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Are Passengers Willingness to Pay Extra Money for Domestic Flight Low Cost Carrier Airline in Covid-19 Pandemic?

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ABSTRACT

This paper examines willingness to pay extra money for domestic flight low-cost carrier airline in covid-19 pandemic. Specifically, the goal of this research is to investigate the level of willingness to pay, measured by perceived passengers and perceived prices. This study found that only perceived prices for domestic flight low-cost carrier airline in Covid-19 pandemic showed has a statistically significant impact on willingness to pay extra money has a value 85 percent. In addition, the key topics for willingness to pay are enjoyfull, agreeableness, brave, comfortable, easy going and confidence. Future studies, with the data of specific not only LCC Airlines Companies are encouraged to explore this issue.

Keywords: Perceived passengers; Perceived prices; Willingness to pay.

JEL Classification: C1, L2

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¿Están los Pasajeros Dispuestos a Pagar más Dinero por un Vuelo Nacional de una Compañía Aérea de Bajo Coste en la Pandemia de Covid-19?

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RESUMEN

Este trabajo examina la disposición a pagar dinero extra por un vuelo nacional de una compañía aérea de bajo coste en la pandemia del covid-19. En concreto, el objetivo de esta investigación es investigar el nivel de disposición a pagar, medido por los pasajeros percibidos y los precios percibidos. Este estudio encontró que sólo los precios percibidos para el vuelo nacional de bajo costo aerolínea en Covid-19 pandemia mostró tiene un impacto estadísticamente significativo en la disposición a pagar dinero extra tiene un valor de 85 por ciento. Además, los temas clave para la disposición a pagar son enjoyfull, agreeableness, valiente, cómodo, fácil de ir y la confianza. Se anima a realizar futuros estudios, con datos de compañías aéreas específicas no sólo de LCC, para explorar esta cuestión.

Palabras clave: Pasajeros percibidos; Precios percibidos; Disposición a pagar.

Clasificación JEL: C1, L2

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1. Introduction

The geographical conditions of the Republic of Indonesia really need aircraft for inter-island connectivity. Indonesia is an archipelago consisting of more than 17,504 islands. As the largest archipelago country in the world, the government together with the private sector have a focus on developing the aircraft industry in Indonesia. The three largest airline companies in Indonesia that provide domestic flight services include Garuda Indonesia, Citilink and AirAsia Indonesia (YouGov BrandIndex, 2019). The airlines that are included in the Low-Cost Carrier category are Citilink and AirAsia Indonesia.

The latest condition, Citilink is trying to be the LCC airline that is most ready for recovery and able to accommodate passengers who have been delayed due to the corona virus outbreak (Barlian & Sugiarsono, 2020). To solve the challenges it faces, Citilink needs to diversify itself in the fierce airline competition. The point is how to adapt to a situation that changes rapidly. One of the toughest challenges is the Covid-19 pandemic that has occurred globally. It is important for airlines like Citilink to be adaptive to the situation by anticipating and modifying internally in such a way that they can survive shocks in this industry well.

Even though airlines are in a difficult situation due to the coronavirus outbreak, the company is doing its best and making some preparations when passengers can start using domestic flight services again. The airline is not yet able to operate at full scale as some additional activities and regulations by the transport ministry will make it more difficult to comply with physical distance measurements such as: 1) Loss of revenue from blocking middle seats to prevent close contact with any passengers; 2) The cost of personal protective equipment imposed by cabin crew adds to costs on a regular basis; 3) Regular and proper cleaning of aircraft cabins with disinfectants, and 4) Redesigned ground ticket booths and suitcases with glass partitions (Barlian & Sugiarsono, 2020). According to *airlineratings.com*, airline safety ratings are based on comprehensive holistic safety analysis of factors that impact safety (Son & Jin, 2019). Despite the importance of safety, only a few existing studies have examined the impact of safety on travelers' aviation choices (Fleischer et al., 2015)(Koo et al., 2018).

In accordance with the provisions of the Government of Indonesia, during the Covid-2019 pandemic the airline required every domestic flight passenger to complete the required document for a COVID-19 Free Health Certificate in the form of: 1) Polymerase Chain Reaction (PCR) Test results are negative, or 2) Rapid results are non-reactive with a validity period of both of them a maximum of 14 days from the time issued by the health facility (Informatika, 2020). In the context of safety, the travelers would be willing to pay extra money (16 - 20 per cent on average) to travel to a particular destination if more safety were provided elements charged a price premium (Slevitch & Sharma, 2008). Developed a choice model using six alternative forms of safety information presentation to examine how travelers respond to different levels of safety risk in making flight decisions. The results showed that safety information presentation influenced tourists' decision rules and willing to pay (Koo et al., 2018). This study aims to examine factors affecting willingness to pay for LCC airline safety domestic flights during the Covid-19.

2. Literatur Review

2.1. Perceived Passengers

Person would be willing to fly during the Covid-19 pandemic for business or holiday had four predictors were perceived threat, agreeableness, affect, and fear (Lamb et al., 2020). Commercial aviation identified the messaging presented to customers to educate about actions being taken to provide a safe environment for commercial aviation. Policies on mask wearing or disinfecting procedures of aircraft could help work to alleviate fear and worry about resuming commercial flights, potentially increase willingness to fly, and assist the industry in providing clear messaging to passengers. In the absence of empirical estimates of the willingness to pay values specifically associated with Covid-19, the benefit assessment approach must rely on the transfer of benefit values

for risks of health consequences of comparable severity (Viscusi, 2020). In order to further evaluate the effect of Covid-19 on participants' travel behavior, the survey assesses 60,1% respondents' willingness to pay for extra health and safety provisions in the services received during their trip (Kourgiantakis et al., 2020). There has been considerable research examining consumer willingness to fly in a variety of situations (Anania et al., 2020)(Ragbir et al., 2018)(Winter et al., 2017). In order for passengers to travel they need to perceive it as being safe to access a Covid-19 test before travel as factors influencing future travel behavior (Graham et al., 2020). Passengers want their preferred airlines to do more to improve their health and safety and that they are willing to engage (Sotomayor-Castillo et al., 2020). The most traveler were willing to pay for risk reduction and action in responding to the pandemic crisis (Qiu et al., 2020) (Fadillah Ismail et al., 2020).

2.2. Perceived Price

Understanding how consumers arrive at price perceptions is a marketing priority. Conceptualized, the key topics of perceived price are price preference, price-quality interface and price endings (Kotler & Keller, 2009). An important point that buyers' price judgments are comparative in nature (Monroe, 2012). Similarly, when buyers perceive that the price they pay are higher than their comparable reference group, either in terms of ability to pay or status, then such prices are likely to be perceived to be unfair. Perceived price is defined as what a consumer gives up or sacrifices in order to obtain a product (Ha-Brookshire & Yoon, 2012). Thus, when actual price is unknown, consumers may use other available product attributes, such as brand name form their own opinion on what the product price, and therefore, quality would be (Bettman et al., 1998). Perceived price is a consumer's perceptions of price, and it includes sacrificed money, time cost, search cost, effort and psychic costs. This form of perceived price is defined as the subjective customers' perception towards the objective price of the product. Perception of price is formed by lower-level objective monetary price and perceived nonmonetary price. In this case, a surplus is generated in the consumer's mind and he/she may be willing to pay more until the gap between safety and financial sacrifice for is closed. During the covid-19, consumer willing to pay for in-flight personal amenities among others are disposable food container, bottled water, gloves, tissue paper, mask, face shield and access a Covid-19 test (Pongpirul et al., 2020)(Graham et al., 2020) (Ismail et al., 2021).

When selecting a product or service, it is no surprise that consumers rely heavily on the price of the object to base their purchase decision. Though there are other factors at play, consumers often use price as an indicator or predictor of quality as well, and the inferences of quality that are made on the basis of price significantly influence actual purchase decisions (Yan & Sengupta, 2011). The inferred relationship between price and perceived quality has been a well-documented area in consumer behavior literature and can generally be stated that the higher the price/cost of a product, than the more likely the consumer is to perceive or infer that the product is of higher quality. In theory, if a consumer believes a higher price reflects higher quality, then a higher price premium becomes justified in that the product. Key thesis regarding the moderating impact of psychological distance on the price-quality link and, in doing so, advances knowledge in a few different directions are price-quality literature, same information and self other distinction (Anselmsson et al., 2014). Price-quality literature by identifying a new moderator (construal level), which determines when quality inferences are more likely to be influenced by price versus product attributes. Same information can be part of high-or low-level construal depending on the judgment. Weather self other distinction the quality inference is based on one's own or another's behavior as a key antecedent of psychological distance in several of our studies. Perceived functional risk is an important determinant of the price consumers are willing to pay (Essoussi & Linton, 2010).

2.3. Willingness to Pay

Willingness to pay is the amount of money an agent would pay to obtain a desired good or service obtained dividing its coefficient by that of cost (Gatta et al., 2015). Willingness to pay measures are fundamental in transportation economics that makes the decision maker indifferent after a single unit

change in an attribute and can be calculated from the ratio of this attribute’s coefficient to that of the price variable (Zhang, 2012). In other words, this technique contributes to effectively eliciting the margin willingness to pay values or the implicit prices inherent in product attributes, which provide improved insight into the relative importance of each choice criterion (Lyu, 2017). In travel case, the passengers would like to pay extra for support the adoption of new policy (Lin & Tan, 2017). The customers segment with high levels of sustainable intelligence is willing to pay more to sustainability increases the price of the transport service (Pulido-Fernández & López-Sánchez, 2016).

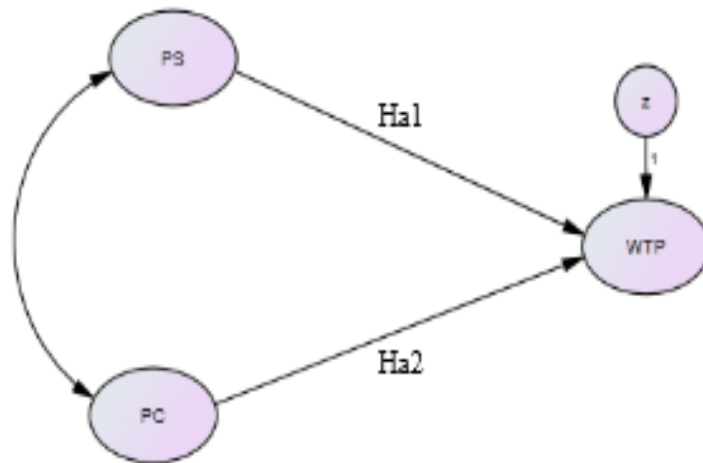
3. Methodology

3.1. Hypothesis Development

The research design conducted was causal to determine the effect of perceived passengers and perceived prices on willingness to pay. Therefore, the research hypothesis proposed is:

- Ha 1: Perceived passengers has significant impact on willingness to pay
- Ha 2: Perceived prices has significant impact on willingness to pay

Figure 1. Hypothesis



Source: (Qiu et al., 2020)(Essoussi & Linton, 2010)

3.2. Population and Sample

The population in this research was domestic flight passenger who used Citilink Airlines. The passengers were from various provinces in Indonesia and respondent was spread in airlines where the study was conducted. Due to limited access, only 100 respondents were gathered. However, this number is still in the appropriate sample size range from 30 to 500 (Briesch et al., 2015).

Table 1. Respondents

| No | Profile | Passengers |
|----|------------------------------|------------|
| 1 | Amount of Flights | |
| | 1 time | 6 |
| | 2 times | 59 |
| | 3 times | 29 |
| | 4 times | 6 |
| 2 | Route of Flights (From - To) | |
| | Balikpapan – Denpasar | 1 |
| | Balikpapan – Medan | 1 |
| | Bandung – Denpasar | 4 |
| | Bandung - Medan | 1 |
| | Banjarmasin - Semarang | 1 |

Are Passengers Willingness to Pay Extra Money for Domestic Flight Low Cost Carrier Airline in Covid-19
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| | | |
|--|---------------------------------|---|
| | Banyuwangi - Jakarta | 1 |
| | Batam – Pontianak Supadio | 2 |
| | Batam – Makassar | 1 |
| | Batam – Padang | 1 |
| | Bengkulu - Jakarta | 1 |
| | Denpasar - Jakarta | 4 |
| | Gorontalo - Jakarta | 1 |
| | Jakarta – Banda Aceh | 1 |
| | Jakarta – Bangka Belitung | 1 |
| | Jakarta – Banjarmasin | 2 |
| | Jakarta – Banyuwangi | 1 |
| | Jakarta – Denpasar | 2 |
| | Jakarta – Jambi | 2 |
| | Jakarta – Jayapura | 1 |
| | Jakarta – Lombok Praya | 1 |
| | Jakarta – Labuan Bajo | 1 |
| | Jakarta – Malang | 2 |
| | Jakarta – Manado | 1 |
| | Jakarta – Medan | 7 |
| | Jakarta – Padang | 6 |
| | Jakarta – Palembang | 1 |
| | Jakarta – Pangkal Pinang | 1 |
| | Jakarta – Pontianak Supadio | 2 |
| | Jakarta – Semarang | 2 |
| | Jakarta – Silangit | 4 |
| | Jakarta – Surabaya | 4 |
| | Jakarta – Ujung Pandang | 3 |
| | Jakarta – Yogyakarta Kulonprogo | 2 |
| | Jayapura - Makassar | 1 |
| | Labuan Bajo - Jakarta | 1 |
| | Makassar – Surabaya | 1 |
| | Makassar – Gorontalo | 1 |
| | Malang - Jakarta | 1 |
| | Medan – Jakarta | 1 |
| | Medan – Yogyakarta Kulonprogo | 2 |
| | Medan - Surabaya | 1 |
| | Medan – Lombok Praya | 1 |
| | Padang – Jakarta | 1 |
| | Padang - Batam | 1 |
| | Palembang – Batam | 1 |
| | Palembang - Bandung | 1 |
| | Pekanbaru - Jakarta | 1 |
| | Semarang – Jakarta | 2 |
| | Semarang - Banjarmasin | 2 |
| | Silangit - Jakarta | 1 |
| | Solo - Jakarta | 1 |
| | Surabaya – Balikpapan | 1 |
| | Surabaya – Banjarmasin | 2 |
| | Surabaya – Jakarta | 3 |
| | Surabaya – Medan | 2 |
| | Surabaya – Samarinda | 1 |

| | | |
|---|-----------------------------------|----|
| | Surabaya – Yogyakarta Kulonprogo | 1 |
| | Tanjungkarang - Medan | 1 |
| | Ujung Pandang - Jakarta | 1 |
| | Yogyakarta Kulonprogo – Pekanbaru | 1 |
| | Yogyakarta Kulonprogo – Bengkulu | 1 |
| 3 | Channel | |
| | Agent Travel Offline | 1 |
| | Agen Travel Online | 69 |
| | Website Citilink | 30 |

Source: Primary Data (2020)

Based on Table 1, during the period October - December 2020, it is known that most Citilink passengers used domestic flights twice from Jakarta to Padang by purchasing tickets through online travel agents during the Covid-19 pandemic.

3.3. Data Collection

We conducted an online questionnaire survey of passengers randomly selected repatriation domestic flights operated by Citilink. This research uses a direct survey to collect data needed for analysis. The questionnaire consisted of two parts: the first part was about the demographic information of respondents, and 14 questions about perceived passengers, perceived prices and willingness to pay using 1-5 likert scale.

Table 2. Questionnaire modification

| | | |
|----------------------|------|---|
| Perceived Passengers | PS1 | Thinking about the Covid-19 on flights makes me feel threatened. |
| | PS2 | I am not worried on flights because all cabin crew were make sure all passengers had negative Covid-19 test result. |
| | PS3 | I understand if there is an increase ticket prices due to seat distancing in Covid-19 pandemic. |
| | PS4 | I am fear around others people on flights because I worry, I'll catch the Covid-19. |
| Perceived Price | PC1 | I remember the total money spent on tickets and the cost of testing Covid-19 before the flight. |
| | PC2 | Ticket prices are comparable to the quality of service for the Covid-19 pandemic conditions. |
| | PC3 | I can remember that the ticket price is IDR 917,648 until tomorrow. |
| Willingness To Pay | WTP1 | I enjoyed flights despite pay extra money in this situation for Covid-19 test or increase ticket prices. |
| | WTP2 | I am willing to pay extra money for flying in Covid-19 pandemic. |
| | WTP3 | I have no fear to pay extra money for safety flights in Covid-19 pandemic. |
| | WTP4 | I would feel comfortable flying in Covid-19 pandemic. |
| | WTP5 | I would have no problem flying in Covid-19 pandemic. |
| | WTP6 | I feel confident flying in Covid-19 pandemic. |
| | WTP7 | I would feel safe flying in Covid-19 pandemic. |

Source: (Kim et al., 2012)(Sari, 2020)(Lamb et al., 2020)

Next, Confirmatory Factor Analysis jenis Multifactor Congerenic Measurement Model was used AMOS to analyze the surveys collected. Hal ini ditujukan untuk mengukur indikator pada konstruk laten perceived passengers, perceived prices and willingness to pay yang tidak dapat diukur secara langsung sebagaimana yang dikonsepsikan. Pengukuran konstruk berupa Convergent Validity yang terdiri dari Average Variance Constructed, Discriminant Validity and Construct Reliability. Convergent validity is used as a measure of the validity when loading factor (λ) has a value more than 0.5 or 0.7 artinya indikator suatu konstruk laten memiliki nilai proporsi varians yang tinggi. Average Variance Extracted merupakan ringkasan Convergent Validity dari masing-masing factor has a value more than 0.5 artinya

menunjukkan convergent yang baik. Discriminant Validity mengukur perbedaan antar konstruk sebagai bukti bahwa konstruk memiliki keunikan dan mampu menangkap fenomena yang diukur. Reliabilitas juga merupakan salah satu indikator validitas convergent. Construct Reliability mengindikasikan reliabilitas dalam mengukur variabel laten has a value more than 0.6 or 0.7 (Hair, 2014).

Table 3. Convergent Validity Measuring

| Variable Laten & Construct | Factor Loadings | Result | AVE | CR |
|-----------------------------|-----------------|---------|-----|-----|
| <i>Perceived Passengers</i> | | | 0,9 | 0,9 |
| PS1 | 0,923 | Valid | | |
| PS2 | 0,944 | Valid | | |
| PS3 | 0,746 | Valid | | |
| PS4 | 0,557 | Valid | | |
| <i>Perceived Prices</i> | | | 0,8 | 0,8 |
| PC1 | 0,657 | Valid | | |
| PC2 | 0,787 | Valid | | |
| PC3 | 0,777 | Valid | | |
| <i>Willingness to Pay</i> | | | 0,9 | 0,9 |
| WTP1 | 0,811 | Valid | | |
| WTP2 | 0,473 | Invalid | | |
| WTP3 | 0,824 | Valid | | |
| WTP4 | 0,724 | Valid | | |
| WTP5 | 0,918 | Valid | | |
| WTP6 | 0,878 | Valid | | |
| WTP7 | 0,906 | Valid | | |

Sources: AMOS Output

As presented in Table 3, perceived passengers have 3 valid indicators, perceived prices have 3 valid indicators and willingness to pay have 6 valid indicators indicates good validities. AVE perceived passengers, perceived prices and willingness to pay has a value more than 0.5 wich indicates good validities. CR perceived passangers, perceived prices and willingness to pay has a value more than 0.6 wich indicates good reliabilities.

Table 4. Second Fit Measure

| Absolute Fit Measure | Criteria | Value | Result |
|-------------------------|-------------|--------|--------|
| Chi-Square | | 65,366 | |
| p | > 0.05 | 0,065 | Fit |
| CMIN/DF | < 2.00 | 1,667 | Fit |
| RMSEA | < 0.08 | 0,030 | Fit |
| RMR | < 0.05 | 0,046 | Fit |
| GFI | ≥ 0.90 | 0,975 | Fit |
| Incremental Fit Measure | Criteria | Value | Result |
| AGFI | > 0.9 | 0,970 | Fit |
| NFI | > 0.9 | 0,956 | Fit |
| TLI | > 0.9 | 0,978 | Fit |
| Pasiminous Fit Measure | Criteria | Value | Result |
| PNFI | 0.60 – 0.90 | 0,680 | Fit |
| PGFI | 0.00 – 0.10 | 0,528 | Fit |

Sources: AMOS Output

As presented in Table 4, all of the conceptual models to be tested in this study are fit with the SEM test results. This means that there is a conformity of the observed data with the predictive model that has been proposed.

4. Results and Discussion

In this study, the research team could rely on the survey to collect standardized raw data in the field so that it could be quantified and analyzed statistically to draw research conclusions.

4.1. Perceived Passengers for Domestic Flight Low-Cost Carrier Airline in Covid-19 Pandemic

The indicators used to measure perceived passengers in this study are perceived threat, agreeableness, affect, and fear. Based on the results of data processing, consumers provided a much higher perceived passengers for domestic flight low-cost carrier airline in covid-19 pandemic operated by Citilink. Among the data analysis of total passengers for 25.71 percent thinking about the Covid-19 on flights as threatened, 25.48 percent not worried on flights because all cabin crew were make sure all passengers had proof negative Covid-19 test result, 23.97 percent understand if there is an increase ticket prices due to seat distancing in Covid-19 pandemic and 24.84 percent fear around others people on flights because worry to catch the Covid-19.

Overall, the airline's policy regarding the attachment of Covid-19 test results as a document for domestic flight requirements for all passengers is a major factor in the high perceiveability of Citilink passengers for safety flight during the Covid-19 pandemic. Perceived passengers for domestic flight low-cost carrier airline in Covid-19 pandemic showed has not a statistically significant impact on willingness to pay extra money (standardized b -0.064; r 0.628), wich is $H_a 1$ rejected. Furthermore, perceived passengers for domestic flight low-cost carrier airline in Covid-19 pandemic showed has a high correlations with perceived prices (standardized R 0.730).

4.2. Perceived Prices for Domestic Flight Low-Cost Carrier Airline in Covid-19 Pandemic

The indicators used to measure perceived prices in this study are reference price, price-quality interface and endings price. Based on the results of data processing, consumers provided a much higher perceived prices for domestic flight low-cost carrier airline in covid-19 pandemic operated by Citilink. Among the data analysis of total passengers for 32.78 percent can remember the total money spent on purchasing tickets and Covid-19 test fees before flights, 32.86 percent think ticket prices are comparable to the quality of service for the Covid-19 pandemic conditions, and 34.36 percent can get remember the price ending even if it is not a 0 or 5. In sum, Citilink airline's price ending for domestic flights for all passengers is very easy to remember during the Covid-19 pandemic. Perceived prices for domestic flight low-cost carrier airline in Covid-19 pandemic showed has a statistically significant impact on willingness to pay extra money has a value 85 percent (standardized b 0.850 ; r 0.000), wich is $H_a 2$ accepted.

4.3. Willingness to Pay Extra Money for Domestic Flight Low-Cost Carrier Airline in Covid-19 Pandemic

After going through convergent validity measuring, indicators that are declared valid so that they can be used to measure willingness to pay in this study are enjoyfull, agreeableness, brave, comfortable, easy going and confidence. Based on the results of data processing, consumers provided a much higher willingness to pay extra money for domestic flight low-cost carrier airline in covid-19 pandemic operated by Citilink. Among the data analysis of total passengers for 16.49 percent enjoyed flights despite pay extra money in this situation for Covid-19 test or increase ticket prices, 16.68 percent brave to pay extra money for safety flights in Covid-19 pandemic, 16.27 percent feel comfortable flying in Covid-19 pandemic, 16.79 percent have no problem flying in Covid-19 pandemic, 16.98 percent confident flying in Covid-19 pandemic, and 16.79 percent feel safe flying in Covid-19 pandemic. In sum, passengers confidence merupakan faktor penting dalam willingness to pay extra money for domestic flight low-cost carrier airline during Covid-19 pandemic. Willingness to pay extra money's indicators for domestic flight low-cost carrier airline in Covid-19 pandemic showed has a valid, reliabel and significant.

Table 4. Regression Weight

| | | | Estimate | S.E. | C.R. | P | Label |
|------|------|-----|-----------------|-------------|-------------|----------|--------------|
| WTP1 | <--- | WTP | 1,000 | | | | |
| WTP3 | <--- | WTP | 1,094 | ,111 | 9,825 | *** | par_6 |
| WTP4 | <--- | WTP | 0,881 | ,111 | 7,908 | *** | par_7 |
| WTP5 | <--- | WTP | 1,117 | ,098 | 11,391 | *** | par_8 |
| WTP6 | <--- | WTP | 1,099 | ,102 | 10,730 | *** | par_9 |
| WTP7 | <--- | WTP | 1,133 | ,100 | 11,318 | *** | par_10 |

Note: WTP1: Enjoyfull ;

WTP5 : Comfortable ;

Sources: AMOS Output

WTP3 : Agreeableness;

WTP6 : Easy going ;

WTP4 : Brave ;

WTP7 : Confidence

4.4. Perceived Passengers, Perceived Prices and Willingness to Pay Extra Money for Domestic Flight Low-Cost Carrier Airline in Covid-19 Pandemic

After going through hypothesis measuring, per-ceived passengers has not a significant impact on willingness to pay, then perceived prices has significant impact on willingness to pay. In other hand, willingness to pay extra money showed has a statistically significant affected by perceived passengers and perceived price simultantly (Adjusr R-square 0.653; Sig 0.000^b).

Table 5. Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|--------------|-------------------|-----------------|--------------------------|-----------------------------------|
| 1 | ,813 ^a | ,660 | ,653 | 2,026 |

Predictors: (Constant), PC, PS

Table 6. ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. | |
|--------------|-----------------------|-----------|--------------------|----------|-------------|-------------------|
| 1 | Regression | 773,434 | 2 | 386,717 | 94,220 | ,000 ^b |
| | Residual | 398,126 | 97 | 4,104 | | |
| | Total | 1171,560 | 99 | | | |

a. Dependent Variable: WTF

b. Predictors: (Constant), PC, PS

Despite considerable advances in applied pricing research, many LCC Airline companies still make their pricing decisions without a profound understanding of the likely response of potential buyers and competitors to alternative prices quotations. As a result of missing adequate knowledge of the customer's willingness to pay for airline service, these companies have to pursue a pricing strategy that is suitably customized to their marketing environment and thus also risk ignoring valuable sources in increasing profitability of the flight service offered during Covid-19 pandemi. Minor variations of prices and the corresponding consumer behavior can have notable effects on revenues and profits. Willingness to pay are also inconsistent with other experimental results.

Among the data analys of total passengers for 25.71 percent thinking about the Covid-19 on flights as threatened. Thus, a number of passengers understand if there is an increase in airplane ticket prices due to this condition. On the other hand, 32.86 percent considered ticket prices comparable to the quality of service for the Covid-19 pandemic conditions. Airline passengers' expectations for flight safety are not a problem for willing to pay extra money.

Becoming a new habit in flight service activities can change the personality and lifestyle of airline passengers as consumers in implementing hygienic protocols. There will be changes in consumer behavior in choosing services, using a certain amount of money for services and time sacrificed for services. This is an input for the pricing strategy of LCC Airline companies in relation to the Covid-19 test policy for all passengers. Almost all respondents expected that airlines set ticket prices including costs for the Covid-19 test for both PCR and Rapid.

5. Conclusion

This study has several limitations. First, the respondents to the survey questionnaires are Indonesian passengers of LCC Airlines, and thus generalizing the findings to other geographic locations may be difficult. Considering that the willingness to pay extra money showed has a statistically significant affected by perceived passengers and perceived price simultaneously. In other side, perceived passengers for domestic flight low-cost carrier airline in Covid-19 pandemic showed has not a statistically significant impact on willingness to pay extra money for safety flight. Future studies, with the data of specific not only LCC Airlines Companies are encouraged to explore this issue.

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