



Analysis of the effect of airline brand image, airline trust, service quality and price fairness on airline loyalty with passenger satisfaction as a mediation in PT Citilink Indonesia

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ARTICLE INFO	ABSTRACT
<p><i>Article history:</i></p> <p>Received Jan 06, 2025 Revise Jan 20, 2025 Accepted Jan 28, 2025</p>	<p>Transportation plays an important role in economic growth, especially in urban areas. With the vastness of Indonesia and the many islands and existing developments, air transportation has become one of the main transportations, creating competitive competition for airlines which then triggers efforts to maintain passenger loyalty. This study aims to examine the effect of airline brand image, airline trust, service quality, price fairness and passenger satisfaction on airline loyalty of the Citilink Indonesia. This study was conducted quantitatively on 238 respondents domiciled in Jabodetabek, Indonesia. The results of this study indicate that trust, service quality and satisfaction have a significant effect on airline loyalty while brand image does not have a significant effect on airline loyalty, in addition brand image, trust and service quality also have a significant effect on satisfaction of Citilink passengers in Jabodetabek.</p> <p style="text-align: right;"><i>This is an open access article under the CC BY-NC license.</i></p>
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INTRODUCTION

Economic growth is significantly influenced by transportation, particularly in metropolitan areas. This is due to the fact that manufacturing, consumption, and distribution activities are all connected to transportation. The existence of a transportation system is to meet the needs of economic and social linkages and provide opportunities for the community to increase mobility (Aprilla & Amalia, 2019). One of the main modes of transportation that has the advantage of being able to cover long distances in a short time, air transportation is very important, especially in Indonesia, which is an archipelagic country. The aviation industry in Indonesia has always experienced growth, but due to restrictions on social activities in 2020 caused by the Covid-19 pandemic, the aviation industry experienced a significant decline in performance. AP II President Director Muhammad Awaluddin said the recovery rate or recovery ratio of the aviation industry

was around 68.3% in 2022, where in 2020 aircraft traffic was only 39.5% as well as in 2021 with traffic of only 34.8% (Angkasa Pura 2, 2023).

The decline in the aviation industry has caused a situation where airlines need to compete competitively to retain their customers or to increase market share because the decline in the industry scale certainly causes the company's performance to decline significantly. One of the airlines in Indonesia, namely PT Citilink Indonesia, is an airline that has been operating for more than 20 years since July 16, 2001 and has served more than 100 routes to 47 destinations. The decline in the airline industry has caused significant losses for Citilink, where in 2022 PT Citilink Indonesia, which is a subsidiary of Garuda Indonesia, recorded a net loss of US\$3.6 million or around Rp56.3 billion until the third quarter of 2022 (Jelita, 2022). Throughout 2022 (January-August), the average occupancy rate of Citilink reached 81.7% while the company targeted an occupancy rate of 85%, the data shows that Citilink ticket sales still need to be considered and improved. And in 2023, the occupancy rate reached 83.4% with the same target of 85%.

Keeping customers loyal is easier than finding new customers in a competitive industry (Correa et al., 2021). Furthermore, devoted clients are difficult to deceive by rivals' marketing tactics, and they boost the company's revenue by regularly utilizing its goods or services and promoting it through word-of-mouth (Yum & Yoo, 2023). Thus, even in a highly competitive environment, businesses with a large number of devoted clients may stay competitive. Loyalty is a customer's commitment to a brand that has been purchased by buying it with a routine purchasing pattern and not easily turning away from other brands, if it is then it will be difficult and certain factors only (Jusuf & Yoedtadi, 2019). When customers have a commitment to continue using the services of the same brand, it is unlikely that the customer will switch to another brand.

There are several things that can affect customer loyalty one of which is customer satisfaction. Customer satisfaction is essentially a pleasant fulfillment. Fulfillment where consumers feel that consumption meets some needs, desires, goals, and so on and that this fulfillment is pleasant. Customer satisfaction reflects an evaluative assessment of the features of a product or service that provide pleasant satisfaction. In the context of airlines, passenger satisfaction has been studied to have a derivative relational impact of service quality (Han et al., 2019). Research conducted by Anggoro Wilis & Nurwulandari, (2020) shows that satisfaction has a positive effect on customer loyalty. Other research by Praja et al., (2023) shows that satisfaction has a positive effect on customer loyalty. The results of research by Özkan et al., (2020) shows that satisfaction has a positive effect on customer loyalty.

Brand image of the product or service offered can make consumers loyal to the brand used. Brand image is a collection of total impressions formed by consumer interaction (eg observation and consumption) with a brand (Chang, 2021). When consumers have a positive perception of a brand, it is very likely that consumers will return to using the same product in the future. In this case, Citilink's brand image has been considered quite good but is still below Garuda's brand, as seen from the data obtained from TopBrand, where Garuda is in first place while the second position is the AirAsia brand, and Citilink is in third place. Research conducted by Chang (2021) and Anggoro Wilis & Nurwulandari, (2020) shows that brand image has a positive effect on loyalty. In addition, brand image can also increase consumer satisfaction. Research conducted by Anggoro Wilis & Nurwulandari, (2020) shows that brand image has a positive effect on customer satisfaction.

When deciding whether to stick with a brand, buyers also take trust into account. Consumers' desire to believe that a brand will fulfill its promises is known as brand trust. When one side has faith in the dependability and honesty of the trade partner, trust is established (Zeren & Kara, 2021). In the aviation industry, punctuality is also something that consumers pay attention to, because there are often delays on several airline flights, this can certainly make it difficult for consumers to believe that the airline can realize its promises, especially in terms of time. Research

conducted by Ricardianto et al., (2023) shows that trust has a positive effect on loyalty. Other research by Chung et al., (2022) shows that trust has a positive effect on loyalty. Other research results by Zeren & Kara, (2021) shows that trust has a positive effect on loyalty. In addition, trust can also affect customer satisfaction. Research conducted by Setiawan et al., (2020) shows that trust has a positive effect on customer satisfaction. Other research by (Uzir et al., 2021), shows that trust has a positive effect on customer satisfaction. The results of research by (Gstngr et al., 2021) shows that trust has a positive effect on customer satisfaction.

The airline business relies heavily on the level of service it provides to its consumers, making customer service the key to its success. One of the main ways that competing airlines vary from one another is the quality of their services. This is particularly crucial in a highly competitive market like the low-cost carrier (LCC) airline industry. Thus, enhancing service quality is a crucial factor that significantly impacts airlines' ability to survive (Abdurochman & Tantra, 2023). Research conducted by Abdurochman & Tantra, (2023), menunjukkan bahwa *service quality* berpengaruh positif terhadap *loyalty*. Penelitian lainnya oleh Wilis & Nurwulandari, (2020) shows that service quality has a positive effect on loyalty. The results of research by Özkan et al., (2020) show that service quality has a positive effect on loyalty.

In the airline industry, prices given by airlines can change at any time even on the same flight route. During high season, the price of flight tickets given can increase up to 100%, causing the price given to be unreasonable. The consumer's assessment and feelings about whether the gap (or lack thereof) between the seller's price and the price of a comparable party is reasonable, acceptable, or justified is the conceptualization of pricing fairness (Konuk, 2021). Research conducted by Praja et al., (2023), (Jo, 2023) and Cakici et al. (2019) shows that price can significantly affect loyalty. Another study conducted by Praja et al., (2023) and Konuk (2021) shows that price fairness has a positive effect on customer satisfaction.

RESEARCH METHODS

By examining or characterizing the impact of independent factors on dependent variables, this study was carried out statistically. Independent variables are factors that impact or cause changes or the formation of dependent variables (Sugiyono, 2018). The independent variables in this study are brand image, trust, service quality, price fairness and satisfaction. The object of research as the dependent variable is loyalty. The variables of airline loyalty, trust, brand image and passenger satisfaction were measured by research. Chung et al., (2022) who also conducted research on the aviation industry, price fairness with indicators adapted from Jo (2023), while service quality is measured using indicators from Zu et al. (2020). The population in this study were Citilink airline passengers, where the minimum sample was 150 samples (5 x 30 indicators), and in this study, 238 respondents were obtained. Respondents in this study were obtained by distributing questionnaires to passengers who flew through Soekarno-Hatta Tangerang airport. The analysis was carried out using PLS-SEM with the SmartPLS 4 application with 2 test stages, namely the outer model stage and the inner model stage.

RESULTS AND DISCUSSION

Ofrom a total of 238 respondents, the following respondent profiles can be identified:

Table 1. Profile of Research Respondents

Category	Frequency	Percentage
Man	118	49.58%
Woman	120	50.42%
17 - 25 years	32	13.45%

25 - 41 years	196	82.35%
41 - 57 years	7	2.94%
More than 57 years	3	1.26%
Private Employee	151	63.45%
Profession (Doctor, Lawyer, etc.)	28	11.76%
Student	9	3.78%
Housewife	22	9.24%
Self-Employed	15	6.30%
Other	13	5.46%
Less than 50 million/year	98	41.18%
50 million - 71 million/year	41	17.23%
71 million - 140 million/year	40	16.81%
140 million - 250 million/year	40	16.81%
More than 250 million/year	19	7.98%
1x	45	18.91%
2-3x	81	34.03%
4-5x	112	47.06%

A total of 118 respondents or 49.58% were male, while the remaining 120 respondents or 50.42 were female. Although there are more women, this number is not too significant. So it can be concluded that the respondent profile in this study came from mixed gender. 32 respondents or 13.45% were aged 17-25 years who were included in the generation z age group, 196 respondents or 82.35% were aged 25-41 years who were included in the millennial generation age group, 7 respondents or 2.94% were aged 41-57 years who were included in the baby boomers generation age group, and the rest were over 57 years old. This shows that the respondent profile in this study is dominated by the millennial generation. When viewed from the occupation, respondents who are private employees are 151 respondents or 63.45%, 28 respondents or 11.76% are professionals such as doctors or lawyers, 9 respondents or 3.78% are students, 22 respondents or 9.24 are housewives, 15 respondents or 6.30% are self-employed, and the remaining 13 respondents. This shows that the majority of respondents in this study are private employees. as many as 98 respondents or 41.18% have incomes of less than 50 million/year, 41 respondents or 17.23% have incomes in the range of 50 million - 71 million/year, 40 respondents or 16.81% have incomes in the range of 71 million - 140 million/year, 40 respondents or 16.81% have incomes in the range of 140 million - 250 million/year, 19 respondents or 7.98% have incomes of more than 250 million/year. Then the respondents who used Citilink airlines 1x in the last 5 flights were 45 respondents or 18.91%, 81 respondents or 34.03% used Citilink 2-3x in the last 5 flights, and 112 respondents or 47.06% used Citilink 4-5x in the last 5 flights. This shows that the majority of respondents have limited loyalty to Citilink airlines. The following are the results of the inferential statistical test in this study:

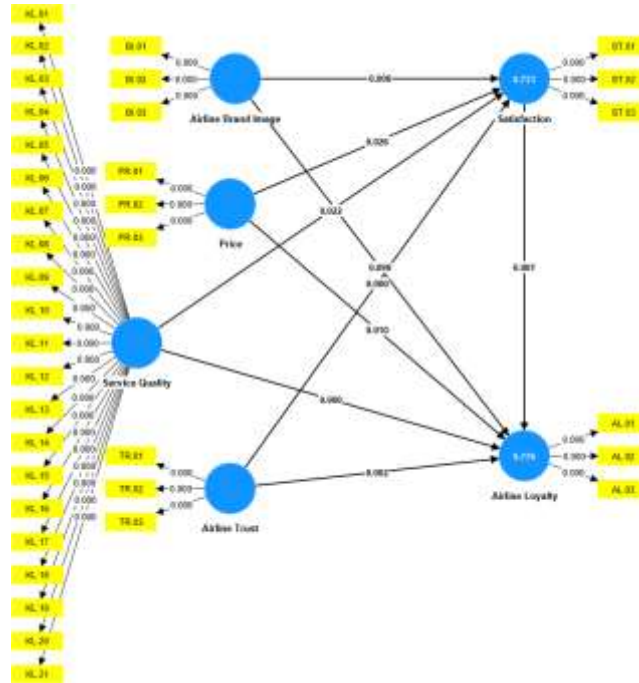


Figure 1. Model Research

Convergent validity testing is the initial step in the testing process. The output from SmartPLS includes values for factor loading (more than 0.7) and Average Variance Extracted (AVE), as shown by the Convergent Validity Test (more than 0.5).

Table 2. Validity and Reliability Test

Variable	Indicator	Outer Loading	AVE	Cronbach Alpha
Airline loyalty	AL.01	0.903	0.824	0.893
	AL.02	0.894		
	AL.03	0.927		
Airline brand image	BI.01	0.909	0.785	0.863
	BI.02	0.919		
	BI.03	0.828		
Service quality	KL.01	0.796	0.728	0.981
	KL.02	0.782		
	KL.03	0.745		
	KL.04	0.857		
	KL.05	0.849		
	KL.06	0.842		
	KL.07	0.849		
	KL.08	0.868		
	KL.09	0.867		
	KL.10	0.888		
	KL.11	0.862		
	KL.12	0.852		
	KL.13	0.891		
	KL.14	0.908		
	KL.15	0.863		
	KL.16	0.870		
	KL.17	0.865		
	KL.18	0.862		
	KL.19	0.855		
	KL.20	0.854		

Variable	Indicator	Outer Loading	AVE	Cronbach Alpha
Price fairness	KL.21	0.874	0.888	0.937
	PR.01	0.923		
	PR.02	0.952		
Satisfaction	PR.03	0.952	0.901	0.945
	ST.01	0.946		
	ST.02	0.959		
Airline trust	ST.03	0.942	0.899	0.944
	TR.01	0.951		
	TR.02	0.943		
	TR.03	0.951		

All indicators are genuine since the factor loading value for all indicators is greater than 0.7 and the AVE exceeds 0.500. A reliability test is conducted by calculating the composite reliability value. When a construct (variable) has a composite dependability value (Cronbach Alpha) greater than 0.7, it is deemed dependable (Hair et al., 2022). All Cronbach Alpha values have been more than 0.700, so all variables in this study are reliable. After the convergent validity test is carried out, then the average variance root that is extracted will be compared with the discriminant validity for further assessment (AVE). For each variable, a comparison is made using the HTMT measurement model.

Table 3. Discriminant Validity Test Results

Variable	BI	AL	TR	PR	ST	KL
Airline brand image						
Airline loyalty	0.878					
Airline trust	0.841	0.863				
Price	0.682	0.710	0.620			
Satisfaction	0.869	0.884	0.849	0.649		
Service quality	0.819	0.851	0.790	0.652	0.774	

All variables have fulfilled the discriminant validity aspect since their values are less than the acceptable value of 0.90. As a result, all indicators in each variable were able to measure the intended variable while not measuring other variables. The R-Square test results in table 5 show a value of 0.776 for the airline loyalty variable, which means that 77.6% of the brand image, trust, service quality, and satisfaction variables are able to explain the airline loyalty capability variable, and the remaining 22.4% is influenced by other variables outside of this research model.

Table 4. R Square Test Results

Variable	R-square
Airline loyalty	0.776
Satisfaction	0.733

Hypothesis testing in this study was carried out by looking at the p value and the t statistic test with the following results :

Table 5. Hypothesis Test Results

Hyphothesis	Path Coefficient	T statistics	P values	Result
H1 Airline brand image -> Airline loyalty	0.119	1.343	0.090	Not Significant
H2 Airline trust -> Airline loyalty	0.205	2.876	0.002	Significant
H3 Service quality -> Airline loyalty	0.267	3.448	0.000	Significant
H4 Price -> Airline loyalty	0.119	2.341	0.010	Significant
H5 Satisfaction -> Airline loyalty	0.284	3.199	0.001	Significant
H6 Airline brand image -> Satisfaction	0.319	4.196	0.000	Significant

H7	Airline trust -> Satisfaction	0.388	4.968	0.000	Significant
H8	Price -> Satisfaction	0.097	1.942	0.026	Significant
H9	Service quality -> Satisfaction	0.149	2.024	0.022	Significant

Hypothesis 1 in this study examines the impact of brand image on airline loyalty. The findings show that airline brand image has no significant effect on airline loyalty because the p value of 0.090 is greater than alpha 0.05 and the t statistic value of 1.343 is less than the t table 1.65. So we may infer that hypothesis 1 in this study is rejected. The results of this study are not in line with those conducted by Chang (2021), Özkan et al., (2020) and Anggoro & Nurwulandari, (2020) shows that brand image has a positive effect on loyalty. However, the results of this study are in line with those conducted by Apriliani et al. (2020) shows that brand image does not have a significant influence on loyalty. Brand image holds a certain offering to customers and influences them to act on a particular product or service (Chang, 2021). Customers' perceptions of a brand or company's image can influence their perceptions of the company itself, which in turn can influence their loyalty status to the company (Abdurochman & Tantra, 2023). The better the image of Citilink airlines, the more loyalty Citilink will have. However, the results of this study indicate that the influence of brand image on airline loyalty is not significant. There are several factors why the influence of brand image on airline loyalty is not significant. Currently, all airlines in Indonesia are airlines that have a long history and there are no new airlines operating, so almost all airlines operating in Indonesia have a positive image, therefore a positive image is no longer a rare thing so that it is used as a factor to be loyal to one of the airlines.

Airline trust, service quality, price and satisfaction are able to significantly influence airline loyalty of Citilink airline passengers because the p value is less than 0.05, meaning that H2, H3, H4 and H5 are accepted. The findings of this study are consistent with those of Ricardianto et al., (2023) and oleh Chung et al., (2022) shows that trust has a positive effect on loyalty. Customer trust is essential in the increasingly competitive aviation industry. Trust is built gradually through ongoing interactions; these interactions in turn affect customer trust in the company. In interacting with customers, it is not uncommon for difficulties to arise in understanding and predicting their desires, resulting in an extraordinary level of complexity. One way to reduce this complexity is to build customer trust. Trust is a set of beliefs that others will fulfill their expected commitments (Setiawan et al., 2020). Perception can reduce uncertainty in decision making, therefore the perception of passenger trust in the airline can influence the decisions that will be taken by passengers in the future. The results of this study prove that the greater the passenger's trust in the Citilink airline, the loyalty to Citilink will also increase. These findings can be input for the Citilink airline to be able to increase and maintain trust in an effort to increase passenger loyalty.

The findings of this study are consistent with those of Fadlan Abdurochman & Tantra, (2023), shows that service quality has a positive effect on loyalty. Airline service quality is an important differentiation between rival carriers. This is especially crucial in a highly competitive market like that of low-cost carriers (LCCs). As a result, enhancing service quality becomes a critical problem that heavily influences an airline's existence (Fadlan Abdurochman & Tantra, 2023). As an industry that prioritizes the quality of service offered to customers rather than the items sold to consumers, service quality plays a very substantial and vital role in influencing customer loyalty in the aviation business (Fadlan Abdurochman & Tantra, 2023).

Price fairness is described as the consumer's appraisal and related emotions on whether the difference between a seller's price and the prices of comparable others is reasonable, acceptable, or justifiable (Jo, 2023). Customers' views of price justice can impact their reactions to pricing, including satisfaction, loyalty, and price acceptance (Fiqqih, 2023). If consumers consider the prices given by the company to be reasonable, then there is a possibility that consumers will continue to use the same service because the price is appropriate. Customer satisfaction is fundamentally a pleasant experience. Fulfillment where the consumer believes that the consumption meets some

need, desire, aim, etc. and that this fulfillment is joyful (Han et al., 2019). In the airline context, passenger satisfaction has been studied to have a derivative relational impact of service quality. Thus, behavioral loyalty can be enhanced by improving quality, satisfaction, perceived value, corporate image, reputation and other customer experiences as well as other elements of corporate performance (Özkan et al., 2020).

Airline brand image, airline trust, price dan service quality secara signifikan dapat mempengaruhi satisfaction para penumpang Citilink. Artinya H6, H7, H8 dan H9 dalam penelitian ini didukung. The findings of this study are consistent with those of Han et al., (2019) and Dam & Dam, (2021) which shows that brand image has a positive effect on customer satisfaction. The image of an airline, or any other organization, is best described as the immediate mental picture the public has of the organization. Building a good image has been calculated to improve morale, productivity, retention, and achieve competitive advantage (Han et al., 2019). By stating that image is an important variable that influences passenger satisfaction, which also has a strong relationship with future passenger intentions (Han et al., 2019). The results of this study also in line with those conducted by Setiawan et al., (2020) shows that trust has a positive effect on passenger satisfaction. Trust is the expectation in a risk situation that vulnerabilities will not be exploited. Trust is the willingness to accept from consumers the vulnerabilities inherent in a transaction. Trust is the willingness of customers to accept weaknesses in a transaction based on their positive expectations about the seller's future behavior (Anggoro & Nurwulandari, 2020). Consumer distrust in the airline industry is usually related to trust in the information provided, especially when a particular airline has an image as a company that likes to delay flights, then consumer distrust will arise which will of course lead to a lack of customer loyalty.

Passengers' judgments of airline service quality differ from one another and are heavily influenced by the difference between expectations and perceptions of actual performance. Perception of service quality is described as a customer's opinion of the overall superiority of a product or service. Many scholars have claimed that the nature of service quality differs (particularly in terms of the number of dimensions), with the dimensions likely to be distinct and specific to each business (Setiawan et al., 2020). contentment and service quality work together to influence intention, implying that the better the perception of service quality and customer contentment, the higher the purchase intention (Özkan et al., 2020). Consumers often analyze the link between price and their expectations for the performance of the purchased goods. Thus, the selling price may be compared to the buyer's prior experience. As a result, if customers believe that the advantages provided by the goods are high, they will regard the price to be more than acceptable; this is known as price fairness (Kartini et al., 2016).

CONCLUSION

The study concluded that trust, service quality, and satisfaction have a significant influence on airline loyalty, while brand image does not. Furthermore, brand image, trust, and service quality have a significant influence on satisfaction of Citilink passengers in Jabodetabek. Therefore, the management of Citilink airlines can focus on these four variables in an effort to increase airline loyalty and passenger satisfaction. Managerial implications are suggestions for managers that can be input so that Citilink Airlines can make improvements through future planning related to the four variables that are predictors in this study. In an effort to increase passenger satisfaction, airlines can conduct further surveys to find out what needs passengers may need that have not been met. Managers should also be able to pay attention to the temperature of the cabin cleanliness and the room temperature in the aircraft so that the quality of service can be better. In addition, indicators related to the delivery of complaints and suggestions are also indicators that need to be considered, where managers should perhaps be able to provide a place to convey complaints and

suggestions easily, for example by utilizing the Citilink mobile application, because the application provides a feature to make complaints and track how far the complaint process has been handled by the airline. If Citilink airlines can improve the company's image by promoting achievements obtained in the international arena, such as global level achievements in the international arena as the best airline which may have higher results compared to several other international airlines. The results of this study may not be generalized to all passengers throughout Indonesia because the sampling was only on passengers who flew at one airport in the capital city of Jakarta, however, the results of this study can also be generalized to other airlines in the context of passengers around Jabodetabek.

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