Intentions to Sustainably Use Air Transportation During the Pandemic: A Structural Equation Model Analysis

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ABSTRACT

This research was motivated by the pandemic due to the Corona-19 virus which resulted in the crippling of the aviation industry. Angkasa Pura II, specifically Soekarno-Hatta Airport, a company specializing in airport services and airport-related services, has experienced a significant decline in its revenue. Specifically, the company has lost an alarming 50% of its total revenue. This substantial decrease in earnings has undoubtedly had a profound impact on the organization's financial stability and future prospects. Soekarno Hatta Airport experienced a decrease in the number of passengers from 27,163,886 people per year in 2019 to a very significant decline in 2020 to 10,139,718. The pandemic has changed people's behavior in traveling using air transportation. One of their considerations is getting infected while traveling. This study aims to examine the effect of passenger satisfaction variables, subjective norms, attitudes, perceptions of behavioral control, and perceptions of travel risk on travel intentions using air transportation during the pandemic. This research was conducted by surveying 145 respondents who had used the services of Angkasa Pura II. The analytical method used in this study is the SEM-PLS with SmartPLS 3.0. Results showed that air travel intentions during the pandemic are significantly affected by passengers' satisfaction, subjective norms, and perceptions of behavioral control. Meanwhile, the variables of attitude and perception of travel risk did not significantly affect the intention to travel using air transportation during the pandemic.

1. INTRODUCTION

In the case of homecoming, after 2 years the tradition cannot be carried out and is prohibited by the government due to the Covid-19 pandemic. In 2022, the Indonesian government officially permitted citizens to travel or visit their hometowns for the Eid Mubarak event. Even so, the data for travelers in 2022 apparently is no more than the number of travelers in 2019. Based on data from the SIASATI Department of Relations of the Republic of Indonesia [1], the number of passengers using air transportation decreased by 28% from the number of 2019 as many as 3,670,097 fell to 2,660,154 people. Being allowed to travel does not mean that we will be free from the risk of transmission of Covid-19. Even though Covid-19 in Indonesia is under control, and the aviation industry has gradually recovered, travel risks still exist. The airport is one of the places prone to the spread of the Coronavirus as it is such an intersection in which the interaction between humans occurs quite intensely for quite a long time.

Soekarno-Hatta is the biggest and busiest airport in Indonesia, that's overseen by Angkasa Pura II which also operates 20 other airports. As a State-Owned Enterprise (BUMN), Angkasa Pura II provides airport and airport-related services. In general, airports have two types of revenue, namely aeronautics and non-aeronautics. Aeronautics is direct revenue for flight activities, such as passenger services both domestic and international, use of domestic and international counters, and others. Non-aeronautical income is derived from the use of services that support flights, for example, space rent, warehouse rent, land rent, and vehicle parking. The airport's main revenue originated from aeronautical revenues of as much as 60% and non-aeronautical revenues of as much as 40% [2].

The highest decline in revenue was caused by a decrease in the number of passengers at each airport. The demand for the number of passengers is one of the factors reducing airport revenue. The airport must make savings and optimize costs incurred in various aspects. Focus on savings made by the company to reduce costs. Based on Angkasa Pura II's 2020 annual report, the service achievement for the number of passengers did not meet the company's target, both international and domestic passenger services [2].

The decrease in the company's revenue impacted the airport's operational performance. Company revenue that cannot meet the target forces the company to make operational cost savings. The Angkasa Pura II company is implementing a business survival strategy during the Covid-19 pandemic. One of the savings measures being taken by the company at Soekarno-Hatta Airport is the temporary suspension of Skytrain operations [3]. Skytrain is public transportation, specifically, the airport train that connects the three terminals at Soekarno-Hatta Airport, starting from Terminal 1 to Terminal 3. The use of a Skytrain is substituted by optimizing the shuttle bus [3]. Looking at the airport's declining revenue and operational performance, the airport needs a new strategy to increase the airport's main revenue. One of them is by analyzing the factors that influence people's decisions in traveling.

The pandemic has changed consumer behavior in determining the purchase of air transportation services. Passengers need comfort while traveling, especially the importance of maintaining personal hygiene and safety so they don't get infected with the coronavirus. Concerns about being infected while traveling are a consideration for people not to go. Understanding consumer behavior when traveling is very important for Angkasa Pura II due to by knowing consumer behavior, Angkasa Pura II can design the right strategy to influence consumers to remain loyal to the company. So that Angkasa Pura II can continue to serve passengers, especially meeting consumer needs, an analysis of consumer behavior is needed as a way of marketing success. Companies can find out what factors can influence consumers, especially in making the decision to travel during the COVID-19 pandemic. This research focuses on examining theoretical factors that might influence people's travel behavior during the recovery period shortly after the pandemic as according to the International Air Transport Association, the level of passenger demand before the pandemic will only be reached in 2023 [4] using Partial Least Square-Structural Equation Modeling (PLS-SEM) based on the Theory of Planned Behavior (TPB). From several previous research, we can see that a lot of SEM studies have been carried out. Factor analysis research related to sustainability intentions was conducted with the objectives of intention to visit [5], intention to travel [6], intention to revisit [7], customer's intention [8], and so on. The difference is that the current research aims to determine the sustainable intention to travel (travel intention) in the pandemic era with the object at Soekarno-Hatta Airport.

Even though the COVID-19 pandemic has passed and the virus is more controllable, passenger's behavior and caution regarding their intentions to use air transportation still need to be investigated. From historical records, it is known that pandemics continue to occur every period as summarized by [9] where pandemics are recorded to have existed around the 500s in the form of the Plague of Justinian, then there was the Black Death in the 1300s, and in modern times there is also the Russian flu, Spanish flu, Asian flu, Hong Kong flu, SARS, swine flu, and MERS so that research related to the behavior of airplane passengers remains relevant from time to time.

2. METHOD

Theory Planned Behaviour

Utilizing the previous concept the Theory of Reasoned Action (TRA) that developed in 1980, this study applies the known Theory of Planned Behavior (TPB). TPB is able to predict a person's behavior, a person's attitude with the influence of outsiders, and control a person's behavior over the ease and complexity of a deed. If a person has positive traits and gets support from the people around him and there is a perceived ease of behavior, then one's intention to behave will also be higher [10]. According to [11], TPB can be used to describe all of a person's behavior, including behavior that requires planning. According to the research of [12], the TPB theory which includes attitude (AT), subjective norms (SNs), and perceived behavioral intention (PBC) can influence changes in people's behavioral intentions to use public transportation during and after COVID-19.

Structural Equation Modeling

An advantage of structural equation modeling (SEM) is that it is capable of simultaneously testing the dependent relationship between latent variables and measured variables. According to [13], SEM is the development of general multivariate analysis and statistical techniques that are useful in order to build and test causal statistical models. The SEM-PLS method combines factor analysis (factor analysis), path analysis, and regression. SEM-PLS is used for exploratory research while CB-SEM is used for confirmatory factor analysis. The choice of the SEM-PLS method was due to the number of samples SEM-PLS did not require as many samples as CB-SEM. SEM-PLS criteria also do not have to be normally distributed. SEM-PLS is additionally not as it was used to affirm the hypothesis but also to clarify the relationship between latent variables. The CB-SEM method must have a series of assumptions that must be met. Unlike the case with SEM-PLS, if the assumptions are violated and do not have to be fulfilled the SEM-PLS method is the right method. The purpose of SEM-PLS is prediction and theory development.

A lot of research has been carried out using the Partial Least Square (PLS) method, including research [14] that examines the factor analysis of security and safety facilities that can influence people's intentions to travel throughout the pandemic. Another study was conducted [15] on the service quality effect on passenger satisfaction. The study concluded that service quality influences passenger satisfaction.

This research is important as a reference for companies to find out how the influence of safety and security factors applied by companies during a pandemic and shortly after, from the perspective of passengers or visitors at Soekarno-Hatta Airport. The expected effect of this research is to investigate the behavioral intention to reuse air transportation after the era of the COVID-19 pandemic and the intention to cancel or change travel plans. We hope to provide insight in the form of scenarios as a business strategy for the company to increase company revenue through factor analysis of travel behavior.

3. PROPOSED STRUCTURAL MODEL

Identification of Research Variables

The selection of variables used in this research is based on the method or theory used from several previous studies. Hypothesis testing is a confirmation of data analysis. This test is to answer the research question. Each hypothesis can be described as follows:

1. Perceived Service Quality

   Based on research [12] perceived service quality has a positive value and has a prominent impact on passenger satisfaction.

   H1. Perceived service quality will have a significant impact on passenger satisfaction

2. Passengers Satisfaction

   Based on research [12] and [16] passenger satisfaction has a positive value and has an important effect on travel intention.

   H2. Passenger satisfaction has a significant impact on travel intentions

3. Subjective Norms

   Based on research [12] subjective norms have a positive impact and a significant effect on perceived service quality and travel intention reinforced research conducted [17] that subjective norms positively affect and influence significantly to travel intention.

   H3. Subjective norms have a considerable impact on perceived quality of service

   H4. Subjective norms have a significant impact on travel intentions

4. Perceived Behavioral Control

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Based on research [18] and [12] perceived behavioral control has a positive impact and has a significant influence on travel intention.

H5. Perceived behavioral control has a significant impact on passenger satisfaction

H6. Perceived behavioral control has a significant impact on travel intentions

5. Attitude Based on research [19] and [12] attitude has a positive impact and significantly influences travel intention.

   H7. Attitudes have an influential impact on travel intentions

6. Travel Risk Perception

   According to research [14], perceived travel risks positively influence travel intentions. H8. Travel Risk Perception will have a significant effect on Travel Intention.

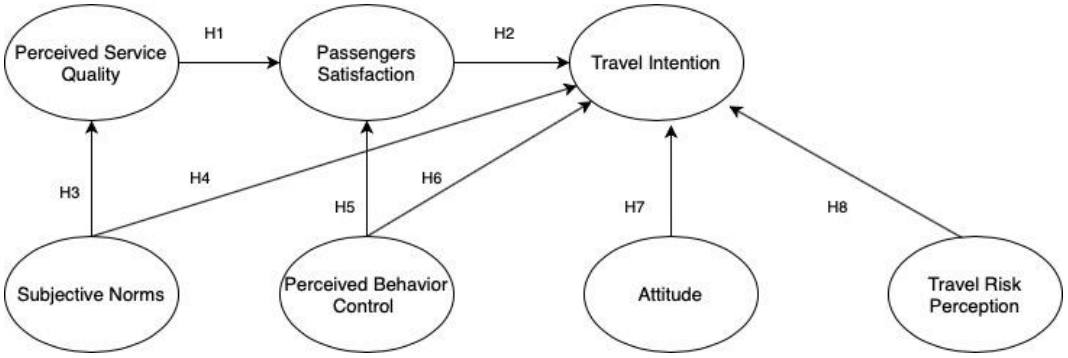

Fig. 1. Structural Model

Data Collection

Questionnaires were designed based on the proposed structural model in Figure 1. The number of questionnaires received and fulfilling the requirements was 145 then all could be processed and analyzed. The details profiles of the respondents are presented in Table 1.

Table 1. Respondent Profiles

Variable	Frequency	Percentage
Gender		
Man	59	41%
Woman	86	59%
Age		
< 19 y.o.	9	6%
19 - 24 y.o.	45	31%
25 - 34 y.o.	38	26%
35 - 44 y.o.	34	23%
44-54 y.o.	16	11%
> 55 y.o.	3	2%
Occupation		

Variable	Frequency	Percentage
Civil cervants	22	15%
Private sector/entrepreneur	81	56%
Student	37	26%
Housewife	5	3%
Comorbidities		
Yes	14	10%
No	131	90%
Frequency of Using Airplanes One Year Before the Covid-19 Pandemic		
Never	10	7%
Once	29	20%
2 - 3 times	64	44%
4 - 5 times	31	21%
> 5 times	11	8%
Frequency of Using Airplanes During the Pandemic		
Once	51	35%
2 - 3 times	61	42%
4 - 5 times	28	19%
> 5 times	5	3%
Travel Purpose		
Business/Work	51	35%
Study	41	28%
Vacation	34	23%
Others	19	13%

4. RESULTS AND DISCUSSION

Validity Test

The purpose of validity testing is to measure whether the questionnaire is effective in retrieving the intended information. The validity of questionnaires in this study was tested using the bivariate Pearson test. The bivariate test or simple correlation test is aimed to determine the close relationship between two variables and their direction. If an item can be significantly correlated with the total score

then an item is said to be valid. In the bivariate Pearson correlation test, a positive value indicates a unidirectional relationship, but a negative value indicates an inverse relationship [20].

The higher the coefficient value or the closer it is to 1, the better the validity coefficient will be. However, there is no definite limit regarding the lowest coefficient that must be met so that the validity is declared satisfactory [21]. Calculation in this study infers high validity results. The lowest coefficient value is found 0.622 and the highest coefficient value is 0.831.

According to the results of the bivariate Pearson correlation test, all indicators are valid. The terms of an item are said to be valid if the value of $r_{count} \geq r_{table}$. The r_{table} value is 0.163. The r_{count} value with a limit of 0.05 (2-tailed) is said to be valid if its value ≥ 0.163. Since all indicators are valid, we can proceed to the next stage.

Reliability Test

Reliability tests are performed to determine how reliable a measurement is and the results obtained are relatively consistent. The questionnaire is said to be reliable if the respondents' answers to the statements are consistent and stable.

The value of Cronbach's alpha for 32 indicators in this experiment shows a value of 0.900. Based on the reference, it is categorized into the best category and shows that the 32 statements are very reliable. So that the questionnaire has been reliable and valid to proceed further.

Respondent Size

Sampling is an important step in research using the questionnaire method. Before taking samples, it is better to determine in advance the sampling type and how many samples will be taken. Studies in the social and behavioral sciences tend to use random samples more frequently than probability sampling usually due to the unavailability of the sampling frame [18] therefore in our study, we apply random sampling. Random samples are taken from a population that has been decided upon and recommended as suitable for the research. Determining the number of samples can be done with the Slovin method if we can identify the population details. However, in this study, the population size is unknown, so the number of samples can be determined based on the number of variables employed. By reference, the minimum number of respondents required for a study is 10 times the number of variables. This study has 7 variables so 70 respondents are said sufficient [23].

Reflective Model Testing

The measurement of the outer model is an assessment to ensure the feasibility of a measurement which includes the validity and reliability tests of every indicator on its latent variables. A validity test can be performed by checking the index of the load factor values. We can check the loading factor value, if it is > 0.70 then the stated indicator is said to be valid, but if it is < 0.70 then the indicator is not valid. In this study using a loading factor value of ≥ 0.7 and a loading factor value of ≤ 0.7 means it is not valid. Invalid indicators can be removed or changed and redistributed questionnaires then invalid indicators will be removed from the analysis because it is not good enough to be used to measure latent variables.

From the calculation, there are several loading factor values < 0.7 or it can be said as not valid, so they will be removed from the analysis. It is known that the largest loading factor value contained compared to others is found in the subjective norm (SN) variable, the SN4 indicator means that subjective norms can be said to explain the perceived service quality variable and the intention to travel by air variable. The smallest loading factor value that is said to be valid is found in the variable perceived service quality (PSQ), the PSQ1 indicator, which means that perceived service quality can measure the passenger satisfaction variable but is not more significant than the other indicators.

In the passenger satisfaction (PS) variable, the largest loading value is found in the PS2 indicator, meaning that comfort and safety during the pandemic provided by the airport are indicators that affect the intention to travel by air variable. The smallest loading factor value is found in the PS4 indicator, meaning that the PS4 indicator does not have too much ability compared to other indicators. In the perceived behavioral control (PBC) variable, the largest loading value is found in the PBC1 indicator, meaning that during the pandemic, air transportation can fully meet travel needs, which is an indicator

that affects the passenger satisfaction variable and the intention to travel by air variable. The smallest loading factor value is found in the PBC2 and PBC3 indicators, both of which have the same loading factor value of 0.722. In the variable (AT), the biggest loading value is identified in the attitude indicator AT2, meaning that during the pandemic traveling by air caused the risk of coming into contact with infected people, which was an indicator that influenced the variable intention to travel by air. The smallest loading factor value is found in the AT1 indicator, meaning that the AT1 indicator does not have too much ability compared to other indicators.

In the travel risk perception (TRP) variable, the valid loading value is only found in the TRP2 indicator. The other four indicators have a value below 0.7, which means that the indicator is invalid and must be removed in the analysis process. The following tests were conducted to evaluate the model, they are AVE (Average Variance Extracted) to find out if the indicators are able to be explained by their latent variables; Fornell-Larcker and Cross Loading to know if all variables used in this study have fulfilled discriminant validity. Reliability is a measurement of how related a set of indicators from latent constructs is internally consistent based on how high the indicators are related to one another [24]. The composite reliability score is higher than 0.7 confirming that all latent variables are reliable.

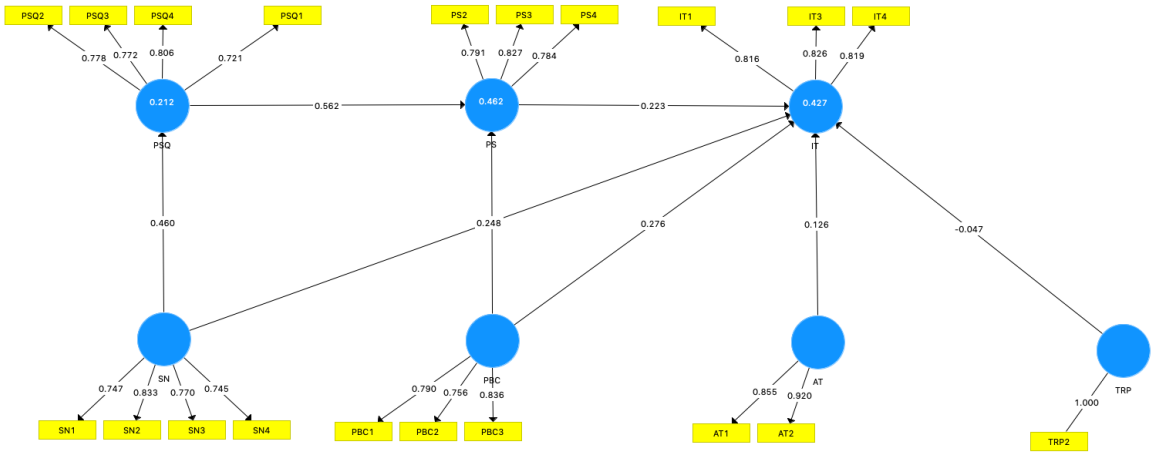

Fig. 2. Full Structural Model

Inner Model Testing

Structural models are used to predict cause-and-effect relationships between latent variables or variables that cannot be measured directly, to be precise the test on the structural model is a test of the correlation among latent variables. Structural testing of the model uses the help of bootstrapping or blindfolding procedures in the SMART-PLS application. There are three stages of evaluating the structural model or inner model the first step is to look at the significance of the relationship between variables or constructs by evaluating the structural model. Both see the value of R^2. The third step is confirming the entire structural model using Goodness of Fit (GoF). Another suitable validation test is if the endogenous latent variable has a reflective measurement model using Q^2 predictive. Several tests for structural models are R Square, Q Square, Path coefficients, T-statistics, Model Fit, and Inner VIF. Figure 2 displays the designed structural model that we use.

The R^2 test is a test on the inner model with the aim of guaranteeing that the model built is correct. We can see the consequence of exogenous on endogenous latent variables by looking at changes in the value of R. Experiment shows that the intention to travel variable is included in the satisfactory results because it has R^2 value of 0.427. This value is included in the moderate level. Where the R^2 value is 42.7% of the construct variation whereas the other 57.3% is justified by other variables independent of this study. Using the coefficient path, all the exogenous variables that become constructs have a positive influence on the travel intention variable, except for the travel risk perception variable which has a negative influence relationship. Likewise, the variables perceived service quality and perceived behavioral control have a positive association to passenger satisfaction and subjective norms have a positive relationship to perceived service quality.

Next, the predictive-relevance test (Q^2) was carried out to determine the predictive capability with the procedure of bootstrapping. The Q^2 test has a function to validate the model. Experiments show the Q^2 value of the travel intention variable of 0.254. If this value is at a moderate level and is more than 0, then there is an indication of predictive relevance, which means that exogenous latent variables are appropriate as explanatory variables that are able to calculate endogenous variables

Measurement of Model Fitness

The fitness model measurement is a statistical model that portrays how satisfactory it is to a series of observations. The Standardized Root Mean Square Residual (SRMR) value is considered suitable if it has a value < 0.08. While the NFI value must produce a value between 0 and 1. The closer to 1 the better or the more appropriate the model is built. The following are SRMR and NFI values. The SRMR value obtained is 0.073 which is less than 0.08 so the model in this study is considered suitable. The Normed Fit Index (NFI) value obtained is 0.6, meaning that the structural research model built can represent actual circumstances.

Intermediary Effects

The indirect influence of exogenous variables on endogenous variables through intermediary endogenous variables is examined. The mediating variable is described as a connecting variable between exogenous and endogenous variables [20]. In this study, the mediating variables are perceived service quality and passenger satisfaction. The 2 stages before simultaneous testing are exogenous variables to endogenous variables must be significant. Then the exogenous variable to the mediating variable must be significant too. After the two stages are fulfilled, the exogenous variables and mediating variables are tested simultaneously on the endogenous variable of travel intention. The following is a table of specific indirect effects to see how far the mediating variable can mediate the relationship between the exogenous and endogenous variables.

Table 2. Indirect Effects

	***t*-statistics**	***p*-values**	**Status**
Subjective Norms → Perceived Service Quality → Passenger Satisfaction	4,621	0,000	Mediation
Perceived Service Quality → Passenger Satisfaction → Travel Intention	1,235	0,218	No Mediation
Subjective Norms → Perceived Service Quality → Passenger Satisfaction → Travel Intention	1,165	0,245	No mediation
Perceived Behavioral Control → Passenger Satisfaction → Travel Intention	1,016	0,31	No mediation

Hypotheses Testing

We examine whether the hypothesis is accepted or not by paying attention to the *p*-values and statistical *t*-values. The hypothesis is confirmed to be accepted if the *p*-value is < 0.005 and the *t*-statistic is > 1.96 [23]. The research results can be found below:

a. Passenger service quality to passenger satisfaction

   A *p*-value of 0.000 means that passenger service quality has a significant effect on passenger satisfaction.

b. Subjective Norms for passenger service quality

   The *p*-value of 0.000 means that subjective norms have a significant effect on passenger service quality.

c. Subjective norms for travel intentions to use air transportation

The *p*-value that is owned is 0.004 meaning that subjective norms have a significant influence on travel intentions to use air transportation.

d. Passenger satisfaction on travel intention to use transportation

The P value of 0.005 means that passenger satisfaction has an important effect on travel intention to use transportation.

e. Perceived behavioral control on passenger satisfaction

The *p*-value of 0.005 means that perceived behavioral control has a significant effect on passenger satisfaction.

f. Perceived behavioral control on travel intention to use air transportation

The *p*-value of 0.002 means that perceived behavioral control has a significant impact on travel intention to use air transportation.

g. Attitudes towards travel intention to use air transportation The *p*-value of 0.120 means that attitudes do not have a significant impact on travel intention to use air transportation.

h. Travel risk perception on travel intention to use air transportation

The *p*-value of 0.517 means that travel risk perception has no significant effect on travel intention to use air transportation.

In this study, the exogenous variable that has the most prominent effect on the endogenous variable is the intention to travel during the pandemic, namely the perceived behavioral control variable. This study outcome confirms supports the research conducted [18] if the variable perceived behavioral control is the most influential variable on travel intention during the pandemic which is included in the perception of behavioral control namely, passenger satisfaction, availability of money, time and energy, and availability Information on travel restrictions during the pandemic.

The results of the study on the passenger satisfaction variable show a *p*-value of 0.000 <0.005 with a *t*-statistics value of 3.093 so the hypothesis is supported or accepted. Based on statistics the higher quality of service provided by the airport will further increase customer satisfaction. This is in line with research conducted by [12] and [16]. [12] said that during the pandemic passenger satisfaction was the most important trigger of travel intention to use air transportation. If passengers are satisfied with the quality of service provided by the airport, they will use air transportation more often and will not be disturbed or even rule out the presence of the COVID-19 virus. Satisfied passengers will feel safe and comfortable using air transportation [25]. In addition to passenger satisfaction, the intention to continue using air transportation is also influenced by the TPB. In the theory, there are 3 variables, namely subjective norms, perceived behavioral control, and attitudes. Subjective norms and perceived behavioral control variables have a significant effect on travel intention with a *p*-value < 0.005 and a *t*-statistic > 1.96.

Subjective norms have a significant impact on travel intention to use air transportation with a *p*-value of 0.004 and *t*-statistics of 2,821. If those around them support using air transportation during the pandemic, chances are they will have more confidence in using air transportation during a pandemic because support from social groups greatly contributes to the intention to continue using air transportation during a pandemic. Opinions of the social environment have an influence on travel intentions using air transportation during a pandemic [17].

Meanwhile, the attitude variable has no effect on travel intention by air. The *p*-value is 0.099 > 0.05 so the hypothesis is not accepted which supports the research finding that attitudes do not affect travel intention. These results support research that was conducted by [18, 26]. Here, the attitude variable has a positive value but is not significant for the intention to make a decision to travel using air transportation during a pandemic. It is the same with the travel risk perception variable which has a positive value but has an insignificant effect on the intention to continue using air transportation during a pandemic. This research supports research that has been conducted by [26] according to which attitude

factors and travel risk perception are not factors that influence travel intention. Based on research [27], it is possible that passengers have demonstrated adaptive behavior to reduce the threat of infection, meaning that their behavior has been adjusted to reduce the risk of exposure to the virus. However, these results are in contrast to research conducted by [12]. In research conducted by [12], the attitude variable has a significant effect on travel intention strengthening research conducted by [19] where the attitude variable is the dominant variable affecting travel intention

5. CONCLUSION

Angkasa Pura II has slowly recovered from the downturn caused by the pandemic. There is a need to increase the company's income by investigating changes in people's behavior when traveling. Restoring passenger confidence in public transportation, especially air transportation, is important for transportation management, one way to do this is by analyzing consumer behavior.From the research results, travel intention to use air transportation is affected by the variables of passenger satisfaction, perceived behavioral control, and subjective norms so the following are managerial implications that must be taken by Angkasa Pura II to continue to serve passengers and increase revenue returns during the pandemic. Passenger satisfaction variable influences travel intention therefore the company pays more attention to the cleanliness, safety, and comfort of passengers both at the airport and on the plane. Service quality affects passenger satisfaction hence to get loyal passengers and restore passenger confidence in flights during the pandemic, the company should improve the quality of service, especially maintaining the cleanliness and comfort of the airport on a regular basis. During a pandemic, of course, cleanliness is one of the important things that must be maintained, such as the air conditioning system at the airport should use air purification technology such as plasma cluster or others.

The results of the analysis also show that the variables from subjective norms and perceived behavioral control also influence travel intention. The actions that must be taken by the company to reduce public anxiety and restore public confidence to travel using air transportation with the analysis of changes in consumer behavior carried out by this research, it is hoped that it can provide recommendations to Angkasa Pura II companies as development policymakers.

For further research, several variables regarding other theories may be taken, parallel with increasing the sample size and coverage, not only Soekarno-Hatta Airport, to be able to gain a more comprehensive insight.

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