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The Influence of Facilities and Prices on Interest in Returning to West Java International Airport (BIJB)

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ARTICLE INFO	ABSTRACT
<p><i>Article History:</i> Submitted: 18 January 2023 Reviewed: 21 April 2023 Revision: 22 May 2023 Accepted: 14 June 2023 Publish: 17 August 2023</p> <p><i>Keywords:</i> Facilities, Price, Return Visit Interest, Kertajati Airport, Consumer Loyalty</p> <p><i>Corresponding Author:</i> Kharis Pratama Hidayat email: pratamahidayat75@gmail.com</p>	<p>This study aims to analyze the influence of facilities and prices on the intention to revisit West Java International Airport (BIJB) Kertajati. The background of this study is based on the low level of repeat visits by the public to BIJB, which is suspected to be caused by suboptimal facilities and the mismatch of price perceptions with the services received. This study uses a quantitative approach with multiple linear regression analysis methods on primary data obtained through questionnaires to airport service users. Two main hypotheses are tested in this study, namely the positive influence of facilities and prices on the intention to revisit, both partially and simultaneously.</p> <p>The results of the analysis show that both facilities and prices have a significant and positive influence on the intention to revisit BIJB Kertajati. The regression coefficients for facilities and prices are 0.228 and 1.772, respectively, indicating that price has a greater influence than facilities. This finding indicates that perceptions of affordability and suitability of price to benefits received are dominant factors in driving consumer loyalty. Therefore, BIJB managers need to improve the quality of facilities and establish competitive pricing strategies to attract service users sustainably.</p>

INTRODUCTION

In recent years, Indonesia has carried out massive infrastructure development, including the development of airports in various regions. President Joko Widodo stated that the development of airports throughout Indonesia is believed to be able to drive national economic growth (Ma & Ma, 2022). One of the provinces that is the focus of development is West Java, which has a land area of 3,709,528.44 hectares and a population of 35.72 million. The potential of natural and human

resources owned by West Java makes it one of the provinces with very rapid economic development in Indonesia. This is reflected in the high level of investment and its contribution to the national Gross Domestic Product, which reaches 15.87% (Aunurrofik, 2018).

Husein Sastranegara Airport in Bandung is a key example in supporting the air transportation sector in this province. However, the increasing number of passengers at the airport has created new challenges in terms of providing facilities to ensure optimal service. In response, the government inaugurated Kertajati International Airport to support the development of air transportation in the eastern region of West Java. However, this airport has not been optimally utilized by the community. Problems such as low interest in using airport services, lack of supporting facilities, and suboptimal socialization have been identified as the main obstacles (Boc et al., 2023).

In the context of airport service, the existence of facilities is an important factor that influences user satisfaction. According to Tjiptono, facilities function to provide convenience to consumers in carrying out their activities, so that their needs can be met (Inversini, 2017). In addition, the price aspect also plays a strategic role in consumer decisions. Kotler and Armstrong mention four important indicators related to price in the context of marketing, namely price affordability, price suitability with product quality, price competitiveness, and price suitability with perceived benefits (Balliau & Onghena, 2020).

One of the important goals of developing public facilities such as airports is to create a positive experience that encourages repeat visits from service users. According to Kanuk, the level of consumer satisfaction is reflected in the decision to make a repeat visit (Yu et al., 2021). In the context of tourism and transportation, Williams emphasizes the importance of three stages in the tourist visit process - namely pre-visit, during visit, and post-visit - where the experience experienced during the visit will greatly influence consumer decisions in the future (*JB Soedirman Airport Sustainability Strategy to Encourage Regional Economic Strengthening*, 2023). Thus, evaluation and revision of the Kertajati Airport development strategy are needed to increase competitiveness and maximize airport utilization through facility improvements, competitive pricing, and effective promotions.

Revisit intention is one of the important indicators in assessing the success of a destination, including in the context of transportation services such as airports. Consumer behavior theory states that a positive experience in using a service will increase the likelihood of consumers to make repeat purchases, or in this context, revisit. One of the main factors that influences this experience is the facilities provided. Adequate facilities that are in accordance with consumer needs, both in the form of main and supporting facilities, can create comfort, satisfaction, and positive perceptions of service quality. Good quality facilities will make it easier for consumers to carry out their activities, so that they can increase their loyalty (Sudur & Pamurharjo, 2024). Therefore, the first hypothesis in this study is that facilities have an influence on revisit intention.

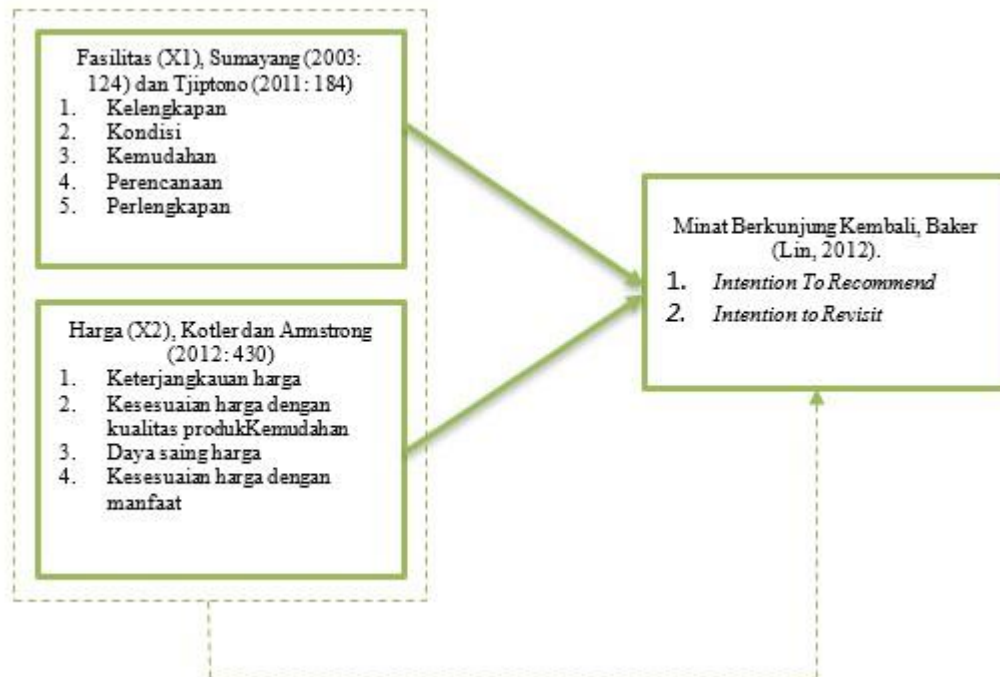
In addition to facilities, price also plays an important role in shaping consumer decisions. In the theory of perceived value, consumers will consider the balance between the benefits received and the costs incurred. Price affordability, price suitability to product quality, price competitiveness, and perceived benefits are important elements in determining consumer price perceptions. If consumers feel that the price paid is equivalent to or even lower than the benefits received, then the possibility of them reusing the service will be higher (Halim, 2024). Therefore, the second hypothesis in this study states that price has an influence on the intention to revisit.

In practice, consumer decisions are not solely influenced by one factor, but rather a combination of various elements that form a holistic perception. In the context of airports, the combination of adequate facilities and competitive prices is the main attraction that can increase consumer comfort, efficiency, and satisfaction simultaneously. The interaction between the two variables is believed to contribute more to the formation of revisit interest than the influence of

each separately. Therefore, the third hypothesis proposed in this study is that facilities and prices simultaneously have an influence on revisit interest.

Research Methodology

This study was designed to test the influence of facility and price variables on the intention to revisit Kertajati International Airport. Based on theoretical studies and research paradigms that have been prepared previously, this study uses a quantitative approach with the aim of testing the relationship and influence between variables empirically. This study starts from the assumption that adequate facilities and competitive prices are important factors in shaping the positive experience of airport service users, which will ultimately encourage interest in revisiting.



The hypotheses proposed in this study are formulated based on the theoretical framework and paradigm that has been developed. First, facilities are thought to have a positive influence on the intention to revisit. Second, price is also thought to have an influence on this interest. Third, the combination of facilities and price is simultaneously hypothesized to have a significant influence on the intention to revisit. To test this hypothesis, data were collected through distributing questionnaires to Kertajati Airport users, which were then analyzed using multiple linear regression analysis techniques. This approach allows researchers to assess the extent to which each independent variable influences the dependent variable, both partially and simultaneously, and to identify the relative contribution of each factor in shaping consumer decisions to reuse airport services.

RESULTS AND DISCUSSION

RESULTS

This study uses multiple linear regression analysis method to determine the effect of Facilities (X1) and Price (X2) variables on Return Visit Interest (Y). Multiple linear regression model is used to analyze the extent to which each independent variable contributes to changes in the dependent variable. The general equation of the regression model is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information:

- **Y**= Interest in Returning
- **X₁**= Facilities
- **X₂**= Price
- **a**= Constant
- **b₁, b₂**= Regression coefficient of each independent variable
- **e**= Error (residual) model

The results of data analysis using SPSS software version 23.0 show that both independent variables have a significant influence on the dependent variable. The following table summarizes the results of the multiple linear regression test:

Table 1 Multiple Regression Analysis

Model	Unstandardized Coefficient		Standardized Coefficient		t	Sig.	Correlation Zero order
	B	Std. Error	Bhere	t			
1 (Constant)	-4,237	1.346			-3,147	0.002	
Facilities	0.228	0.033	0.454	6.872	0.000	0.565	
Price	1.772	0.219	0.536	8.107	0.000	0.630	

a. Dependent Variable: Return Visit Interest

Based on the analysis results in Table 1, the following regression equation was obtained:

$$Y = -4.237 + 0.228X_1 + 1.772X_2 + e$$

This equation shows that the variables of Facilities and Price simultaneously contribute to the increase in the intention to revisit. The positive regression coefficients on both independent variables indicate a unidirectional relationship: an increase in the value of Facilities and Price will be followed by an increase in the Intention to Revisit.

The regression coefficient for the Facilities variable (X_1) of 0.228 means that every increase in Facilities by one unit, assuming the Price variable remains the same, will increase the Interest in Revisiting by 0.228 units. This shows that adequate facilities contribute to the comfort and satisfaction of visitors, which ultimately encourages them to return.

Meanwhile, the regression coefficient for the Price variable (X_2) was recorded at 1.772. This value is greater than the coefficient for the Facilities variable, indicating that perceptions of price have a more dominant influence on visitors' decisions to return. This means that the more competitive and in line with expectations the price offered, the higher the interest of visitors to return to use the service or visit the place.

In addition, the significance value (Sig.) of both variables is below the tolerance limit of 0.05, indicating that both variables have a significant effect on the intention to revisit. The fairly high zero-order correlation value also indicates a strong relationship between each independent variable and the dependent variable.

Overall, these results reinforce the findings of previous studies which state that service quality and appropriate pricing are key factors in driving consumer loyalty, particularly in the form of intention to make repeat visits.

4. Hypothesis Testing Results

Hypothesis testing in this study was conducted through two approaches, namely partially using the t-test and simultaneously using the F-test. The purpose of this test is to determine whether each independent variable, namely Facilities and Price, either individually or together, has a significant influence on the dependent variable, namely Revisit Intention.

The partial test results show that the Facilities variable has a significant effect on the Intention to Revisit. This is evidenced by the t-count value of 6.875, which is greater than the t-table value of 1.985 at a significance level of 5% with a degree of freedom (df) of 97. Because the t-count > t-table, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. Thus, the first hypothesis stating that Facilities have an effect on Intention to Revisit can be statistically accepted. This finding indicates that improving the quality of the facilities provided can directly encourage visitors to make repeat visits.

Furthermore, the test results on the Price variable also show a significant effect on the Intention to Revisit. The t-count value obtained of 8.107 also exceeds the t-table value of 1.985, which means that H_0 is rejected and H_a is accepted. Thus, the second hypothesis stating that Price has an effect on the Intention to Revisit can also be accepted. These results strengthen the assumption that visitors' assessment of a reasonable price, in accordance with the quality of service received, is one of the key factors in encouraging the interest to revisit.

Overall, the partial test results show that both Facilities and Price have a significant contribution in influencing the decision of visitors to return. Therefore, the strategy of improving services and setting competitive prices are important aspects that need to be considered by managers in an effort to increase visitor loyalty.

F Test

Table 2. F Test ANOVA

	Model	Sum of Squares	df	Mean	F	Sig.
1	RResidual Total egression	282,002	2	141,001	70,958	0.000b
		192,748	97	1,987		
		474,750	99			

a. Dependent Variable: Return Visit Interest

b. Predictors: (Constant), Price, Facilities

Source: Primary Data Processing Results, 2020

To find out whether the variables of Facilities and Price simultaneously affect the Intention to Revisit, simultaneous hypothesis testing was carried out using the F test. Based on the results of data processing using SPSS software version 23.0, the F-count value was obtained at 70.958 with a significance level of 0.000. This value is compared with the F-table at a significance level of 5% with a degree of freedom (df) of 2 for regression and 97 for residual, which is 3.090. Because the F-count (70.958) is greater than the F-table (3.090) and the significance value is far below 0.05, it can be concluded that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted.

Thus, the results of this simultaneous test indicate that together the variables of Facilities and Price have a significant effect on the Intention to Revisit. This means that the quality of the facilities available and the perception of price felt by visitors have an important role collectively in shaping the decision of visitors to make a repeat visit. This finding supports that the strategy of improving facilities and appropriate pricing policies need to be integrated synergistically to increase visitor loyalty.

DISCUSSION

The Influence of Facilities on Return Visit Interest

Based on the results of the analysis using SPSS shown in Table 4.35, it is known that the facility variable has a positive and significant influence on the intention to revisit. This means that improving the quality of facilities available at West Java International Airport (BIJB) Kertajati will have a direct impact on increasing the desire of visitors to return to use the airport's services. This finding shows that facilities play an important role in creating a pleasant experience for airport service users (Bezerra & Gomes, 2015). As a service company, the airport has a responsibility to provide superior physical evidence, considering that facilities are one of the elements of the 7P marketing mix, especially in the category of physical evidence (Ziadat, 2015). In the context of airport service, the facilities in question include the existence of a canteen or restaurant, ATM machines, souvenir shops, prayer rooms, nursing rooms, and accessibility for people with disabilities. These elements not only function as supporting facilities, but also as important characteristics that add value to the perception of service quality (Bezerra & Gomes, 2015).

Other aspects that are also considered are interior design, lighting system, and spacious room layout, all of which contribute to the ambience that can affect the mood of visitors (Tsai et al., 2011). A comfortable and pleasant atmosphere will encourage a positive experience and ultimately increase customer loyalty. In addition to the physical aspect, the service provided by the officer is also part of the physical evidence that has an impact on consumer perceptions of service quality. Friendly, fast, and professional service will strengthen the positive impression captured by customers (Moon et al., 2015). In this study, the contribution of facilities to the intention to revisit was recorded at 25.7%, which is included in the category of quite a large influence. This shows that improving facilities has significant potential in encouraging an increase in the number of loyal visitors to the airport.

The Influence of Price on Return Visit Interest

In addition to facilities, price has also been shown to have a positive and significant influence on the intention to revisit. When the price offered is considered appropriate to the benefits received and is still within the consumer's affordability range, the tendency to reuse the service will increase. Although prices are influenced by various components such as operational costs and fixed costs of the company, pricing policies must still pay attention to competitive aspects in order to remain attractive to consumers (Usman et al., 2021). This finding is in line with the results of research showing that price significantly influences the intention to revisit in the context of services. In the context of Kertajati Airport, the ticket prices offered tend to be higher compared to other airports such as Husein Sastranegara Airport. This difference is due to high operational costs and limited routes available. However, with the completion of the Cisumdawu toll road connecting Bandung with Kertajati, physical access barriers should no longer be a barrier for prospective passengers.

The decline in the number of passengers that has occurred since the beginning of the airport's operation is also a signal for the need for a comprehensive evaluation, including in terms of pricing and promotional strategies (Chang & Chen, 2012). A price reduction strategy or providing price incentives (e.g. discounts, bundling packages, or loyalty programs) can be an effective approach to re-attract consumer interest. In addition, expanding flight connectivity and increasing the number of airlines operating at Kertajati Airport will increase the appeal of consumers to choose this airport as the starting point for their travel (Chen et al., 2015). With a competitive pricing strategy and improved accessibility, BIJB Kertajati can be more competitive with other airports in the West Java region.

The Simultaneous Influence of Facilities and Prices on Return Visit Interest

Simultaneously, facilities and prices have been shown to have a significant influence on revisit intentions. The combination of improving the quality of facilities and competitive pricing policies will have a stronger impact on shaping consumer decisions to reuse the services offered. However,

findings in the field indicate that there are complaints from visitors related to the imbalance between the price paid and the quality of the facilities received. This has the potential to reduce customer satisfaction and inhibit word-of-mouth recommendations. The research conducted supports this finding, which states that facilities and prices simultaneously have a significant influence on revisit decisions (Pantouvakis & Renzi, 2016). In this study, price showed a greater contribution compared to facilities, indicating that consumers tend to be more sensitive to price factors. Therefore, airport management needs to establish a pricing strategy that is in accordance with the target market segment and increases the perceived value (value for money) of the services provided (Pantouvakis & Renzi, 2016). Comprehensive improvements to facilities and more rational pricing must be supported by diversification of flight routes, both domestic and international, so as to increase the airport's competitiveness. With increased connectivity and ease of access, Kertajati Airport can be the main choice for people in the East Priangan region and its surroundings, especially for prospective hajj and umrah pilgrims who previously had to travel far to Soekarno-Hatta Airport in Jakarta. The total contribution of facilities and prices to the intention to revisit reached 59.4%, which is categorized as a large influence (Pabedinskaitė & Akstinaitė, 2014). This means that even though this study only focuses on two variables, the results are strong enough to explain the increase in the intention to revisit by airport service users.

CONCLUSION

Based on the research results, it can be concluded that facilities and prices have a significant influence on the interest in revisiting West Java International Airport (Kertajati). Adequate facilities, both primary and supporting, are able to create a positive experience and satisfaction for service users, thus encouraging their loyalty to return to using airport services. Likewise, competitive prices and in accordance with the benefits felt by consumers are one of the key factors in forming value perceptions, which ultimately influence consumers' decisions to make repeat visits.

The results of multiple linear regression analysis show that both variables—facilities and prices—simultaneously and partially contribute positively to the intention to revisit. This indicates that the development strategy of Kertajati Airport needs to be focused on improving the quality of facilities and formulating more competitive and affordable pricing policies. By considering these two main aspects, airport management is expected to be able to increase competitiveness and optimize the use of the airport as an important hub for air transportation in the West Java region, while supporting regional economic growth.

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