED CUSTOMER REPURCHASE INTENTION TOWARDS AIRLINE CONTROVERSIES

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Abstract

The research shows the influence of airline passengers' service quality evaluations and brand reputation formation on their repurchase intentions, which will lead to overall customer loyalty, an important impact, particularly in a competitive and increasingly public-oriented industry. There is a truthfulness when it comes to the travelling market, and the essence of customer loyalty will rely heavily on passenger trust and satisfaction. To examine passengers' perceptions of service, brand reputation, and repurchase, an airline passenger survey was conducted exploring the airline's perceptions. After careful examination, the results demonstrated that overall service was rated the highest ($M = 3.3329$), and a majority of passengers indicated that they strongly agreed and that they felt the airline provided trustworthy most of and reliable service. The ratings for branding reputation ($M = 3.118$) and repurchase intentions ($M = 3.031$) were rated well, albeit lower than service quality. Overall, the findings indicate that service has become the airline's strength, yet there is an opportunity to improve the airline's reputation and create bookings from return customers. This study recommends that the airline continue its successful service delivery, increase and sustain brand emphasis on transparency and communications strategies, and improve and create more customer-highlighted strategies with loyalty programs, targeted promotions, and overall improved ease of digital booking, that will turn customer satisfaction into loyalty, by ensuring the airline's continuous competitiveness in the fast-phased travel market.

Keywords: user-generated content, perceived service quality, perceived brand reputation, perceived repurchase intention

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INTRODUCTION

In the aviation industry, airlines often encounter unexpected crises that may threaten their credibility with customers, and trust and reputation are critical in this competitive business segment. "In the airline industry, brand marketing has a huge impact on consumers' brand awareness, and brand awareness connects to purchase intention and satisfaction" (Alba et al., 2022). Airlines should strive to create

experiences that customers would be happy to share on social media, according to So et al. (2017), since this will improve their identification and affiliation with the airline and develop brand champions. Lukito (2020) reiterates that consumers' confidence in the platform decreases when they perceive an increased risk associated with online transactions, resulting in a reduced intention to make future purchases. Just like in Indonesia, the airline industry is highly competitive. However, there are ongoing complaints and common difficulties, including cancellations, delays, ticketing, boarding, responsiveness, meals, treatment during delays, and aviation incidents. According to Setiawana et al. (2019), "these concerns have a significant impact on customer trust and satisfaction" (p. 45). Ecran (2020) mentioned this as well, stating that reservation troubles and online transactions are seen negatively by customers on a Turkish airline. Complaints generate negative attitudes, which are subsequently shared with others. Kuo (2021) highlighted the same thing in terms of purchase intention for US Airlines, stating that service failure has a strong association with consumer buy intention and likelihood of referral. Complaints are simply statements; they are not required to achieve customer loyalty; nonetheless, managing and resolving customer complaints is critical for achieving customer satisfaction, loyalty, and future financial benefits from airline industry business operations (Ahmed, 2020). According to the SERVQUAL framework, service quality is evaluated across five key dimensions: "tangible, reliability, responsiveness, assurance, and empathy. Pardede (2024) applied this framework in the analysis of airline service quality and its impact on customer satisfaction. Furthermore, the Facility workers' readiness and willingness to assist customers promptly by providing clear information, maintaining service speed and accuracy, and delivering on promises reliably affect responsiveness to customer satisfaction.

In the Philippines, airline firms are not immune to social media issues that affect their brand reputation and client purchasing intentions. According to Caiga et al. (2018), "Airlines often receive concerns and complaints concerning flight disruptions on the other hand, Consumers often encounter some schedule changes, misconnections, delays, cancellations, or other issues with their flights, whether they receive prior notification from the airlines. In some cases, luggage may be missing or damaged, surcharges may apply for excess baggage, and issues may arise with the airline's claims/refund processes. However, some of the problems are not the airline's fault, such as a technical failure with the navigational air traffic management system that delayed 9,240 passengers. (Arayata, 2024). Well-known figures have openly criticized major airlines in the Philippines for overbooking, flight cancellations, and inadequate customer service support. While the airline swiftly rectified these complaints, the news had already had a substantial impact on the company's brand reputation and customer repurchasing intentions. (Severo, 2024; Roque, 2023).

While previous research explores the impact of customer satisfaction and service quality on repurchase intention (Pardede, 2024; Setiawana et al., 2019), there is still a significant gap in understanding how specific types of airline controversies affect customer perceptions and contribute to repurchase decisions. Existing research on customer defection in the airline business focuses on both overall service failures (Kuo, 2021) and customer disappointment with specific service characteristics (Pardede, 2024). The research purpose is to connect this gap by investigating the following:

The impact of various airline controversies and how it helps in examining how airline crises affect the company image (Brodie et al., 2010). More research is required to fully comprehend how particular controversies, such as cancellations, safety incidents, and environmental concerns, differently affect consumer perceptions. The degree of this issue and how the media covered it with the airline's crisis management plan will probably all be factors (Coombs, 2007). Understanding how airline disputes are transforming and that user-generated content (UGC) is becoming more powerful, the researchers will also help to bridge the gap. Customers are now posting their good and bad experiences on airlines through social media channels that are inundated with user-generated content (UGC). Considerably, user-generated content (UGC) could substantially inform customers' perspectives of airline scandals (Kim & Ko, 2019).

The impact of user-generated content (UGC) on repurchase intention will examine how social media posts, news articles, and online reviews affect the perception of consumers concerning airline scandals, and the subsequent repurchase intentions it generate. By looking at the airline scandals, we need to understand how consumers perceive and trust user-generated content (Huang et al., 2020).

The role of customer segmentation in this research shows that it may respond to service failures in different ways (Bolton et al., 2013). In relation to user-generated content, this study will also examine how budget-conscious, business, and regular fliers view and respond to airline scandals. In addition to UGC, their assessment may be influenced by prior experiences with the airline and previous airline loyalty programs (Hellier et al., 2003).

STATEMENT OF THE PROBLEM

Service issues such as cancellations, delays, overbooking, safety issues, and bad service can affect a brand in an industry where competition is fierce like the airlines. Service issues can hurt the brand reputation and future purchase intention by the customer. With the growth of social media, online reviews, and news sites, to the extent customer service issues are mentioned in UGC now has even more meaning and weighs heavily on public perception and purchase intention.

Although there has been some investigation into the relationship between service quality and customer satisfaction on loyalty, there is little research directed towards the relationship of airline service issues on customer expectations and behaviors, particularly at the segmented

level. This should be investigated as travelers may respond differently to service failures based on purpose of travel, expenditure, and airline history.

This research intends to fill this gap of knowledge by investigating how the response to airline service issues in terms of UGC relate to repurchase intention and how these effects may vary for budget, business, and regular travelers

OBJECTIVES

1. Investigate how user-generated content (UGC) - including content found in social media posts, online reviews, and news articles - impacts public perception of airline controversies.
2. Evaluate the extent to which airline crisis management responses affect consumer trust and the intention to repurchase after a controversy.
3. Propose suggestions for airline companies regarding managing brand reputation and customer retention in the context of service controversies.

THEORETICAL FRAMEWORK

Prospect Theory

Prospect theory, introduced by Daniel Kahneman and Amos Tversky in 1979, who highlighted the fact that human choice is determined by more than just rationality and expected value. It is the way we perceive gains and losses influences to what choices we make, and that we are more sensitive to potential losses than potential gains. Customers may view a possible flight as a dangerous option after a catastrophe, which could reduce their intention to repurchase. However, by portraying any compensation or enhancements as wins, successful service recovery initiatives can lessen this image and restore airlines' appeal. In order to prevent any service interruptions following a crisis, customers can put cheaper rates ahead of brand loyalty. The potential benefit (saving money) of selecting a less expensive airline is outweighed by the risk of losing money (paying full price) for a potentially unpleasant trip. Until they are certain that the crisis won't recur or be successfully addressed, they could be reluctant to make a reservation. The possible benefit of a smooth flight is outweighed by the possible loss of a bad travel experience. But there is some hope in prospect theory as well. Airlines can use this approach to promote repurchases by strategically framing service rehabilitation efforts. It is possible to characterize service recovery efforts as "gains" as opposed to merely making up for losses. For instance, providing additional miles or free upgrades may be viewed as advantageous, making it a more alluring choice. This changes the customer's perspective from one of risk aversion to one of possible reward by concentrating on the prospective gain. The perceived loss of repurchasing can be lessened with just compensation for the catastrophe. Repurchase decisions may be less negatively impacted if the possible loss is addressed directly.

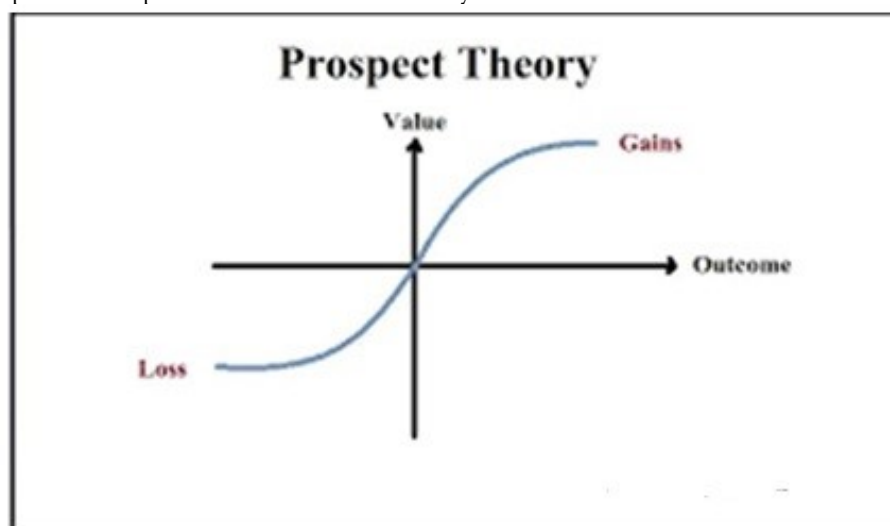


Figure 1: Prospect Theory Framework

Relationship-Marketing Theory

This approach shows the significance of establishing solid and long-term connections with customers as it is a major factor in corporate success (Gronroos, 1994). It focuses on building client loyalty and repeat business rather than just closing a deal. Airlines could use relationship marketing techniques to restore confidence and promote repurchase intent after a crisis. Personalized communications, improvements to loyalty programs, or offering special deals to impacted customers could all be part of this. Acknowledging the concerns

of impacted consumers and extending a customized apology shows that you appreciate your connection with them. The airline-customer relationship is strengthened, and understanding is fostered by this individualized approach. Through service recovery initiatives, it is essential to show a sincere dedication to the welfare of customers. Rebuilding trust is vital to any healthy relationship, and it may be achieved by taking proactive measures to resolve the crisis and stop such incidents in the future.

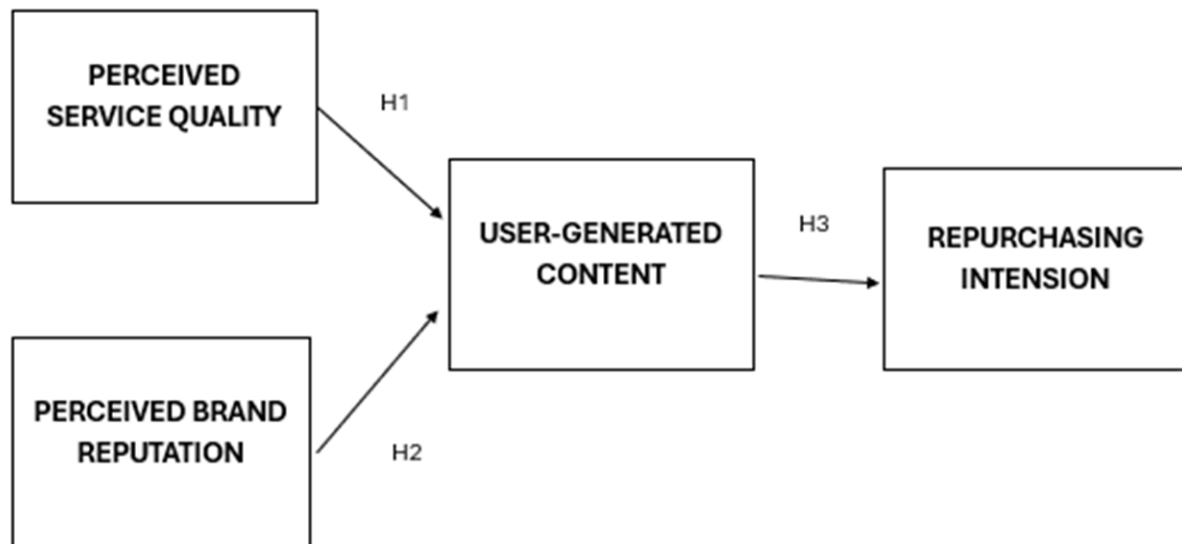


Figure 2. Research Paradigm and Hypotheses Development

(H1): Service Quality is an indicator of *User-Generated Content*

(H2): Brand Reputation is an indicator of *User-Generated Content*.

(H3): *User-Generated Content* significantly influences the Repurchase Intention

METHODOLOGY

The current research is a quantitative correlational research design because it investigates the direction and strength of relationships between those measurable variables typically without the variables being manipulated meaningfully, specifically looking at the relationship between Philippine airline customers' perceived controversy, awareness of controversy, user-generated content exposure, and repurchase intentions. A cross-sectional sample was collected by generating numerical data using an online survey collected, and the surveys used validated Likert-scale instruments to provide consistent comparisons across participants and to be able to calculate correlation coefficients (i.e., Pearson's r or Spearman's ρ) to determine if associations and with what direction (i.e., positive or negative) and what statistical significance existed (i.e., from -1 to +1). Before a manipulation occurs in an experimental way (or when it is not practically possible), utilizing a correlational technique provides greater external validity and relevance to gain generalizable information about real-world naturally occurring variables. This study's presentation of results will utilize a correlation matrix to summarize the results, and it will assess explained variance or impact according to existing conventions (e.g., Cohen, 1988). Additionally, it should be emphasized that correlation does not equal causation. A data-driven approach will be utilized to gain a detailed understanding of the directionality of the relationships between the identified psychological factors, and the airline customers repurchase intention.

Respondents of the Study, Population and Sample Size, and the Sampling Technique

The target population was 51 frequent Filipino flyers, to ensure that the results are relevant to the airline industry in the Philippines. Purposive and convenience sampling is the combined sampling techniques. Purposive sampling determined the respondents who meet the necessary criteria - in this case, frequent air travelers from the Philippines. This means that researchers can ensure the individuals in the sample are those individuals who are most likely to have gotten wind of airline scandals and are informed individuals with the intention to repurchase.

The research utilized power analysis to decide the intended sample size. Power analysis - according to Cohen et al. (2013) - considers how much variability we expect in the population, the confidence level (the probability of correctly rejecting a false null hypothesis), and the desired effect size (the amount of association you expect to find between variables). Power analysis allows us to find the smallest sample size

necessary to find significant effects at a desired level of confidence by taking these factors into account. This ensures the research results are meaningful rather than simply a result of random chance (Cohen et al., 2013).

Research Instrument

The researchers used an online survey questionnaire with a 4-Point Likert scale (Mullen, 2018). This instrument is widely used to record the level of agreement or disagreement with a series of items on an ordinal scale. In the current research, the 4-Point Likert scale from "Strongly Agree" to "Strongly Disagree," and the degree of influence participants perceive of controversy awareness, controversy perception, and UGC on their intent to repurchase from the airline that has been the focus of the controversy was captured with this methodology. The 4-Point Likert scale allows to quantify the participants' perceptions, which will aid in interpreting the relative influence of these factors on repurchase intention (Sekaran & Bougie, 2019). Using an online survey questionnaire allows this research to collect data from a larger sample and then use statistical analysis to examine the relative influence of these factors on repurchase intention. (Mullen, 2018)

In order to present the characteristics of and travel habits for participants, the researchers explained a few important demographic variables in a frequency distribution fashion. This agreed for a straightforward way to encapsulate the travel habits and demographics of our sample. In the instance of airline controversies, looking at these frequencies illustrate interacting relationships tied to age, employment, and the participants travel habits that might affect their repurchase intention measures. For example, the researchers might try to find if the younger passengers, or those who flew most often, report different repurchase intentions than other passengers in the sample. (R. Walpole, et al., 2016) Another data collection tool was a self-administered researcher-constructed survey questionnaire via Google Forms. This type of tool let the respondents to complete their surveys at their convenience. Participants enjoy easy access to complete the survey from any device that has internet access. The survey will be constructed on a freely available online platform. Parker and Rea (2012).

MEAN PERCEPTION TABLE

Mean	Interpretation	Rank
3.28 – 4.00	Strongly Agree	4
2.52 – 3.27	Agree	3
1.76 – 2.51	Disagree	2
1.00 – 1.75	Strongly Disagree	1

Data Gathering Procedure

This information gathered by establishing a survey of online consumers, some of whom have encountered the same issues with certain Philippine airlines. The survey was conducted with people who have experience travelling via Airlines, usually those who have travelled both locally and internationally. The survey questionnaires were designed using Google Forms and sent out via online messenger and email, and handed out in person, for individuals to complete. Those who freely consent received the survey questionnaire directly when the candidate finds it most convenient.

Statistical Treatment of Data

In this study, the statistical approach of partial least squares structural equation modeling (PLS SEM) fits the complex relationships between airline repurchase intention, meandering airline controversies, and user-generated content (UGC). PLS SEM is less impacted by breaches of the normalcy assumption than traditional SEM methodologies are likely to be, especially with applied field data including surveys. PLS SEM is therefore ideally suited to examine how all these factors impact repurchase intention. (Hair et. al, 2019) The chi-square test is utilized to examine any relations between the factors in this present study of airline repurchase intention along with the phases of airline scandals and user-generated content (UGC). (Field, 2013)

RESULTS AND DISCUSSION

Table 1

User-Generated Content on Perceived Customer Repurchase Intention Towards Airline Controversies in terms of **Perceived Service Quality**

	Criteria	Mean	Interpretation	Rank
1	The Airline's social media posts reflect its commitment to good customer service.	2.039	Disagree	5
2	The Airline's responsiveness on social media platforms enhances its professional image.	2.294	Agree	4

3	Positive/Negative social media feedback makes me trust/mistrust an Airline.	2.431	Agree	3
4	Online reviews from other passengers impact my airline booking decisions.	2.490	Agree	2
5	An Airline's online response to controversies affects my willingness to fly with them.	3.392	Strongly Agree	1
	Overall Mean	3.329	Strongly Agree	

Table 1 presents the mean score gathered from the respondents of User-Generated Content on Perceived Customer Repurchase Intention Towards Airline Controversies in terms of Perceived Service Quality; the Airline's online response to controversies affects the respondent's willingness to fly with them gathering the highest rank with the mean of 3.392, this implies that the customer's willingness to fly is highly influenced by how the Airlines response online. And the lowest in the ranking criteria is if the Airline's social media posts reflect its commitment to good customer service, gathering a mean of 2.039, interpreted as Disagree, which means that the airline's social media posts don't usually reflect its commitment to good customer service. 3 of the criteria was interpreted as agree other than the first two criteria mentioned, gathering an Overall Mean of 3.329, which indicates Strongly Agree.

Table 2

User-Generated Content on Perceived Customer Repurchase Intention Towards Airline Controversies in terms of **Perceived Brand Reputation**

	Criteria	Mean	Interpretation	Rank
1	I have posted about my Airline experience on social media before.	2.373	Disagree	2
2	Comments and reviews on social media platforms impact my perception of an airline's reputation.	3.373	Strongly Agree	1
3	When it comes to deciding on buying tickets again, the reputation of this airline holds significant weight for me.	2.353	Disagree	3
4	A positive/negative post or review would affect my opinion of a particular Airline.	2.294	Disagree	4
5	Despite the airline's controversies, my firsthand experiences influence me to continue purchasing tickets from them.	2.196	Disagree	5
	Overall Mean	3.118	Agree	

Table 2 shows the weighted mean of User-Generated Content on Perceived Customer Repurchase Intention Towards Airline Controversies in terms of Perceived Brand Reputation, the table above shows that the item number 2 ranked highest which is "Comments and reviews on social media platforms impact my perception of an airline's reputation" it has the mean score of 3.373 interpreted as Strongly agree, this implies that the comments and reviews online highly create an impact on the Airlines' reputation from customer's perceptions], while item no. 5 which is "Despite the airline's controversies, my firsthand experiences influence me to continue purchasing tickets from them" has the lowest score in the ranking that has mean of 2.196 interpreted as Disagree, which means that despite the airline's controversies, the respondent's experience don't influence the continuation of purchasing of their tickets. The overall mean of 3.118 which interpreted as Agree.

Table 3

User-Generated Content on Perceived Customer Repurchase Intention Towards Airline Controversies in terms of **Perceived Brand Reputation**

	Criteria	Mean	Interpretation	Rank
1	The Airline's controversies have greatly affected my future repurchase intention for future flights.	2.196	Disagree	5
2	Airline controversies shared online, whether positively/negatively, affect my perception of that airline.	2.255	Disagree	4
3	I am less likely to purchase a ticket from an Airline involved in public controversy.	3.098	Agree	2

4	Regardless of the airline's controversies, I still intend to recommend the airline to people around me.	2.471	Disagree	3
5	In general, the airline controversies affect my decision to fly with a particular airline.	3.137	Agree	1
Overall Mean		3.031	Agree	

Table 3 shows the mean score of the respondents according to User-Generated Content on Perceived Customer Repurchase Intention Towards Airline Controversies in terms of Perceived Repurchase Intention, the table above shows that the item no. 5 ranked highest which is the in general, the airlines controversies affect the respondent's decision to fly resulting to the mean of 3.137 interpreted as Agree. The lowest rank is the no. 1 with the mean of 2.196 which is "The Airline's controversies have greatly affected the respondent's future repurchase intention for future flights" interpreted as disagree which means that most controversies don't affect the future repurchase intension for the respondent's future flight. The overall mean resulted to 3.031 interpreted as Agree.

Table 4
The Model Test

Label	X ²	df	p
User Model	4.53e-14	0	
Baseline Model	40.9	3	<.001

The model test results indicate that the User Model yielded a chi-square (χ^2) value of 4.53e-14 with 0 degrees of freedom, meaning it is a just-identified model. This implies that the number of estimated parameters exactly equals the number of observed variances and covariances, resulting in a perfect reproduction of the data. Because of this, the model's absolute fit cannot be statistically tested using chi-square, and the p-value is not available. On the other hand, the Baseline Model—a model assuming no relationships between variables—had a significantly worse fit, with a chi-square of 40.9, $df = 3$, and $p < .001$, confirming that the User Model provides a much better representation of the data compared to a null structure.

Table 4
Fit Indices

SRMR	RMSEA	95% Confidence Intervals		RMSEA p
		Lower	Upper	
0.056	0.068	0.050	0.000	

The fit indices reflect a generally acceptable model fit. The Standardized Root Mean Square Residual (SRMR) is 0.056, which is below the threshold of 0.08 and thus indicates good fit. The Root Mean Square Error of Approximation (RMSEA) is 0.068, which falls within the acceptable range (generally < 0.08), although it is not considered excellent (< 0.05). However, the RMSEA confidence interval appears to be inconsistent, with a lower bound of 0.050 and an upper bound of 0.000, suggesting a possible reporting or computational issue that should be reviewed. Despite this inconsistency, the RMSEA still points to an adequate model fit.

Table 4
User Model Versus Baseline Model

Constructs	Model
Comparative Fit Index (CFI)	1.000
Tucker-Lewis Index (TLI)	1.000

Constructs	Model
Bentler-Bonett Non-normed Fit Index (NNFI)	1.000
Relative Noncentrally Index (RNI)	1.000
Bentler-Bonett Normed Fit Index (NFI)	1.000
Bollen's Relative Fit Index (RFI)	1.000
Bollen's Incremental Fit Index (IFI)	1.000
Parsimony Normed Fit Index (PNFI)	0.000

The incremental fit indices comparing the User Model to the Baseline Model all show perfect values of 1.000, including the Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Bentler-Bonett Non-Normed Fit Index (NNFI), Relative Noncentrality Index (RNI), Normed Fit Index (NFI), Relative Fit Index (RFI), and Incremental Fit Index (IFI). These values far exceed the standard threshold of 0.90 or 0.95 for an acceptable to excellent fit, indicating that the specified model fits the data substantially better than the null model. However, such perfect values should be interpreted with caution in the context of a just-identified model, as they may reflect model saturation rather than true explanatory power.

Table 4
The Measurement Model

Latent	Observed	Estimate	SE	95% Confidence Intervals		β	z	p
				Lower	Upper			
UGC	PSQ	1.000	0.000	1.000	1.00	0.728		
	PBR	0.865	0.219	0.437	1.29	0.747	3.96	<.001

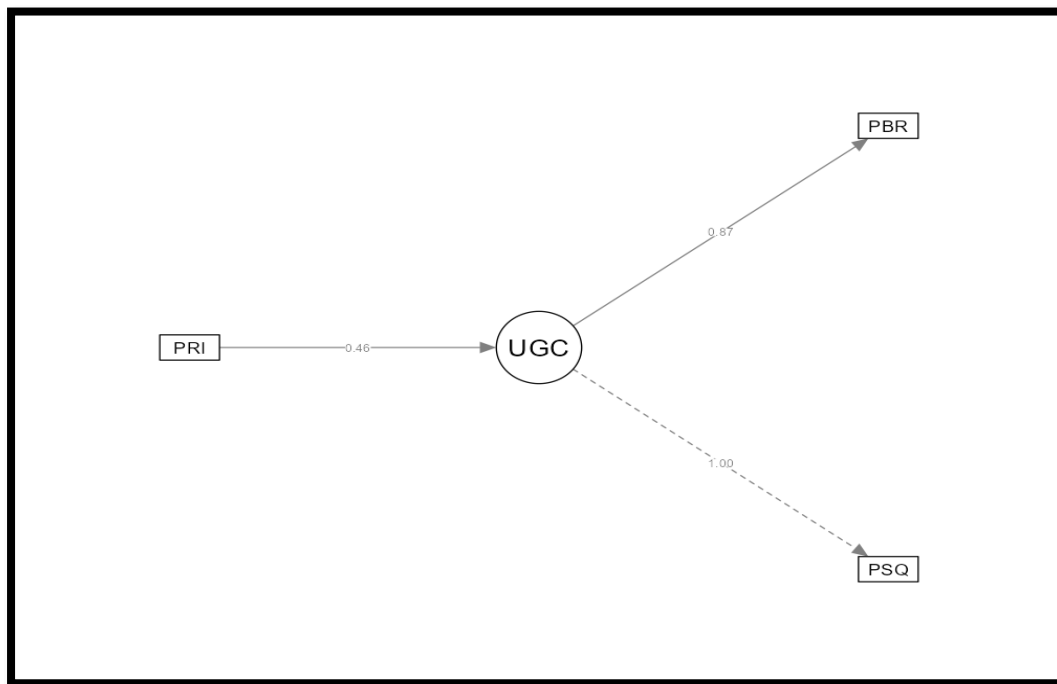
The present study explored the effect of User-Generated Content (UGC) on Perceived Customer Repurchase Intention (PRI) regarding airline controversies looking at Service Quality (PSQ) and Brand Reputation (PBR) as factors in UGC. The analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) and proved three hypotheses.. The results are valuable information for airline management, especially in regard to brand crises and strategies for recovering customer perceptions. The results support the conclusion that Perceived Service Quality (PSQ) acts as a precursor to User-Generated Content ("UGC"). That is, when consumers perceive either high or low service quality, they will likely produce and engage with content that conveys those related experiences. When airlines are in scandals, or controversies, it is not unreasonable to believe their customers will replicate that displeasure (or delight) via social media, reviews, or online space, which undoubtedly constitutes UGC. Perceived service encounters are an important precursor for online consumer expression.

In addition, the study demonstrates that Eating Chunks supports second hypothesis: Perceived Brand Reputation (PBR) is viewed as a predictor of User-Generated Content as consumer perceptions of the brand's integrity, credibility, and reputation influence consumers' willingness to create or share content publicly. Even after or during controversy, consumer perception of an airline's reputation may compel users to come to an airline's defense and/or support. This is in stark contrast to the outcome of a weak reputation, which may cause consumers to produce more critical content against the brand. To conclude, brand reputation is quite relevant to the disposition of UGC, and, thus, the volume and type of UGC.

Table 5
Estimated Parameters

Dep	Pred	Estimate	SE	95% Confidence Intervals		β	z	p
				Lower	Upper			
UGC	PRI	0.463	0.106	0.256	0.670	0.718	4.38	<.001

The final hypothesis is strongly supported by structural path analysis. The regression of UGC on Repurchase Intention (PRI) yielded a standardized estimate (β) of 0.718, which is both statistically significant ($z = 4.38$, $p < .001$) and substantively large, indicating a strong



positive relationship. The outcome highlights the potential influence of consumer-generated content when relates to future customer behavior. In other words, users positively dealing with peer-generated content, such as positive ratings or recommendations, will, in this example, be more likely to re-purchase airline service even after a debacle, and reminds us how crucial it is to efficiently manage keenly and take advantage of peer-generated content as a reputational asset in the airline industry.

Figure 3. Structural Equation Model

The figure illustrates the structural equation model (SEM) depicting the relationships between Perceived Service Quality (PSQ), Perceived Brand Reputation (PBR), User-Generated Content (UGC), and Perceived Repurchase Intention (PRI) in the context of airline controversies. In the model, PSQ and PBR are positioned as indicators of the higher-order latent variable UGC, meaning they are expected to define or contribute to the concept of user-generated content. However, the dashed arrow from PSQ to UGC indicates that this path is non-significant estimate of 1.00, while the solid arrow from PBR to UGC suggests a stronger and significant association with a standardized estimate of 0.87, implying that brand reputation contributes notably to UGC in this model.

Moreover, it can be seen that UGC plays a significant role in PRI. The strong directional path from UGC to PRI indicates that UGC positively relates to increased repurchase intention (0.46). These results suggest the importance of digital word-of-mouth (potentially social feedback), as it relates to consumer behavior, even under controversial circumstances. Overall, the graph visually depicts the hypothesized and tested model structure containing significant (solid arrows) and non-significant relationships (dashed arrows), providing a general outline of how UGC plays a mediated role in brand and service perceptions in PRI.

CONCLUSION

This study indicated that passengers rated the airline's service quality very highly: most strongly agreed that it met their expectations. While passengers rated the airline's brand reputation fairly highly, it wasn't rated as highly as the service quality. However, airline customers agreed that they would fly the airline again, demonstrating high of loyalty and room for improvement. The airline does a great job of demonstrating that its superpower is service and the important reason customers are contemplating flying with them again. If the airline wants satisfied customers to become loyal repeat customers, they will need to continue to build trust, maintain their brand image, and improve engagement with their customers.

LIMITATION OF THE STUDY

The study aims to explore the airline passengers' insight about service quality, brand image, and their willingness to fly with the same airline again, particularly when scandals occur and The study also want to show how these factors influence how satisfied customers are, through the experiences and opinions of a specific group of passengers during a certain time.

However, it's important to note that these results are limited by the number of people surveyed, where they live, and when the study took place—so they might not represent every airline passenger. The findings could be influenced by their personal feelings, experiences, or biases as the study relies on people's work. In addition, things like ticket prices, how easy it is to book a flight, and when people tend to travel weren't part of the research, even though these could also affect whether the passenger avail again the same airline service.

RECOMMENDATIONS

While repurchase intentions are positive, this intention can be even more positive than they currently are. The airline can establish engagement loyalty- and thus get an increase in repurchase intentions-something that they have already witnessed with the further advancements of the loyalty program, engagement programs, personalized communications, and improvements in their digital experience (e.g., booking process, up-to-date travel requirement information, and engagement posts on social media). In addition, the airline also needs to proactively gather customer feedback, so that they have a complete and intact understanding of changing customer needs and/or customer expectations, and they condition that influential perspective with legacy or historical precedence if available. From this knowledge, they can deploy the knowledge gained to improve services, and ultimately marketing, so ongoing levels of customer satisfaction and retention take place; and of course, subsequent patronage loyalty in the competitive airline sector.

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