

## DETERMINATION OF FACTORS THAT INFLUENCE CHINESE PASSENGERS' DECISION TO TRAVEL IN LOW COST CARRIERS

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**Abstract.** Identifying the choice requirements has changed into an important issue with regard to flight companies, specifically cheap air carriers, due to the extreme rivals within the modern aviation market place. The objective of these particular studies to check into the option aspects utilized by travellers upon Chinese language inexpensive flight companies (LCCs). fish hunter 360 legitimate forms have been collected plus analysed included in this specific study. The information claim that behaviour, prices, security, in addition regular flier applications almost all possess a considerable effect on traveler options going simply by low-cost service providers (LCCs), nonetheless support high quality is just not considered to become an important impacting on element. This specific analysis offers new information in to the different types of LCC people, and also administration as well as academic implications from your results.

Keywords: aviation, selection criteria, low-cost carriers, decision, factors

### INTRODUCTION

A lot more than thirty percent from the globally discuss in the home modern aviation field will be made up simply by inexpensive service providers (LCCs). The specific Chinese language aviators organization will be centered by simply state-owned air carriers, which often encounter competitors via cheap companies (LCCs) (Brekelmans, 2018). Inexpensive providers (LCCs) take into account seven percent associated with China's household flights business (Fang plus Govindasamy, 2015). China's strategy change has resulted in the rest related to journey limitations because of its residents, that has experienced huge implications for that worldwide traveling field generally. The particular dislodging regarding restrictions from the Municipal Modern aviation Administration involving The far east inside 2013 has resulted in a substantial embrace the quantity of low cost provider (LCC) penetrations (Brekelmans, 2018). Customer the particular tour's 2nd biggest worldwide vacation marketplace, following an Usa (Chen, 2017). Typically the flying field continues to be confronted by unequalled risks, which includes market place slowdowns, organic catastrophes, pandemics, around the world monetary recessions, in addition to throughout the world terrorist risks, and a lot more (Tew, Zhen, Tolomiczenko, and even Gellatly, '08; Wong together with Nspiración, 2011). Using the introduction associated with cheap service

providers, the marketplace reveal connected with founded insurers changes (LCCs). Based on 1 resource, this particular industry offers "very up-and-coming small to state about this solid market" (Casey, the year 2010, g. 176). Consequently, typically the LCC field provides surfaced like an encouraging research business that will value much more analysis (Akamavi ainsi que ing., 2015). Akamavi ainsi que 's. (2015) remarked that the particular aspects with the prices on the LCC traveler are certainly not taken into account.

Within the modern aviation market, you will find two types of flight companies: full-service airlines (FSC) in addition low cost totes (LCC), that are also called finances airline carriers. The company forms of each varieties of air carriers are unique in one an additional. For instance , the company type of cheap companies (LCCs) will be significantly distinctive from those of full-service airways. In accordance with Buaphiban plus Truong (2017, l. 124), you should be familiar with "perceptions as well as buying behaviors linked to LCC customers" to make sure that bags to determine appropriate techniques to be able to improve in addition to grow their solutions in order to travellers. Because of this, it really is advantageous to check on in to the impact related to choice requirements around the numerous features connected with people upon low-cost service providers. It really is advantageous to check into because the outcomes will be advantageous not only to be able to nearby affordable companies but additionally in order to low cost providers around the world when it comes to ongoing to build up their own traveler figures and even income. Consequently, so as to appeal to far more customers, flight providers should create effective advertising methods. Being aware of what LCC individuals anticipate and exactly how these people take action will certainly allow LCCs to produce typically the techniques that will enable these to enhance together with boost their solutions later on. To be able to appeal to a lot more buyers, flight providers need to set up effective marketing techniques which can be the two inexpensive additionally effective. You'll be able with regard to insurers to create needed ways of increase and also grow their providers furthermore products to be able to travellers if they happen to be capable of being acquainted with behaviour and purchasing behaviors regarding LCC guests.

Numerous properly already been carried out on LCC passengers' options, along with the majority of focusing on cost plus support high quality because important factors. The majority of these kinds of correctly recently been carried out about clients traveling in Traditional western LCC air carriers (Buaphiban in addition Truong, 2017). Numerous correctly looked over the sun and rain that will holidaymakers consider think about which usually air travel in order to travel together with. Cost methods (Espino, Martn, in addition to Both roman, 2008), support top quality (Espino, Martn, as well as Both roman, 2008), along with other components happen to be looked into within air travel study (Kim and even Protection, 2011). In comparison, Buaphiban together with Truong (2017, s. 125) pointed out of which "the underestimation of this significance of way of thinking plus behavioural elements inside LCC books is a significant space within the books, which in turn limitations LCCs by means of knowing passengers' purchasing behaviors, and for that reason produces difficulties for that providers throughout growing their own business. inch Because of this, the objective of this specific studies to be able to fill up vacuum cleaner stress inside the current LCC study

by simply studying aspects that will effect China passengers' getting behavior whilst venturing together with LCCs. Considering that the particular home-based aviators sector within Client completely outclassed simply by state-owned flight companies, which often maintain a good eighty percent business (Zhang ou approach., 2014), the specific LCC field within just Tiongkok features restricted probability of develop. Because the home marketplace will be underserved, cheap service providers might be able to help in filling the opening.

## LITERATURE REVIEW

### Low-Cost Carrier

Lately, numerous cheap air carriers (LCCs), also called affordable service providers, happen to be started and also have started to work plus contend around the worldwide air flow transport marketplace, that has lately recently had an impact on the california's incoming travel and leisure (Alsumairi in addition to Tsui, 2017). The particular access related to low cost companies (LCCs) in to the modern aviation organization has furnished holidaymakers having an extra setting connected with vehicles. The main goal associated with cheap service providers (LCCs) would be to offer affordable journey solutions in order to clients which are looking for a far more affordable substitute for the full-service flight. With the along with air travel, inexpensive providers make journey less expensive to get more people (Ferrer-Rosell ainsi que ing., 2016). Based on client wish, spending budget air carriers are more prone to appeal to regular or even amusement customers that choose to traveling in your area, while full-service air carriers may appeal to company and even long-haul travellers who else choose to traveling worldwide (Fourie together with Lubbe, 2006). Inexpensive insurers (LCCs) work on short-haul paths, having a simple answer plus course framework, simply no forces, immediate marketing, in addition to standard-model plane included in their own business technique (Buaphiban in addition Truong, 2017). Almost all with regard to low-cost airlines (LCCs) arises from the particular leisure time as well as price-sensitive consumers' section (Graham, 2006), nevertheless it has become a far more attractive option with regard to firm vacationers too (Alsumairi and even Tsui, 2017).

Due to the particular current pattern to be able to liberalise typically the aviators market place together with de-regulate flight companies, there has been a number of important advancements within the modern aviation enterprise throughout the earlier many years (Adler ainsi que ing., 2014; Venne plus Oum, 2014). Because the liberalisation additionally deregulation from the aviators organization, there is a rise in competitors among the air travel companies (Chen, 2017). A few nations, nevertheless , enforce limited zwei staaten betreffend techniques and also entry obstacles in order to protect their particular home flying sectors. In addition, costly practice in order to restrict their own contact with attractive ways in addition to ideal timetables on the particular air flow travel market segments (Zhang and even Findlay, 2014). Personal air carriers furthermore low cost totes (LCCs) within The far east, for example, had been confronted by a considerable challenge because they attempted to run inside a hard together with increasingly competing entertainment business (Zhang plus Lu, 2013). The extreme opposition among cheap companies (LCCs) in addition

to full-service bags (FSCs) experienced modified the company forms of each varieties of air carriers. To provide a good example, Dobruszkes (2006) mentioned that this "market is just not nevertheless strong, plus some flight companies will likely walk out corporation. inch Several affordable service providers (such because Debonair, Sungold Air carriers, and even Kiwi Airlines) possess hanging provider for numerous sorts aspects (Akamavi ou 's., 2015). Once the business is confronted by completely new risks, the problem gets much more serious. For example, the particular current globally wellness crisis which will connected the entire world offers triggered the business enterprise to be able to decelerate considerably (IATA, 2020). As a result, LCCs should spend higher focus on their very own organization procedures so as to sustain a new competing benefit in the market.

LCCs ought to be a little more aggressive in addition effective at contending along with other LCCs and also full-service flight companies if they happen to be to maintain his or her reasonably competitive advantages. LCCs use a number of techniques (for instance, income administration as well as produce management) to keep all their costs lower when compared with the competitors' rates (Buaphiban additionally Truong, 2017). Moreover, low cost companies (LCCs) reduce aircarrier facilities (premium lounges) and also support (staffed check-in). LCCs can preserve their own costs reduced by using a number of techniques like gas economic system, earnings supervision that is careful, together with create managing which is cautious. There are a number regarding main reasons why cheap providers (LCCs) have obtained considerable desire for recent times. For instance , low cost providers (LCCs) produced new atmosphere visitors need, hired people, furthermore improved typically the rate of recurrence which these people journeyed (Brilha, 2008). A number of brand new travel areas happen to be discovered in addition promoted simply by LCCs, many of which have been formerly unfamiliar to the majority of holidaymakers (Bieger plus Wittmer, 06\; Echevarne, 2008). Get, for instance , AirAsia, which can be usually obtaining fresh paths.

### **Attitudes**

Instead of concentrating just around the cost, consumers' behaviour really are a considerable element (Blythe, 2013).

"A individuals assessment of the item related to thought" is meant from the phrase "attitude" (Pratkanis, 2014, g. 72). Form behavioural objectives to ensure that these types of in order to express on their own inside actual behavior is vital (Ajzen, 2005). Inside the books upon LCC plus transport, way of thinking continues to be recognized as a considerable mental component (Buaphiban in addition to Truong, 2017). To evaluate the particular purchase behaviors associated with LCC travellers towards LCCs within Southeast Parts of asia, Buaphiban and even Truong (2017) utilizing the Idea of Prepared Behavior. Their own study exposed that will passengers' behavior, very subjective requirements, in addition recognized behavioural handle almost all a new considerable impact within their acquire choices whilst traveling simply by LCC. When the solutions offered match the functions, perceptions, as well as anticipation from the customers, the needs of the testers are usually fulfilled (Mason additionally Simmons, 2012). Nonetheless, mindset might not usually act as a dependable predictor regarding long term behavior (Davison ainsi que ing., 2014). In addition, the

specific thinking together with actions involving people obtained only a moving desire for typically the modern aviation organization, in spite of their own importance (Pan plus Truong, 2018). Consequently, these is the first rumours:

H1: Attitude has a positive effect on LCCs consumers' purchase intention.

### **Price**

Depending on customer choice idea, clients may choose services and goods depending on behavioural plus attitudinal functions instead of just on cost (Blythe, 2013 Buaphiban and Truong, 2017). A few study looked at requirements besides value, like the degree of security (Davison in addition Ryley, the year 2010; Alter in addition to Put up, 2013). Nevertheless , with regards to selecting a good LCC, costs is usually outlined since the most significant component to consider (Chang and even Put up, 2013; Dull, 2014). Based on O'Connell as well as Williams (2005), the primary explanation for selecting the good LCC may be the more affordable price of conducting business. There are numerous explanations why cheap service providers (LCCs) might offer decreased costs. To utilize a good example, Wong additionally Nspiración (2011) state "worse support requirements are the end result associated with practical effectiveness as opposed to reduced rates" upon inexpensive air carriers (Wong and also Letras, last year, g. 3412). Towards the in contrast, based on Thomas furthermore Birks (2005, l. 17), "the need with regard to low cost travel arrangements will be, nevertheless , not merely inspired with a desire to make the most of lower costs. inch For instance , according to O'Connell together with Williams (2005), Malaysian travellers think about selling price to be much less important in comparison to elements. In this instance, you'll be able there are some other feasible characteristics that will effect the particular buy objective. Consequently, these may be the 2nd speculation:

H2: Price has a positive effect on LCCs consumers' purchase intention.

### **Service Quality**

Faithfulness along with quality-of-service guidelines continues to be essential for LCCs to think about (Saha in addition Theingi, 2009). Gradually a lot more experts have an interest inside identifying the particular degree that support functions are usually related to an awareness00 visitors' behavior plus emotions (Hutchinson ainsi que ing., 2009). Based on the perspective from the LCC, recognized support high quality steps exactly how nicely typically the LCC fulfills passengers' needs in addition to anticipation (Liu and even Shelter, 2016). Tsang ou ing. (2015) suggest that services high quality is really a crucial take into account analyzing the particular accomplishments in the journey as well as travel and leisure business, which usually this effects travellers' behavioural purposes and also client satisfaction (Chen, '08; Yg ain 's., this year; Jiang additionally Zhang, 2016). A few studies possess true that this top quality connected with services might have an effect upon tourists' usage conduct, possibly favorably or even negatively (Ye tout autant que 's., 2014). An additional suggestion with regard to enhancing cheap provider support would be to give a support in a competing prices stage (Zhang au même tire que approach., 2019). A few

research have found that will assistance top quality includes an immediate impact on behavioural motives (Curry together with Gao, this season; Dalam, Hsieh, Li, plus Yg, 2012), which is becoming considerable within the LCC organization within Southeast Parts of asia (Curry in addition to Gao, 2012). (Saha and also Theingi, 2009). In line with the results of the study required for The far east, anticipation concerning the good quality linked to program given by the good LCC a new a lot less substantial effect on the specific selecting of the LCC (Chiou and even Chen, 2010). One more study, however, found out typically the relationship among assistance high quality together with improved buy purpose (Chiu de plus way., 2016). The particular believe in furthermore satisfaction associated with LCC travellers might be enhanced simply by improving program top quality (Akamavi ainski que ing., 2015; O'Connell plus Williams, 06\; O'Connell in addition to Williams, 2015). Consequently, these is the 3rd rumours:

H3: Service quality has a positive impact on consumers' purchase intentions.

### **Safety**

Security is probably the most substantial things to consider whenever choosing an inexpensive provider (Atalk plus zel, 3 years ago; Lin in addition to Huang, 2015; Truong, Skillet, in addition Buaphiban, 2020), plus its straight of a good airline's status (Atalk and zel, 2007). (Jou ainski que ing., 2008). There are many considerable components in order to security, like becoming free from risk and even threat (Lin together with Huang, 2015). A few study are trying to figure out how understanding of security dangers impacts passengers' buy options (Koo, Caponecchia, as well as Williamson, 2018). Earlier correctly pointed out which will security is the central take into account determining which usually LCC to utilize (Mikuli additionally Prebeac, last year; Yg ou ing., this season; Jiang, 2013). Protection is the most crucial take into account determining which often LCC to utilize. For instance , Alter and also Put up (2013) recorded that lots of travellers see cheap service providers (LCCs) harmless configurations associated with air flow transportation, that has an effect on consumers' buying purposes. Boksberger plus co-office workers (2007) in addition to O'Connell and even Williams (2005) each suggested that may security has been a lot less essential compared to monetary danger. Security was not an issue within flight choice, based on Koo together with co-workers (2015), and contains an inferior effect on impacting on air travel assortment as compared to some other factors. Consequently, these is your fourth presumption:

H4: Airline safety has a positive impact on consumers' buying intentions.

### **Frequent Flyer Program**

The particular regular hazard system (FFP) is made to incentive customers for his or her devotion simply by letting them build up journey kilometers after which offering these cost free solution for any long term journey (Chang in addition Put up, 2013). Due to the particular

prices fight among conventional as well as cheap air carriers, "the entire field continues to be required to re-evaluate typically the support products additionally customer devotion programmes" (Anuwichanont plus Rajabhat, last year, g. 37). Numerous main Far east air carriers have discovered which will their own repeated risk programs happen to be primarily inadequate within creating buyer commitment (Jiang in addition to Zhang, 2016). Regular hazard applications are essential aspects inside select which usually flight going, and they'll encourage customers to become much more faithful towards the LCC (Chang and even Put up, 2013). Several inexpensive service providers (LCCs) within just The united states run the particular recurrent hazard plan (Alamdari together with Fagan, 2005). Nevertheless , a few low cost companies (LCCs) usually do not offer normal hazard programs (Hales-Dutton, 2003), consequently this really is not really regarded as a substantial functionality whenever analyzing LCCs (Lu, 2017). These is typically the 5th rumours that we get put forward based on these details:

H5: Frequent flier programs have a positive impact on consumers' buying intentions.

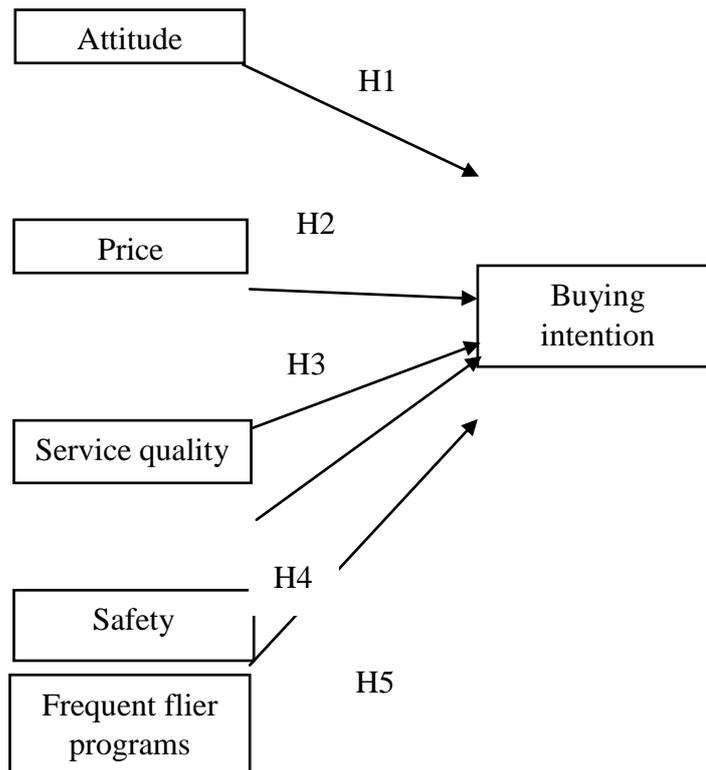


FIGURE 3.1 Research Framework

## METHODOLOGY

Places one plus a pair of the particular set of questions are available on the internet. The very first component gathers advice about the specific respondents' socio-demographic functions, like their own sexual intercourse, age group, academic background, month-to-month earnings, in addition profession. The 2nd region accumulates advice about the certain respondents' financial characteristics. The other component compiles a listing of components that could have an effect around the option to use LCCs. The specific set of questions was developed inside British, converted in to Chinese language, after which examined from the educational manager in addition to China postgraduate college students to make sure that it absolutely was precise. The information high quality from the set of questions offers enhanced due to this specific. A number of research (Pan and even Truong, 2018; Fourie together with Lubbe, 06\; Graham as well as Bansal, 3 years ago; Park your car the year of 2007, plus Dodds, Monroe, in addition to Grewal, 1991) used following products: behaviour (3 items), cost (3 items), support top quality (3 items), flight security (3 items), path accessibility additionally comfort (3 items), regular flier system (3 items), and also buying purpose (3 items) (3 items). With this research, typically the 5-point Likert level was used, using the figures which range from someone to five, together with just one becoming extremely argue and even 5 getting highly consent. Desk a single offers the details of every from your items..

**TABLE 1 Research Variables**

<b>Variable</b>	<b>Items</b>	<b>Source</b>
Attitude	I think travelling by LCCs would be pleasant.	Pan and Truong (2018)
	I think travelling by LCCs would be relaxing.	
	My overall attitude toward low cost airline is positive.	
Price	The price of a low-cost airline is reasonable for me	Pan and Truong (2018)
	The price of LCCs matches my consumption level	
	I am satisfied with the price of a low-cost airline	
	I think service quality provided by low cost airline is great	

Service quality	compared to the price they offered.	Fourie and Lubbe (2006)
	I am satisfied with the service quality provided by low cost airline.	
	Overall service quality of low-cost airlines is good.	
Safety	I am satisfied with the service quality provided by low-cost airlines.	Graham and Bansal (2007)
	I only use the airline that has a good reputation on safety system.	
	I believe that low cost airline has a good safety	
Frequent flier programs	I think that the frequent flier program offered by low-cost airlines is one of the main reasons that influence me to use airline service.	Park (2007)
	I think frequent flier program offerings are valuable.	
	I buy the ticket for this airline because of the benefits of the flier program.	
Buying Intention	I would continue to buy tickets from low-cost airlines in the future.	Dodds, Monroe, and Grewal (1991)
	A low-cost airline is the first choice for me when thinking to buy an airline ticket.	
	My intention to purchase a ticket from a low cost airline is very high.	

Using an internet set of questions research with this examine has been selected for several aspects, such as the less expensive cost as well as the relieve which usually participants might be concentrated. It is far from recognized the specific latest amounts of inexpensive service providers are usually. Depending on information from your report yearbook

associated with municipal modern aviation, nearly 11. six mil travellers chose to travel together with cheap service providers here at the finish regarding this year. (Mi, 2014). To be able to determine test dimensions, Yamane (1967) created a better way that will created an overall total involving close to four hundred participants. Following a dedication from the test dimension, the particular set of questions was made out of the built/in form (Wenjjuanxing) plus dispersed in addition gathered via WeChat, Weibo, along with other social networking systems. Before the actual info selection, typically the initial check had been carried out along with 30 Chinese language undergrad as well as postgraduate college students to ensure that the particular methods have been adopted. The outcomes in the study exposed that this Cronbach Alpha dog pourcentage ideals through the factors had been almost all bigger than zero. 6, demonstrating that typically the aspects are usually reliable inside character (Nunnally, 1978). There have been just a couple of small grammatical problems found out. Following an initial analyze, the particular customer survey has been thoroughly examined additionally focused on satisfy the needs with the individuals. A complete associated with 4 hundred good examples have been collected through the real files choice of which happened among 03 fifteen and also 04 one Simply fish hunter 360 response have been discovered to become authentic in addition to utilized for additional review, causing a 90 % reaction value following the information had been completely looked at furthermore examined. SPSS 25 utilized in order to carry out a far more specific assessment on the info.

## **FINDINGS**

In most, 53 % of those that clarified the specific study queries have been woman, whilst 40 7 per cent had been guy. The particular participants have been divided in to five age ranges depending on their own date age group. The most frequent age groups amongst individuals has been 21-30 years old (42 percent), accompanied by 31-40 years of age (29 percent), along with individuals underneath the associated with 50 data processing just for four pct of such who else solved the actual review query. fifty two % associated with members mentioned which they did not possess a bachelors level (52 percent), thirty seven per cent regarding individuals explained they get the bachelors diploma, plus 10 % related to participants mentioned which they experienced acquired the particular postgraduate level. When it comes to earnings, most members (42 percent) acquired among RMB 3001 in addition to RMB 5000 each month, using the leftover thirty-two pct generating lower than RMB 3001. Just 8% of the which responded this study gained a lot more than RMB7000 every month. This specific shows that nearly all inexpensive flight clients are often low- and even middle-income earners, correspondingly. Much more more than a third (37 percent) of these that responded to the research have been used in the specific personal field, while seventeen % have been college students in support of a few % had been senior citizens. Around the following web site, you could find the facts from the market account.

**TABLE 2. Demographic Profiles of the Respondents**

Item	Frequency (n)	Percentage (%)
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<b>Gender</b>		
Male	190	53%
Female	170	47%
<b>Age</b>		
20 or younger	33	9%
21-30 years	152	42%
31-40 years	105	29%
41-50 years	56	16%
Old than 50 years	14	4%
<b>Education background</b>		
Low than bachelor's degree	187	52%
Bachelor' degree	136	38%
Master's degree	32	9%
PhD	5	1%
<b>Monthly income</b>		
<3000 RMB	116	32%

3001-5000 RMB	154	42%
5001-7000 RMB	64	18%
>7000 RMB	26	8%
<b>Occupation</b>		
Student	62	17%
Private company employee	133	37%
Government officer	40	11%
State enterprise employee	53	15%
Business owner	20	5%
Retired	11	3%
Other	41	12%

LCC has been used each year simply by 50 percent from your participants, thirty three percent from the participants required LCC initially, supporting 17% in the individuals required LCC a lot more than two times annually, in line with the information. Regarding 53 % of these that replied made a decision to travel along with LCCs within the nation, whilst 30 4 per cent stated these people desired to travel together with LCCs within Southeast Parts of asia, using the leftover quantity showing they will favored in order to take flight together with LCCs inside Asian countries Pacific cycles (9 percent) along with other locations (3 pct ). Participants produced their own LCC bookings employing a number of causes of info. The most famous plus useful options for home elevators LCC had been discovered since the internet search engine (30 percent), the particular LCC web site (24 percent), in addition family members in addition to buddies (24 percent), correspondingly. At the same time, typically the journey company (16 percent) was your 4th usually used supply of details, accompanied by other people (14 percent) (6 percent ).

The particular members mentioned which they generally guide airfare tickets making use of the particular airline's web site, which often made up forty one per-cent with the complete

answer. Based on the study results, a few participants (32 percent) explained which they obtained their own remedy through the LCC place of work in the airport terminal, while seventeen % pointed out they obtained their particular solution via a journey organization. There are a number related to explanations why individuals choose LCC for his or her journey. Within the review, most participants (39 percent) mentioned that they can traveling with regard to enjoyment as well as holiday, although almost twenty percent associated with individuals mentioned these people journeyed regarding workshops, meetings, and even coaching. At the same time, twelve per cent connected with participants opt for typically the cheap flight to assess, as the some other 11 pct journey with regard to some other reasons like likely to family (6 percent) as well as other locations (5 % ). Table a few summarises the specific respondents' earlier functionality encounter inside LCC.

**TABLE 3 Respondents' Experience**

Item	Sample	Percentage
<b>How often do you travel by LCCs?</b>		
This is my first time	117	33.0%
Once per year	181	50.0%
More than 2 times per year	62	17.0%
<b>Which destinations do you normally fly to from China using LCCs?</b>		
Within China	191	53.0%
Southeast Asian countries	125	34.0%
Asia Pacific	32	9.0%
Other	12	3.0%
<b>How do you get information about the airline?</b>		

Search engine	113	30.0%
LCC website	84	24.0%
Family and friends	85	24.0%
Travel agency	57	16.0%
Other	21	6.0%
<b>How do you purchase your LCC ticket?</b>		
LCC website	148	41.0%
LCC office at the airport	114	32.0%
Travel agency	60	17.0%
Other	38	10.0%
<b>What is the main purpose of travelling by LCC?</b>		
Leisure/Vacation	140	39.0%
Business	64	18.0%
Seminar/Conference/Training	72	20.0%
Study	44	12.0%
Visiting family	22	6.0%
Other	18	5.0%

The overall Cronbach's alpha for each attribute exceeds 0.70, indicating the attributes are reliable (Nunally, 1978). The details of the mean score, standard deviation, and Cronbach's alpha is presented in Table 4.

**TABLE 4.** Mean Score, Standard Deviation, and Cronbach's Alpha

	Mean	Std. Deviation	Cronbach's alpha
<b>Attitude</b>			
I think travelling by LCCs would be pleasant.	2.80	1.08	.74
I think travelling by LCCs would be relaxing.	2.98	.96	
My overall attitude toward low cost airline is positive.	3.26	.91	
<b>Price</b>			
The price of a low-cost airline is reasonable for me	3.15	1.02	.76
The price of LCCs matches my consumption level	3.29	1.00	
I am satisfied with the price of a low-cost airline	3.39	.96	
<b>Service quality</b>			
I think service quality provided by a low-cost airline is great compared to the price they offer	2.99	.99	.76
I am satisfied with the service quality provided by low cost airlines	3.10	.95	
Overall service quality of low-cost airlines is good	3.20	.98	

<b>Safety</b>			
The safety system is the most significant factor that I consider when buying an airline ticket	3.04	1.12	.70
I only use the airline that has a good reputation on its safety system	3.25	1.08	
I believe that low cost airlines have a good safety system	3.23	1.04	
<b>Frequent Flyer Program</b>			
I think that the frequent flier program offered by low cost airlines is one of the main reasons that influence me to use airline service	2.89	1.03	.71
I think frequent flier program offerings are valuable	3.24	1.03	
I buy a ticket of this airlines because of the benefits of the flier program	3.20	1.07	
<b>Intention</b>			
I would go for a low-cost airline when I look for the airline ticket.	2.92	1.05	.79
A Low-cost airline is the first choice for me when thinking to buy an airline ticket	2.99	1.04	
My intention to purchase a ticket from a low-cost airline is very high.	3.31	1.01	

With this research, the particular multicollinearity check shows there is absolutely no link among factors recognized in the cut-off associated with absolutely no. eight within the info (Nunnally, 2010),. Rawal et. al (2021), Poongodi M et. al(2022), Poongodi M et. al (2021), Dhiman P et.al (2022), Sahoo S.K et.al (2022), K.A et. al(2022) , Dhanraj R.K et. al (2020),

Yan Zhang et.al (2020), Md Hossain et. al (2021), Md Nazirul Islam Sarker et. al (2021), Y. Shi et. al (2020), Guobin Chen et. al (2020) Besides the continuous aspects, you will find 5 impartial elements which are statistically considerable in the .05 level, recommending they have a considerable effect on behavioural objective (see Desk 4). Just one adjustable (service quality) will be turned out to be statistically minor on the .05 degree. Common, there exists a good partnership among behavioural goal as well as the self-employed components, because pointed out from the proven fact that the entire style will be statistically significant, along with Fahrenheit (6, 22) sama dengan forty-eight. six plus g. 05. In line with the R2 associated with zero. 45, typically the design describes forty five % from your variance within behavioural purpose whenever all of the 3rd party factors are believed with each other. Stand several demonstrates the facts from the several regression type in depth.

**TABLE 5 Multiple Regression Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.072	.178		.406	.69
Attitude	.186	.058	.164	3.19	.00
Price	.253	.061	.228	4.18	.00
Service quality	-.063	.063	-.055	-.99	.32
Safety	.210	.063	.198	3.3	.00
Frequency Flyer Program	.121	.058	.111	2.09	.04

Among the five hypotheses, only four accepted except for hypothesis H3. The summary of the hypothesis testing is outlined in Table 6.

**TABLE 6 Summary of Hypothesis Testing**

		p-value	Result
H1	Attitudes have a positive impact on LCCs consumers'	.00	Accepted

	purchase intention		
H2	Price has a positive impact on LCCs consumers' purchase intention	.00	Accepted
H3	Service quality has a positive impact on LCCs consumers' purchase intention	.32	Rejected
H4	Airline safety has a positive impact on LCCs consumers' purchase intention	.00	Accepted
H5	Frequent flyer program has a positive impact on LCCs consumers' purchase intention	.04	Accepted

## DISCUSSION

Due to the information, it would appear that the particular passenger's way of thinking includes a good impact on their own buy objective. Consequently, Speculation the first is authenticated, which often says that will behavior possess a good influence on LCC customers' buying purposes. It might be explained from the proven fact that in case travellers possess good thoughts plus feelings concerning cheap service providers, they may be more prone to choose low cost service providers. Quite simply, travellers is going to be motivated to select LCCs when they are really positive regarding LCCs in addition to frustrated via selecting LCCs whenever they hyperlink LCCs together with unfavorable emotions and even results (Pan in addition Truong, 2018). This specific studies in line with some other research, that have found that passengers' consciousness towards cheap companies (LCCs) within The far east favorably impact their own motives in order to travel along with LCCs inside The far east (Buaphiban as well as Truong, 2017; Frying pan and even Truong, 2018).

The information says will certainly prices includes a good effect around the purchasing purpose associated with LCCs customers generally. In relation to picking a good LCC, price are regularly reported as the utmost essential aspect of think about (Chang additionally Put up, 2013; Dull, 2014). The main reason for this is the undeniable fact that LCC travellers are cost sensitive and choose LCC because of the affordability these people get. When it comes to support top quality, this particular studies in chances together with earlier results, which usually learned that services top quality will be absolutely connected to be able to passengers' desire to come back (Pan and also Truong, 2018). The specific results are usually, nonetheless, comparable using the types through previously study (Mikuli together with Prebeac, 2011), which may have discovered which will assistance high quality does not need any kind of effect on passengers' choice of low cost companies. This is certainly probably due to the fact people upon inexpensive providers usually do not anticipate a top quality regarding support (Rajaguru, 2016). This is really according to the earlier research of

which found that individuals on cheap service providers have been more unlikely in order to grumble concerning the high quality related to program simply because they experienced less anticipation from your provider (Wittman, 2014; Rajaguru, 2016). However the analysis pointed out that may company high quality is just not an important element, this might not really exclude the opportunity that will LCCs ought to area higher concentrate on services top quality simply because there may be some other factors that have a substantial influence on LCCs' obtain objectives. This can be because of the truth that LCC passengers' anticipation is going to be decreased due to the lower value cost (Chan, 2014).

Certainly, security is among the things to consider anytime guests choose nor a great LCC nor the FSC, since it will certainly effect their particular acquiring choice (Chang plus Strung, 2013; Jiag, 2013; Lin in addition to Huang, 2015). Because of this, flight security includes an advantageous effect on typically the getting purposes involving LCC customers. Because Pang furthermore Truong (2020) explain, it is advisable to enhance protection to be able to boost the probability of which persons will certainly order low cost providers. Even though a few study have got suggested that could regular hazard applications include small influence on LCC users' buying goals, This particular scientific studies in line with earlier exploration by which repeated risk programs had been found out to become substantial determinants associated with air travel option (Fourie and even Lubbe, 06\; Recreation area, the year 2010; Carlsson together with Löfgren, 06\; Vidovic, Stimac, plus Vince, 2013; Alter in addition to Put up, 2013; Vidovic, Stimac, and even Vince, 2013; Alter together with Strung, 2013). In comparison with additional parameters like price plus system premium quality, recurrent hazard applications are viewed as minimal related concern to take into consideration.

## **IMPLICATION**

It absolutely was found out via this specific analysis there are a few substantial ramifications with regard to present modern aviation books. First of all, this particular study wanted to look for the functions that will travellers consider whenever choosing an inexpensive provider.. This really is considerable because the info may be used from the LCC company within the progress advertising segmentation in addition techniques. In comparison with some other Western LCC market segments, the particular LCC field within Asian countries is quite slow to build up as well as adult. Numerous Hard anodized cookware full-service air carriers are in fact growing in to the inexpensive service provider (LCC) industry, creating this analysis relevant when it comes to offering recommendations towards the flight business at the moment. Above all, the specific results of the exploration help the materials simply by demonstrating that support high quality is just not a considerable element in identifying which often LCC the tourist selects. Based on the research's useful effects, flight companies can usually benefit from this specific with regards to marketplace segmentation.

## **LIMITATION AND SUGGESTION FOR FUTURE RESEARCH**

There are certain constraints to the research that should be mentioned. For starters, the data collecting process took only a few of weeks to complete. Second, several possible variables

(such as culture) were eliminated from consideration in the study. For example, Park (2010) asserted that culture plays a significant role in influencing purchasing behaviour among consumers. As a result, Chinese LCC passengers may exhibit purchasing behaviours that differ from those of passengers from other nations. As a result, future study may be able to identify the cultural variable. In addition, because this research is focused solely on Chinese travellers, it raises the question of universality. Future studies should compare different types of travellers from different parts of the world.

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