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Influence of SHE (Safety, Hygiene, Environment) and Service Quality on Purchase Intention Mediated By Pricing Policy on Scheduled Domestic Airlines in Indonesia

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Abstract: The aim of this research is to analyse the influence of SHE (safety, hygiene, and environment) and service quality on purchase intention, which mediates pricing policy on scheduled domestic airlines in Indonesia. This research was conducted by distributing questionnaires to consumers via Google Forms to 250 respondents containing demographic questions and 43 statement items. The research method used is hypothesis testing. We measured the respondents' answers using a Likert scale, scoring from one to five, use Smart-PLS version 3.0 software with multivariate analysis methods. Structural Equation Model (SEM). It is directly proven that there is a significant positive influence between service quality and purchase intention. However, SHE to purchase intention is not proven to have a significant effect. Meanwhile, based on indirect hypothesis testing, it is proven that there is a significant influence between service quality and purchase intention mediated by pricing policy. And SHE variables mediated by pricing policy do not have a significant influence on purchase intention. In this research, researchers have limitations that future researchers can develop further by adding new variables or using other research methods. As a conclusion, the researcher has provided suggestions that may be useful for other researchers.

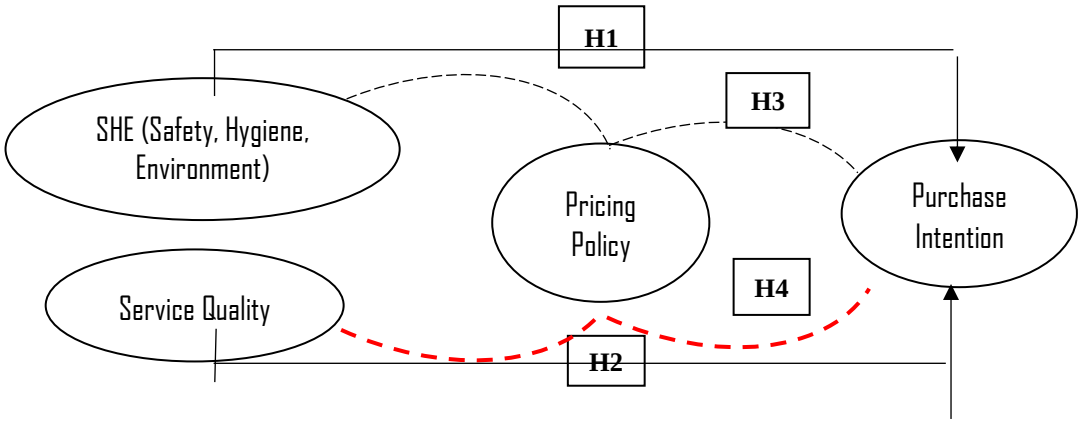
Keywords: SHE (Safety, Hygiene, Environment), Service Quality, Pricing Policy, Purchase Intention.

INTRODUCTION

This study discusses the influence of SHE (safety, hygiene, environment) and service quality variables (SQ) on purchase intention (PI) of scheduled domestic airline users in Indonesia. Researchers see it as important for airlines to not only focus on comfort and efficiency but also on the concepts of hygiene, sanitation, occupational safety, and the environment (Yasmin et al., 2023). Although SHE is very important, service quality (SQ) remains a must to get attention to increase power competition in airline flights (Hanslim et al, 2020). In this study, the respondents' passenger airline flights in Indonesia were studied using a questionnaire. Measurement Each variable uses a Likert scale scoring 1 to 5. The results of the questionnaire analysed use the method of equality PLS (Partial Least Square) - SEM

(Structural Equation Model) (Juliandi, 2018). Research Gap: As far as researchers know, there has been no research on collective SHE and service quality for all airlines in Indonesia with different service-level statuses

Conceptual Framework of Research



METHODS

This study is a hypothesis test based on research design. There are 7 causal hypotheses to be tested. The hypothesis presented aims to analyse the influence between variables. The results of the questionnaire data distributed via Google Forms were analysed using a Likert scale measurement tool with a score of 1 (one) to 5 (five). Data analysis is quantitative or statistical, using numbers that aim to test the predetermined hypothesis with a total of 4 (four) variables, namely SHE (Safety, Hygiene, Environment), Service Quality, Pricing Policy, and Purchase Intention. Sampling was conducted on 250 respondents who are airline users, and their analysis tool is PLS-SEM (Agus, 2015). Non-probability sampling designs include convenience sampling and purposive sampling. The method of taking samples applied to the research This is purposive sampling.

RESULTS AND DISCUSSION

Respondent Test Results Based on Demographics

Based on demographic analysis and testing, it is known that the majority of respondents come from the private sector (53.20%), entrepreneurs (17.60%), and state-owned enterprises workers (11.20%), and the rest are others. The results of the study are in accordance with the expectations of employees from this worker, who often travel by air transportation. Based on income, there were 159 respondents, or 63%, with an income of ≤ 20 million rupiah per month, and this indicates that the population analysed tends to be in the middle-income group. However, when associated with work that is mostly private sector workers, state-owned enterprises, and entrepreneurs, then those who travel are on business trips and business is financed by the company, so that the findings related to income are still relevant.

The productive age group between 20 years and 64 years dominates 92.4% of the total respondents, which shows that this survey was followed by people who are economically active and professional. These results are relevant to the target respondents needed, namely the productive age group. Based on gender, there are 199 or 79.6% male respondents from the total respondents, and the rest are 51 female respondents. In the context of the study, this result does not affect the purpose of the study because the target is general in nature and does not require gender or sex specificity. The results of the study showed that the level of education of Strata 1/Diploma IV reached 120 people, or 48% of the total respondents, and is the largest group. For those with a master's education, there are 50 people, or 20% of the total respondents. From this data, it can be concluded that the population analysed has its own background behind

education height that can influence preferences, patterns of thinking, and professional skills. Analysis of results Respondent, this is very supportive and relevant.

The majority of respondents believe that airline management has a strong commitment to airline safety, cleanliness, and the environment. Overall, the results show that respondents have high confidence (4.25) in the SHE (safety, hygiene, environment) aspect, with a deviation of 0.764 indicating a high level of satisfaction. The results of the questionnaire related to service quality, the average score (4.13) with a deviation of 0.790, indicate that passengers feel that the level of service is assessed positively in various aspects.

Analysis of pricing policy related to ticket prices: the value given is an average (mean) of 3.98 with a deviation of 0.856, indicating that the majority of respondents agree that airline tickets in Indonesia are considered quite affordable. However, because the mean is below 4, there is an indication that some customers still feel that prices are not always affordable. Based on the validity test , it is known that all indicators of SHE (Safety, Hygiene, and Environment), Service Quality, Pricing Policy, and Purchase Intention have a loading factor value above 0.7, which means that all indicators are valid and can be relied on to measure the intended variables.

This result shows that the measurement instruments for all variables have passed the validity test, so they can be used for further analysis. The results of the reliability test show that SHE (0.949), Service Quality (0.965), Pricing Policy (0.903), and Purchase Intention (0.946) are all in the very reliable category with a Cronbach's Alpha value above 0.9, indicating that the items measuring these dimensions are very consistent and reliable. This result shows that the measurement instruments for all dimensions tested are reliable and can be trusted to be used in further analysis.

From the test results for convergent validity, all latent variables—SHE (0.648), SQ (0.713), PRC (0.726), and PI (0.700)—show valid values. AVE exceeds 0.5. So it can be concluded that all variables are valid. Results of the discriminant validity test show that all indicators—SHE, service quality, pricing policy, and purchase intention—respectively show more loading than other indicators. For example, the SHE indicator (0.726) is taller compared to the PI (0.358), PRC (0.386), and SQ (0.551) constructs. The same thing also applies to initiator service quality, pricing policy, and purchase intention. Based on test results , then, in conclusion, all indicators own strong discriminant validity. Based on the results of processing, the composite reliability (CR) value generated from all variables is very high, above 0.90. This means that the reliability among all latent variables is very good. Whereas based on the structural model test (inner model) done with the help of bootstrapping and blindfolding procedures in SMART-PLS. The coefficient value of the test shows how much the endogenous variable can be explained by the exogenous variable.

Evaluation of the R-square value of 0.67 indicates a strong model. 0.33 indicates a moderate model, and 0.19 indicates a weak model. The R-square value test on the purchase intention and pricing policy variables is 0.443 and 0.468, respectively. This figure illustrates that the pricing policy, SHE, and service quality variables have a contribution in explaining the purchase intention variable of 44.3%. In addition, the SHE and Service Quality variables are only able to explain the Pricing Policy variable by 46.8%, while the rest is explained by other variables outside the model. Based on the results of the model suitability test, the SRMS value is 0.062, which means less than 0.08. The NFI value is recorded at 0.786, which is below 0.900 but can still be considered a marginal fit. Meanwhile, the RMS_theta value produced is 0.131, which is very close to the value of 0. From these three indicators, it can be concluded that the resulting model has met the suitability criteria, so it can be used and is quite good at describing the relationship between variables.

Hypothesis Test Results

H1: There is an influence of SHE on purchase intention.

Based on the hypothesis test , the SHE coefficient value is 0.175, meaning that if the perception... SHE increases, then the perception of purchase intention will increase. This result is in accordance with the hypothesis proposed, where SHE has a positive effect on purchase intention. However, because the results of statistical testing show a P-value of 0.126 > 0.05 (alpha 5%), which means that the relationship is not significant, which means that statistically there is no strong evidence that SHE influences purchase intention. Therefore, **H1 is rejected.** It is concluded statistically that SHE has no effect on purchase intention.

H 2: There is an influence of service quality on purchase intention.

It is known that the service quality coefficient value is 0.283, which means that if the perception of service quality increases, then the perception of purchase intention will increase. This result is in accordance with the hypothesis proposed, where service quality has a positive effect on purchase intention. The P-value is 0.018 < 0.05 (alpha 5%), so **H2 is accepted**. Statistically concluded, the 95% confidence level of service quality has a positive effect on purchase intention.

H 3: There is an influence of SHE on purchase intention, which is mediated by pricing policy.

Based on the test results, it is known that the coefficient of indirect influence of SHE on Purchase Intention through Pricing Policy is -0.002, meaning that if SHE perception increases, Pricing Policy perception will increase. The policy will decrease, causing the perception of purchase intention to decrease. This result is not in accordance with the theory proposed in the study; the significance test shows a P-value of 0.471> 0.05 (alpha 5%), so **H3 is rejected**. It is concluded statistically that there is no influence of SHE on purchase intention through pricing policy.

H 4: There is an influence of service quality on purchase intention mediated by pricing policy

The indirect effect coefficient of service quality on purchase intention through pricing policy with a value of 0.218 indicates that if the perception of service quality increases, the perception of pricing policy will also increase, which in turn will increase the perception of purchase intention. This result is in line with the proposed theory. The significance test shows a P-value of 0.000, which is smaller than 0.05 (alpha 5%), so H4 **is accepted** at a 95% confidence level, which can be statistically concluded that there is a positive impact of service quality on purchase intention through pricing policy.

Discussion

Based on hypothesis test results , although direction connection is in accordance with the hypothesis proposed , results testing statistics show that the connection is not significant, as evidenced by the P-value of 0.176, which is greater than the alpha of 5% (0.05). Therefore, **H1 is rejected,** which means, in a way, statistics no There is strong proof that SHE influences purchase intention. Although the SHE (Safety, Hygiene, Environment) aspect is important, consumers possibly prioritize other factors at the moment when making purchasing decisions, such as price or service quality. In a number of cases, consumers can consider SHE as minimum standards that must be fulfilled but not as a determining factor in a purchase decision in a direct way. However, in several studies, in line with progress, it is important for business actors to

not only focus on comfort and efficiency but also on the concept of hygiene , sanitation, occupational safety, and the environment (Yasmin et al., 2023).

Other studies have found that airline passengers consider safety as the main criterion when choosing an airline (Shiwakoti et al., 2022) (Gilbert and Wong, 2003; Atalik and Ozel, 2007). Consumers may not be fully aware of the importance of SHE initiatives or how they are implemented by airlines. Other findings emphasize the importance of understanding the relationship between passenger perceptions of safety and their satisfaction (Shiwakoti et al., 2022). Without sufficient information or effective educational campaigns, SHE initiatives may not be fully understood or appreciated by consumers, thereby not influencing purchase intention. Therefore, regardless of the results of the research conducted by the researcher but related to the results of other studies, the researcher believes that it is necessary for airlines to provide educational narratives, comprehensive explanations, and ongoing promotions to passengers to be able to enrich their insight and knowledge of the importance of SHE aspects so that the results are expected to increase purchase intention towards the products offered.

The coefficient value for service quality shows a positive relationship between service quality and purchase intention, which has a significant effect, which indicates that consumers tend to make purchases when they feel that the service quality provided by the company is good. Thus, it can be believed that there is a real relationship between the perception of service quality and consumer purchase intention; then **H2 is accepted.**

This means that there is sufficient evidence to support the claim that improvements in service quality contribute significantly to purchase intention. Overall, the results analysis shows that service quality has a significant positive influence on purchase intention. With a mark coefficient of 0.283 and a P-value of 0.018, we can conclude that improvement in perceived service quality will increase purchase intention among consumers. Acceptance hypothesis H2 emphasizes the importance of service quality in marketing and business development strategies, as well as showing the need company to keep going to repair and maintain high service standards to influence consumer purchasing decisions in a positive way. This agrees with the results. Another study (Chiu et al., 2016) found service quality is related to increased purchase intentions by increasing tourists' positive assessments of airline reputation and word-of-mouth information received from other tourists.

Mirabi et al. (2015), in their research, found the results of product quality variables, brand advertising, and name have the greatest influence on customer purchase intentions, but both packaging and price variables do not have a significant influence on purchase intentions. Related to the results of this study and several other studies, in line with important progress for business actors to not only focus on convenience and efficiency but also on the concept of hygiene , sanitation, work safety, and the environment (Yasmin et al., 2023). The value of the influence coefficient is not direct from SHE to Purchase Intention through Pricing Policy, showing not only weak but also strong negative. This shows that a positive perception of SHE does not contribute to improved purchase intention among consumers, but on the contrary, it can cause a decline in purchase intention through a negative impact on pricing policy.

This means there is no proof of sufficient statistics to support the influence of positive expectations from SHE on purchase intention through pricing policy. This shows that change in SHE If enough influence perception consumer to purchase intention, then hypothesis **(H3) is rejected**. This result is not in accordance with the hypothesis proposed in this study, where it is expected that improvement in SHE perception will strengthen positive perception of pricing policy, which will further increase purchase intention. This also shows that although consumers consider SHE an important factor, they do not feel that improvement in the SHE aspect translates to a better or more effective pricing policy. (Shiwakoti et al., 2022) Our findings emphasize the importance of understanding the relationship between passengers' perceptions of safety and their satisfaction. These results highlight the importance of

understanding that an increase in perceptions of SHE does not automatically translate into an increase in purchase intention, especially if perceptions of pricing policy are not positively affected. Research This opens the opportunity to explore other possible factors that influence this connection and to develop more effective marketing strategies. And Yasmin et al. (2023), in his research , in line with progress , important for perpetrator business, not only focus on comfort and efficiency but also on the concepts of hygiene , sanitation , safety work, and environment. The coefficient value influence of no direct link from service quality to purchase intention through pricing policy is 0.218. This shows that improvement perception of service quality will contribute to the improvement perception of pricing policy. In other words, the more good The perceived service quality is increasing positive consumer views of the pricing policy. This result shows that service quality has its own positive impact on price perception, which can increase purchase intention.

The hypothesis tested in context is that there is a positive influence from service quality to purchase intention through pricing policy. A p-value of 0.000 indicates that the results are very significant and smaller than the alpha significance 0.05, so **H4 is accepted**. The significance of the results P-value is low. Show that there is enough proof statistics to support a positive influence from service quality to purchase intention. In other words, an increase in perception of service quality in general directly contributes to improved purchase intention of consumers, who are influenced by their perception of pricing policy.

This result is in line with marketing theory stating that good service quality is often followed by the appropriate pricing policy. If the consumer feels they get good service, they are more likely to consider the price charged comparable with the value received. Increase With increasing service quality and a positive perception of pricing policy, consumers feel more certain about making a purchase. This shows that good service quality can function as a significant driver for purchase intention. However, this need becomes apparent in a very competitive market situation, where many companies offer products or similar services; service quality can become a critical differentiating factor. However, if competitors also offer high service quality, the company possibly needs to consider other factors such as product innovation or differentiation to maintain purchase intention. A consumer's perception of a product or service will also be influenced by other factors, including brand reputation, recommendations from other people, and personal experiences. Therefore, it's important for companies to understand how all these factors interact to form consumers' purchase decisions. Increasing perception of service quality can increase positive perception of pricing policy, which in turn increases purchase intention. (Arslan & Zaman, 2014), results This is in line with existing theories and provides an outlook important for marketing strategy development.

CONCLUSION

Study This own objective is to know and analyse to what extent SHE influences(Safety, Hygiene, Environment) and Service Quality towards Purchase Intention mediated by Pricing Policy in airlines flight domestic scheduled in Indonesia". In Testing the Direct Effect Hypothesis, from the two proposed hypotheses, one exists. hypothesis is accepted and one more hypothesis rejected. Meanwhile, in the Indirect Hypothesis testing of the two hypotheses, there is one hypothesis that is accepted, and one hypothesis is rejected. Although the results of the study indicate that SHE has a positive relationship with purchase intention, this relationship is not statistically significant, meaning that the increase in consumer perception of SHE is not strong enough to directly affect purchase intention. However, SHE remains an important aspect that should not be ignored, considering the increasing public attention to safety, cleanliness, and environmental issues. By educating consumers more effectively and adjusting marketing strategies for market segments that are more sensitive to SHE, companies can increase the relevance of SHE in influencing future purchasing decisions. Analysis results show service

quality has a significant positive influence on purchase intention. And it is concluded that an increase in the perception of service quality will increase consumer purchase intention hypothesis. This emphasizes the importance of service quality in marketing and business development strategies, as well as shows the need for airline flights to keep going with repairs and maintain high service standards to influence consumer decisions in a positive way. SHE has an indirect effect on purchase intention. via Pricing Policy shows SHE has no positive effect on Purchase Intention.

This result highlights the importance of understanding that an increase in perceptions of SHE does not automatically mean an increase in purchase intention, especially if perceptions of pricing policy are not positively affected. It is known that the magnitude of the indirect influence coefficient of service quality on purchase intention through pricing policy has a significant positive influence, meaning that if the perception of service quality increases, the perception of pricing policy will increase, thus causing the perception of purchase intention to increase. These results show and prove that service quality through pricing policy can provide a strong perception and has a big influence on purchase intention, so it must continue to be improved and maintained with a strong marketing strategy. These results can be a guide and add insight to the management of scheduled domestic airlines in Indonesia to focus more on improving the right service quality. Regarding the initiative, SHE remains important to be maintained and managed properly, because in the long longterm airlines cannot fully and continuously rely on service quality alone. Airlines must balance between meeting the needs of passengers who are oriented towards service quality and ensuring effective and comprehensive communication regarding SHE as an added value offered.

Limitation

1. This research was conducted specifically for consumers of domestic scheduled airlines in Indonesia and did not touch on consumers using international airlines.
2. This research is aimed at all users of Indonesian domestic airlines without selecting service levels and market segments.
3. There may be other variables that were not measured in this study that could influence the relationship between the variables studied.
4. Further research can use mixed methods by conducting interviews with respondents.
5. Further researchers may consider other mediating variables or dependent variables. which may strengthen the significant relationship between SHE and Pricing Policy and Purchase Intention

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