



The Effect of Digital Content Marketing, Price Fairness, on Repurchase Intention mediated by Brand Image at Super Air Jet Aviation Company

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Abstract: Indonesia as an archipelago with thousands of islands and a population of more than 255 million people has a vital need for transportation, especially air. Air transportation is considered superior in terms of speed and relatively better safety. The growth of the air transportation sector is considered to reflect economic growth. Repurchase intention is important for airline companies as it has a direct impact on their business continuity and success. This study aims to investigate the factors that influence the repurchase intention of Super Air Jet customers, considering the role of brand image as a mediator. This study utilizes quantitative research methods with purposive sampling. With respondents over 20 years old and have used SAJ Airline. Respondents collected were 160 respondents. The data was analyzed using SEM-PLS 3.0 software with outer model and inner model tests. The findings found that Digital Content Marketing has no significant effect on Repurchase Intention when mediated by Brand Image. In contrast, Price Fairness and Brand Image play a significant role in influencing repurchase intentions as they create positive perceptions and build strong relationships between customers and companies.

Keywords: Digital Content Marketing, Price Fairness, Brand Image, Repurchase Intention

INTRODUCTION

Indonesia, as a country with thousands of islands and a population of more than 255 million, certainly has a variety of activities carried out by its citizens, which makes transportation a vital necessity where along with the development and construction of transportation infrastructure, the need for transportation use develops into several modes such as land, sea and air (Firdaus et al., 2023). Especially in the air transportation section because Indonesia is an archipelago separated by many seas. The advantages of air transportation lie in its speed and relatively higher security risks compared to land and sea transportation. According to Agus Santoso the growth of the air transportation sector directly reflects

economic growth, thus showing its significant and strategic role (Hoetomo, 2021). The success of the air transportation sector can be assessed on a micro level through factors such as available capacity, service quality, safety, accessibility, affordability, purchasing power, and utilization.

In the ever-evolving digital era, the airline industry has experienced significant changes in the way they interact with customers and influence customer repurchase intention (Insyra & Dwiridotjahjono, 2022). One company that implements digital marketing strategies through social media to introduce its products and services is Super Air Jet (SAJ). The number of airlines operating has directly created business competition among them. The impact is felt in the variation of airplane ticket prices on various flight routes. Domestic airlines are competing to attract the attention of potential buyers with various strategies. One commonly used method is to offer more affordable selling prices than competitors. For example, Super Air Jet airlines provide Low Cost Carrier services in the hope of influencing consumer purchasing decisions (Puspitasari, 2022). The selection of the Super Air Jet airline as the object of research is because recently the airline has been widely discussed.

Lately, there have been many cases that have occurred on the airline. From airplanes that cannot move, suddenly die, to delays of three hours that make many consumers complain about this airline (Reza, 2023). This has an impact on the image of the airline itself. Things that can increase Super Air Jet's consumer confidence are needed. One of them is by using social media platforms as a means of communication, marketing, and maintaining good relations with consumers. Given that the majority of social media users are millennials, in accordance with the target market targeted by this airline. In addition, the suitability of ticket prices also affects the repurchase intention of this airline, this is due to very tight competition with other airlines.

The purpose of this study is to investigate the factors that influence the repurchase intention of Super Air Jet customers, considering the role of Brand Image as a mediator. The main factors analyzed are the use of Digital Content Marketing and Price Fairness. Digital Content Marketing has become an important tool in

The purpose of this study is to investigate the factors that influence the repurchase intention of Super Air Jet customers, considering the role of Brand Image as a mediator. The main factors analyzed are the use of Digital Content Marketing and Price Fairness. Digital Content Marketing has become an important tool in companies' efforts to interact with customers online. Effective use of digital content can influence customers' perception of the brand and affect their decision to remain loyal to the company. On the other hand, Price Fairness plays an important role in creating trust and fairness in business transactions. The perception of Price Fairness by customers can influence their Repurchase Intention (Marisa & Rowena, 2020).

Through good digital content marketing activities on social media platforms and the right Price Fairness, it is thought that it can have an influence on repurchase Intention with Brand Image mediation. So this research is given the title "The Effect of Digital Content Marketing, Price Fairness, on Repurchase Intention mediated by Brand Image at the Super Air Jet airline company" is expected to make a marketing contribution to the Super Air Jet airline company.

Literatur Review

Digital Content Marketing

(Amalia, 2020) suggests that content marketing is a marketing strategy that involves planning, creating, and distributing content that is able to attract the attention of the audience, with the aim of encouraging them to become customers. Content in content marketing can take various forms, such as images, photos, videos, audio, writing, and so on. Marketers widely utilize this strategy to introduce their products to consumers. Meanwhile, according to

Abdurrahim & Sangen, (2019) and Ham et al., (2016) content marketing is the use of various types of content, including text, images, audio, and video, in a marketing context that includes basic marketing concepts, distribution, web search tools, social media, and digital advertising. Content marketing is not just creating a lot of content, but also deals with content that is relevant and interesting to the target audience,

so they look for suitable publishing platforms, such as newspapers, magazines, TV channels, or radio. (Weerasinghe, 2019) explains that content marketing involves a variety of formats, including blogs, infographics, slide decks, case studies, white papers, e-books, videos, quizzes, memes, and images, among others. This shows the flexibility of content marketing in delivering messages to audiences in a way that best suits their preferences and needs. According to Milhinhos (2015) Digital Content Marketing is a marketing strategy where we plan, create content that is able to attract audiences, then encourage them to become customers. In today's digital era, social media has become one of the main tools in marketing products and services. This is also true in the tourism sector, where social media can be used as a means to promote tourist destinations. By utilizing social media, marketers have the opportunity to reach a wider audience and expand their marketing scope globally (Banjarnahor et al., 2023). This strategy is widely used by marketers as a tactic to introduce their products to consumers. Digital Content Marketing indicators include (Milhinhos, 2015).

- 1)Relevance
- 2)Accuracy
- 3)Valuable
- 4) Easy to Understand
- 5) Easy to Find
- 6) Consistent

Digital Content Marketing is part of a digital marketing strategy that is incorporated into the realm of social media marketing. The effectiveness of this variable is considered high, especially in generation Z, with a significant positive impact on repurchase intention (Permatasari & Rachmawati, 2022). There is a positive correlation between the two variables, where digital content marketing is able to increase awareness, improve image, and generate increased product sales, providing multiple benefits for both parties involved (Ariyanti & Sahal, 2023). In addition, according to Chairuddin et al. (2022) digital content marketing at courier service companies in Jakarta can affect customer loyalty which is authentic to repurchase intention, with the mediating variable of brand equity. Therefore, it is necessary to conduct research again whether brand image as a mediating variable can increase customer repurchase intention (SAJ).

Price Fairness

Price Fairness is the tendency of consumers to use price as an assessment of the extent to which the benefits provided by a product or service are considered suitable. The assessment of price, whether it is expensive, cheap, or balanced, can vary from individual to individual, because it depends on their respective perceptions which are influenced by environmental factors and the individual's own conditions. Consumers' perceptions of price can have a major influence on their decisions to buy products or services. Therefore, companies must be able to create a positive perception of the price of the products or services they offer. It is important to remember that price is a unique marketing element because of its contribution to company revenue (Soelasih, 2018). According to Dhurup et al., (2014) Price Fairness is the tendency of consumers to use price in making judgments about the suitability of product / service benefits. Assessment of the price of a product / service benefit is said to be expensive, cheap or moderate for each consumer.

Individuals are not the same, because it depends on individual perceptions based on the environment and the individual's own conditions. Repurchases can be influenced by

considerations of price value, which means that these two variables influence each other positively and significantly (Graciola et al., 2018). Price Fairness indicators include (Dhurup et al., 2014) include:

1) Price Affordability

Price affordability refers to the ability of consumers or customers to buy or use a product or service without excessive financial difficulty or pressure. Price affordability is related to whether the price of the product or service is within the consumer's budget or purchasing power.

2) Price Conformity to Product Quality

Price compatibility with product quality refers to the extent to which the price of a product reflects the quality or value of the product. Consumers often assess whether the price of a product is comparable to the quality, features, or benefits they receive from the product.

3) Price Match with Brand

Price-brand compatibility relates to whether the price of a product matches the image or reputation of the associated brand. Product prices can affect consumers' perceptions of the brand, and some brands are known for more premium prices, while others are known for more affordable prices.

4) Price Satisfaction

Price satisfaction is the level of consumer satisfaction or dissatisfaction with the price of a product or service. It relates to whether consumers feel they are getting good value or a fair price for the products they buy. Price satisfaction can affect consumers' general satisfaction with their experience with a product or brand.

It is known that there are two types of passenger satisfaction between low-cost airlines (LCC) and full-service airlines. Passengers on LCC airlines generally feel more satisfied with more affordable ticket prices, while on high-end airlines, passenger satisfaction is more often related to better service quality (Maulana et al., 2023). The results of Chairuddin et al.'s research (2022) price fairness does not affect customer loyalty which is indicative of repurchase intention directly with brand equity mediation. Therefore, it is necessary to conduct research again if mediated by brand image whether it can increase customer repurchase intention (SAJ).

Brand Image

According to (Kotler & Keller, 2009) an image is a set of beliefs, ideas, and impressions that a person has of an object. On the other hand, brand image refers to the perceptions and beliefs that consumers have, which are reflected in the associations embedded in their memories. Meanwhile (Surachman, 2008) describes brand image as the part of the brand that can be recognized but cannot be spoken, such as special symbols associated with food products or electronic products. In the context of purchasing decisions, there are several factors that influence consumers, including the following.

- a) Decisions about product attributes, including the selection of product shape, size, quality and design.
- b) Decisions about brands, where consumers choose the brand that best suits their preferences and needs.
- c) Decisions about the seller, which involves choosing where to buy the product.
- d) Decisions about the number of products to be purchased.
- e) Decisions about the time of purchase, which includes when consumers will make purchases.
- f) Decisions about the payment method, whether the product will be paid in cash or in installments.

In the overall buying process, brand image and consumer confidence play an important role in making purchasing decisions. Brand Image is a representation of the overall

perception of the brand and is formed from information and past experiences with that brand. Brand Image is related to attitudes in the form of beliefs and preferences for a brand (Hartanto, 2019). Brand Image indicators according to (Hartanto, 2019) include:

1) Company Image (Corporation Image)

Corporate image, also known as corporate image, refers to the perception that the public or stakeholders have of a company or organization. Corporate image includes elements such as reputation, credibility, corporate social responsibility, and the general impression that people have of the company.

2) Consumer Image (User Image)

Consumer image is the perception that consumers or users have of a product, brand, or service. This includes opinions, experiences, or impressions that consumers have about the product or brand. Consumer image can be influenced by product quality, customer service, user satisfaction, and other relevant factors.

3) Product Image

Product image refers to the perception that consumers or the market have of a particular product or item. This includes how the product is seen in terms of quality, design, superiority, benefits, and the general impression it has. Product image plays an important role in consumer purchasing decisions and can be influenced by branding, advertising, and user experience.

Brand image plays an important role in the decision-making process at the time of purchase and is an important factor so that it has a positive impact on the choice of a brand and influences repurchase decisions (Hajli et al., 2016). In addition, there are research results which state that there is a positive relationship between brand image and repurchase intention (Wijaya & Astuti, 2018).

Repurchase Intention

According to (Tjiptono, 2014), Repurchase Intention involves the steps of searching for information by consumers about certain products or brands, as well as evaluating to find the best alternative that suits their needs and desires. Alternatives that fulfill consumer desires will be the basis for making purchasing decisions. Meanwhile, according to (Peter & Olson, 2013), the purchasing decision process is an integrated process that involves consumers in utilizing their knowledge to evaluate two or more alternative products in order to decide on the use of the product that best suits their wishes. Consumer Repurchase Intention is actually a collection of a number of purchasing decisions. Each of these purchasing decisions has a different component structure, including (Oentoro, 2010):

- a) Decisions about product type. Consumers may decide to buy a particular type of product such as food products or electronic products.
- b) Decisions about product form. This purchase decision is in the form of choosing the shape of the product regarding, size, quality, product design and so on.
- c) Decisions about brands. Each brand has its own differences and advantages. Consumers will decide to buy which brand best suits their wants and needs.
- d) Decision about the seller. In making a purchase decision, the consumer will determine where or from whom he will buy the product.
- e) Decisions about the number of products. Consumers can make decisions about how many products they will buy.
- f) Decisions about the time of purchase. Consumers can make decisions about when they will buy a product.
- g) Decisions about payment methods. When deciding to buy a product, consumers will determine how to pay for the product purchased, whether in cash or installments.

According to (Hasan, 2018) Repurchase Intention is the customer's desire or intention to return to buy products or services from the same company in the future after having a positive experience related to the product or service. Indicators of Repurchase Intention according to (Hasan 2018) include:

1) Transactional Interest

Transactional Interest is a person's interest or interest in a product or service that is based on transaction or purchase purposes. This includes interest in buying products or services for the purpose of personal use or daily needs.

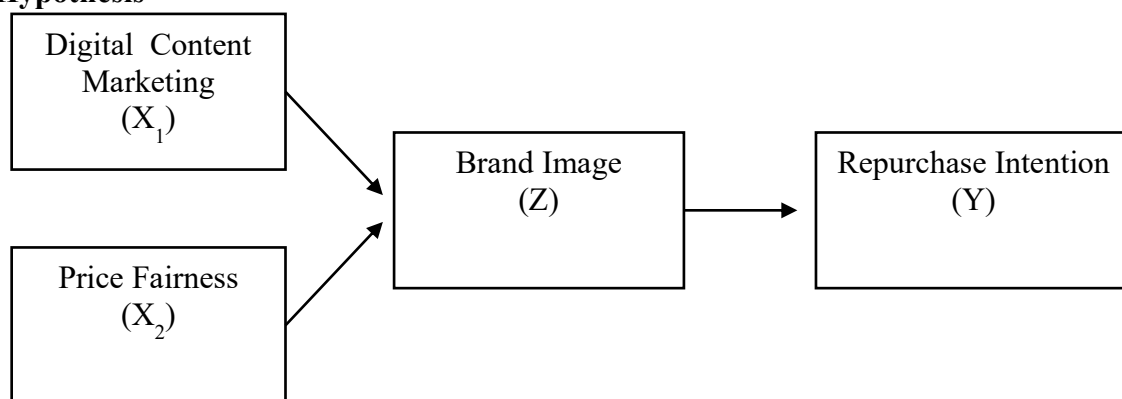
2) Referential Interest

Referential Interest is a person's interest or interest in a product or service that is based on references or recommendations from others. This includes interest in products or services recommended by friends, family, or other users who have had positive experiences.

3) Preferential Interest

Preferential Interest is a person's interest or interest in a product or service that is based on personal preference or compatibility with individual preferences. This includes interest in products or services that match the preferences, lifestyle, or values held by the individual.

Hypothesis



Figur 1. Research Model

Digital Content Marketing And Repurchase Intention

Content marketing is a process in marketing and business to create and disseminate content that has value and is interesting in order to capture the attention and build relationships with target audiences that will produce a profitable impact (Pulizzi, 2013). Content marketing is one of the most effective strategies used to increase online engagement and has emerged alongside the development of social media. In addition, media platforms such as blogs, social media, and online video serve as a means of content distribution. More than just "talking" to potential target consumers, content has a deeper role as a link between producers and consumers through an effective communication process. Therefore, it is no wonder that today there is an expression "content is king". According to research conducted by Ansari et al. (2019) and Goldwin et al. (2021), media content can have an effect on consumer trust, while content produced by celebrities online can increase consumer value perceptions and influence online repurchase intentions, confirming that content marketing has a significant positive impact on the consumer repurchase intention process. Based on the above, the following hypothesis can be assumed:

H1: it is suspected that Digital Content Marketing has an influence on Repurchase Intention Price Fairness and Repurchase Intention

Customers who feel that the flight ticket price they pay is fair, with equivalent value to the services provided by the airline, are likely to have the intention to make repeat purchases (Fakhrudin, 2019). Customers who believe they are getting value for money are likely to feel satisfied with their experience, and this can result in a positive intention to reuse the airline's services. Previous research states that factors that influence customer satisfaction in the service or service industry with a focus on the concept of price fairness can provide insight into its impact on repurchase intentions (Marisa & Rowena, 2020). This means that price fairness has a positive and significant impact on the consumer repurchase intention process. based on the above, the following hypothesis can be assumed:

H2: it is suspected that price fairness has an influence on Repurchase Intention

Mediation of Brand Image with Repurchase Intention

Customers have perceptions of airlines where these perceptions can influence the Brand Image they build towards the airline. As a mediator, Brand Image is then expected to influence customer intentions to make repeat purchases (Natasya, 2020). If customers have a positive perception of the airline's Brand Image, they tend to have higher repurchase intentions. Previous research has resulted in a relationship between customer satisfaction and loyalty by considering personal characteristics, which can provide additional understanding of mediator variables such as Brand Image, this means that it can be said that brand image has a significant effect on repurchase intention (Juwairiyah, 2019)..

H3: it is suspected that Brand Image mediation has an influence on Repurchase Intention

Digital Content Marketing and price Fairness mediated by Brand Image on Repurchase Intention

Digital Content Marketing through various online channels is assumed to influence customer perceptions of the Price fairness of airline services. Brand Image is considered to play a role as a mediator, which maintains the influence of Digital Content Marketing on Price and subsequently influences customer intention to repurchase. In this case, Digital Content Marketing is expected to build perceptions of fair prices, and Brand Image will form a positive impression that contributes to customers' desire to continue using the airline's services. Previous research states that mediation between these two variables has a positive impact on repurchase intention (Wahyuni & Rahanatha, 2020). Then the hypothesis can be assumed as follows.

H4: allegedly Digital Content Marketing, Price Fairness mediated by Brand Image on repurchase intention

METHOD

Table 1. List of Indicator

VARIABLE	INDICATOR	SOURCES
Digital Content Marketing	X1.1 The content iappropriate.	(Milhinhos, 2015)
	X1.2. The content credibility.	
	X3. Content provides useful insights	
	X4. Content is easy to understand	
	X5. Content is easy to find	
	X6. Content has alignment and cohesion	
Price Fairness	X2.1. The price is affordable	(Dhurup et al., 2014)
	X2.2. Price is in line with consumer ownership	
	X2.3. Price in accordance with	

	quality.	
	X2.4. The price is in line with brand image and value.	
	.	
Brand Image	Z1. Company Image Z2. Consumer Image Z3. Product Image	(Hartanto, 2019)
Repurchase intention	Y1. Transactional Interest Y2. Referential Interest Y3. Preferential Interest	(Hasan, 2018)

The type of research used is quantitative research. The sample selection in this study applied a non-probability sampling method with purposive sampling technique, which is an approach in which researchers deliberately select samples based on specific attributes that are relevant to research objectives, so that they can help answer research questions (Suhartanto, 2014). The respondent criteria for this study are individuals aged 17 years and over who have used Super Air Jet flight services. Data collection was carried out using a questionnaire and distributed online to 160 respondents.

In this study, the researcher used a Likert scale consisting of five answer options to rate specific questions. These questions are grouped into five response categories that have varying levels of value from 1 meaning strongly disagree to 5 meaning strongly agree. Therefore, the higher the score given by the respondent, the more positive the response. This questionnaire is designed to encourage respondents to provide answers that best reflect their conditions. In addition, the SmartPLS 3.0 application tool is used to analyze data with data analysis techniques, namely outer and inner models, which explain validity, reliability, hypothesis testing, and so on.

RESULTS AND DISCUSSION

Respondent Profile Analysis

Based on the 160 data obtained, the author divides the respondent profile data into the categories of gender, age, monthly expenditure, length of time as a "Super Air Jet" airline flight customer, and frequency of use of "Super Air Jet" flight services.

Table 2. Respondent Profile Analysis Result

DESCRIPTION	FREQUENCY	PERCENTAGE
Gender		
Female	107	66%
Male	53	34%
Age		
17 years old	36	22.5%
< 20 years old	124	77.5%
Monthly Expenditure		
<Rp1.000.000	26	16%
Rp1.000.0001 – Rp2.000.000	73	46%
Rp2.000.001 – Rp3.000.000	29	18%
>Rp3.000.001	32	20%
Length of time as a Super Air Jet Customer		
< 1 month	107	66%
1 – 3 month	26	16%
4 – 5 month	20	12.5%
> 6 month	7	5.5%
Frequency of Use of Super Air Jet		

1times	98	61%
2 – 5 times	34	21%
6 – 9 times	28	18%

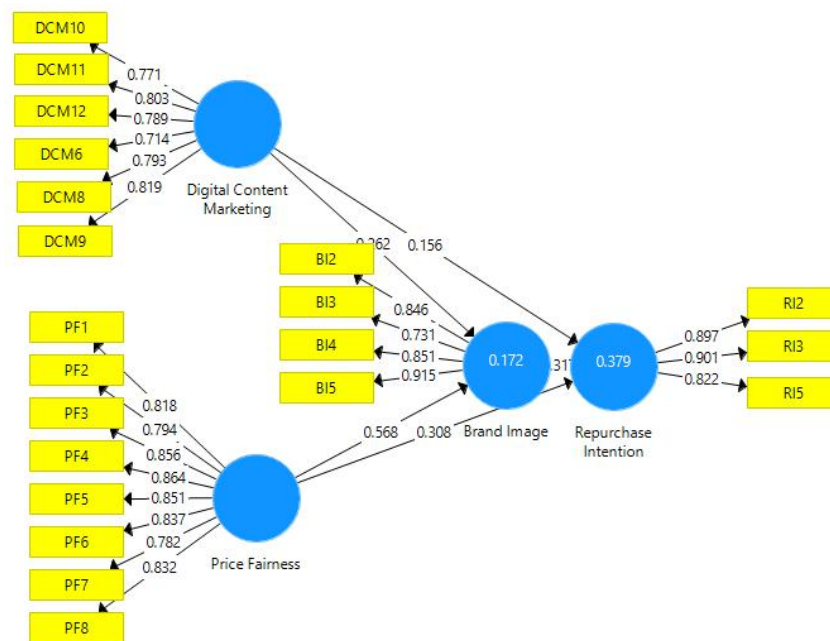
The data above provides an overview of the characteristics of Super Air Jet respondents based on the questionnaires that have been distributed. Based on the table above, the majority of respondents are female with an age of more than 20 years and spending around 1-2 million rupiah per month. The majority of respondents use the airline quite frequently and have been Super Air Jet customers for less than one month. This data reflects that Super Air Jet has a significant appeal especially among women and young adults.

Validity and Reliability Testing

The validity of the test will be evaluated based on the AVE value as well as factor loading. Meanwhile, reliability will be assessed by considering Cronbach's Alpha (CA) and Composite Reliability (CR) values.

Table 3. Validity and Reliability Testing Results

Construct	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
Digital Marketing	Content	0.874	0.904	0.612
	DCM1	0.771		
	DCM2	0.803		
	DCM3	0.789		
	DCM4	0.714		
	DCM5	0.793		
	DCM6	0.819		
Price Fairness		0.935	0.946	0.688
	PF1	0.818		
	PF2	0.794		
	PF3	0.856		
	PF4	0.864		
	PF5	0.851		
	PF6	0.837		
	PF7	0.782		
	PF8	0.832		
Brand Image		0.859	0.904	0.703
	BI1	0.846		
	BI2	0.731		
	BI3	0.851		
	BI4	0.915		
Repurchase Intention		0.848	0.907	0.764
	RI1	0.897		
	RI2	0.901		
	RI3	0.822		



Figur 2. Outer Loading Results

Table three and figure two above reflect the results of the validity and reliability tests, which are part of the outer model testing, focusing on a number of measurement criteria, including factor loading, Cronbach's Alpha (CA), Composite Reliability (CR), and AVE. In the first segment, the table that has been presented above is the result of the reliability testing. Reliability measurement is measured through the assessment of Cronbach's Alpha and Composite Reliability values. In the table, it can be seen that the respective values for CA and CR exceed 0.7. This indicates that all indicators used in this study can be considered reliable.

Furthermore, validity testing is carried out by considering the AVE value and the outer loading value. From the table presenting the AVE value and the results of figure two showing the outer loading test, it can be seen that all AVE values have exceeded 0.5, and the outer loading value also exceeds 0.7, although some indicator items must be deleted because they do not meet the outer loading value criteria. This shows that this study has a reliable level of validity

Discriminant Validity

Table 4. Fornell-Larcker Result Analysis

	BI	DCM	PF	RI
<i>Brand Image</i>	0.838			
<i>Digital Content Marketing</i>	0.158	0.782		
<i>Price Fairness</i>	0.375	0.739	0.830	
<i>Repurchase Intention</i>	0.457	0.434	0.542	0.874

*BI: Brand Image, DCM: Digital Content Marketing, PF: Price Fairness, RI: Repurchase Intention

Table 4 previously presented shows the results of the discriminant validity analysis applied by the Fornell-Larcker method. This discriminant validity analysis is useful for assessing the extent to which each construct or variable in this study can be distinguished from one another. The results seen in the table illustrate that the correlation between each variable and itself is higher than the correlation between these variables and other variables in the study. In other words, each variable has a closer relationship with itself than with other variables. This indicates that the items or constructs used in this study qualify for discriminant validity, which measures the extent to which different constructs can truly be distinguished from one another.

Structural Model Analysis

Table 5. Structural Model Analysis Results

CONSTRUCT	AVE	R ²	Q ²
<i>Brand Image</i>	0.612	0.172	0.109
<i>Digital Marketing</i>	0.688		
<i>Price Fairness</i>	0.703		
<i>Repurchase Intention</i>	0.764	0.379	0.263
Average	0.691	0.275	0.186
AVE x R ²	0.190		
Gof √(AVE x R ²)	0.435		

Table 5 presented above shows that the Goodness of Fit (GoF) value reached 0.435. This result refers to the standard GoF criteria, where values above 0.36 are considered an indicator of a significant level of fit, in accordance with established guidelines (Suhartanto, 2020). Therefore, with GoF reaching a significant level, it can be concluded that this research model is good enough and suitable to represent the hypotheses that have been proposed.

In addition to the GoF values, Table 3 also presents information on the R2 values, which measure the extent to which the independent variables influence the dependent variable in this study. The R2 value has three different categories, namely 0.67, 0.33, and 0.19, which indicate substantial, moderate, and weak influence, respectively. It can be seen that the Brand Image variable has an R2 value of 0.172, which means that the passenger satisfaction variable in this study is influenced by 17.2% by the Digital Content Marketing and Price Fairness variables, while the influence that is not explained by other variables can be estimated to come from other factors not discussed in this study. On the other hand, the Repurchase Intention variable has an R2 value of 0.379, which indicates that this variable is influenced by 37.9% by other research variables, with other factors also playing a role in the remaining influence, and this is also not explained in this study. The Brand Image variable has a weak R2 value, while the Repurchase Intention variable has a moderate R2 value.

Finally, in Table 4 there is a predictive relevance (Q2) that has a value above 0, indicating that the model used in this study has an acceptable predictive ability and is in accordance with the assumptions proposed.

Path Analysis

Table 6. Hypothesis Result

Hypothesis	Path/Relationships	β	T-VALUE	P-VALUE	Result
H1	Variable DCM → Variable RI	0.164	1.405	0.161	Declined
H2	Variable PF → Variable RI	0.308	2.750	0,011	Accepted
H3	Variable BI → Variable RI	0.317	3.819	0.000	Accepted
H4	Variable DCM PF → Variable RI	0.415	3.263	0.024	Accepted

Table 6 above shows that based on path analysis, one hypothesis is rejected and three hypotheses are accepted. Digital Content Marketing (β = 0.083, t = 1.720) has no significant effect on Repurchase Intention mediated by Brand Image. Meanwhile, the Brand Image variable (β = 0.371, t = 3.819), the Price Fairness variable (β = 0.308, t = 2.750), and the Digital Content Marketing and Price Fairness variables that mediate Brand Image (β = 0.415, t = 3.263) have a significant influence on Repurchase Intention with the largest original sample value of the Brand Image variable, which means that this variable has the greatest impact and significance.

Based on the results of the hypothesis testing above, it shows that digital content marketing has no direct effect on repurchase intention mediated by brand image. This argument is in line with (Chairuddin et al., 2022; Nabillaprilia et al., 2023; Susanti &

Wardana, 2015). It is suspected that the aviation industry is unable to present all the information needed to make complex purchasing decisions (price, schedule, comfort, etc.), besides that flight services include intangible product characteristics which are different from the nature of digital content marketing which is more effective for products that can be visualized properly (Nabillaprilia et al., 2023). Meanwhile, the price fairness variable mediated by brand image has a direct effect on repurchase intention which is in line with research (Chairuddin et al., 2022) and (Khairunnisa et al., 2022). This shows that the price fairness variable offered by this airline is a major consideration for customers to feel satisfaction in using its services. This is reinforced by previous research which states that price policy has a direct or indirect impact on passenger trust which in turn also has an impact on passenger loyalty, this means that passenger loyalty can be increased through policies in terms of ticket prices (Ricardianto et al., 2023). Then the brand image variable has a significant effect on the repurchase intention variable which is reinforced by the findings of (Dewi & Ekawati, 2019; Susanti & Wardana, 2015). This means that the better or more positive the image owned by the company and perceived in the minds of consumers towards the company, it will have the potential to increase the repurchase intention of the company (Dewi & Ekawati, 2019).

For the mediation relationship between digital content marketing and repurchase intention with the brand image variable as the mediating variable ($\beta = 0.083$, $t = 1.720$ - direct relationship) ($\beta = 0.083$, $t = 1.592$ - indirect relationship) has no mediation results, which means that brand image does not have a mediating influence to change the relationship to be significant between the two variables. While the price fairness variable has a significant effect between the results with the mediating variable or not with the mediating variable. This indicates that the mediating variable does not play a full role or can be referred to as partial mediation.

CONCLUSION

This research has produced significant findings and provided important insights into the factors that influence repurchase intentions in the context of the airline industry, with the mediating role of brand image. In this study, four hypotheses were proposed. The first hypothesis, which states that there is an effect of digital content marketing variables mediated by brand image variables on repurchase intention variables, has been rejected. That is, the research findings do not support the direct and mediation relationship between these variables. These results indicate that, in this case, the factors tested do not have a significant effect on repurchase intention and brand image which is supported by the results of previous research (Fahmi et al., 2020). And the other three hypotheses are accepted, namely price fairness has a positive and significant effect on repurchase intention mediated by brand image, then brand image has a positive and significant effect on repurchase intention, and both variables (digital content marketing and price fairness) have a significant positive effect mediated by brand image, which indicates a direct relationship between variables with each other.

Based on that, it can be concluded from this research that there is a complex relationship between Digital Content Marketing, Price Fairness, Brand Image, and Repurchase Intention in the context of the Super Air Jet airline company. Although one hypothesis was rejected, this study provides a deeper understanding of the factors that influence repurchase intentions and how brand image acts as an intermediary.

Implication

This research provides valuable insights for Super Air Jet and similar companies in understanding how they can improve their digital marketing practices and price fairness to increase their customers' repurchase intentions. In addition, this research highlights the importance of considering the role of brand image in marketing strategies and improving

customer relationships. Companies can customize their pricing strategies to create a perception of fair pricing.

more fairly, which can increase repurchase intentions. Companies can also focus on building and maintaining a positive brand image to support customer repurchase intentions. And companies need to consider digital content management and pricing policy together to maximize their influence on brand image and, ultimately, on repurchase intention. On the other hand, companies can prioritize other factors in their marketing strategy and focus on elements that have more impact on repurchase intention and brand image. By understanding these implications, companies can direct their efforts to improve the most relevant elements and enhance their strategies in achieving the goals of repurchase intention and building a positive brand image.

Limitations

However, like most research, this study also has a number of limitations that need to be noted. First, this study is limited to one airline company, Super Air Jet. The results of this study may not be directly applicable to other airline companies or in the context of different industries. Each company has unique characteristics and factors that can influence customer repurchase intentions. Secondly, although various factors have been considered in this study, there is always the possibility of other variables not being considered. The relationship between these factors and repurchase intentions could be more complex than what was investigated in this study.

Third, this study is limited by the measurements used and the analytical methods applied. The measurements used may not cover the entire spectrum of relevant variables, and there are various methods of analysis that can be used to look at the relationships between variables. Finally, in this study, not all factors that influence purchase decisions and customer intentions could be included. Purchasing decisions are often influenced by highly complex psychological, social, and cultural factors. Future research could consider these factors further.

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