The Influence of Service Quality and Brand Image Towards Customer Satisfaction in Garuda Indonesia Airlines

Syafina Dhiaz Fhahira[1], RA. Afera Ratna Wijayanti[2], Muhammad Affandi[3], Joni Gusmali[4]
International management, International University Liaison Indonesia (IULI),
Associate Tower 7th floor Intermark, BSD City, Indonesia, 15310
e-mail: syafinadhiaz@yahoo.com, afera.wijayanti@iuli.ac.id , muhammad.affandi@iuli.ac.id, joni.gusmali@iuli.ac.id

ABSTRACT. When consumers buy a product, there are many factors that influence these consumers in making decisions, starting from internal factors or external factors to produce satisfaction for the consumers themselves. Service quality is one aspect when consumers use services or buy products from a trademark or company. Service quality is the main activity carried out by a trademark or company to provide satisfactory service to consumers in the long run. The aviation business is one of the industries that is concerned with the quality of their service to provide the best service to consumers so that consumers are satisfied with the services provided. In addition to service quality, brand image is also an important aspect of customer satisfaction because consumers will see whether a trademark or company has a good image or not and consumers will use services or goods from brands or companies that they frequently use or that already exist in their minds. The purpose of this study is to analyze the impact of service quality and brand image on customer satisfaction in the aviation industry. This study uses descriptive and quantitative research with the aim of wanting to know the relationship of three variables namely service quality, brand image and customer satisfaction with each sub-variable. This study uses quantitative data by distributing questionnaires as a method of collecting data.

Keywords: Service Quality, Brand Image, Customer Satisfaction, Airline Industry

1. INTRODUCTION

The aviation industry is an industry that offers regular services to transport passengers or goods by air. Airlines may offer scheduled and or chartered services and the airline industry is an important part of the wider travel industry, providing customers with the ability to purchase seats on flights and travel to different parts of the world. People's mobility is increasing because of their desire to travel from one place to another easily, cheaply, comfortably, safely, and quickly. Air transportation is the answer to people's desires because this transportation is fast enough to travel long distances (Revfine, 2022). Aviation helps the development of the modern world with provides significant economic and social benefit. Its facilities tourism, trade, connectivity, provides jobs and it can be directly and indirectly contributed to nation's economy because the ability to move people or goods between countries such as import and export activities (Nizetic, 2020).

Indonesia is the second fastest growing aviation market in the world after China based on its aircraft purchases and trade value, International Air Transport Association (IATA) stated that Indonesia is expected to be the world's sixth-largest market for air transport in 2034 (Statista Research Department, 2021). Indonesia's aviation industry has bright prospects supported by the geographical conditions of Indonesia which is the largest archipelagic country in the world and has more than seventeen thousand islands, so that air transportation will become the main driver of national transportation and connectivity of the Indonesian economy. In this modern era, taking an airplane to travel has become commonplace in big cities especially for people who live in big cities with a modern lifestyle and high mobility. Airports and hundreds of airplanes are widely spread in various regions in Indonesia, starting in big cities to areas in island cities.
(kementrian Perindustrian Republik Indonesia, 2022).

The airline industry has always been categorized as one of the intangible services industries, become one part of the global economy that has an important role in development in various sectors such as transportation, manufacturing, technology and other sectors. New airlines have entered, and competition is increasing, but at the same time,

service quality and customer satisfaction become an integral part of the aviation industry.

Garuda Indonesia Airlines is one of the largest airline companies in Indonesia that upholds the *full-service* concept and has proven itself as an airline that is successful in maintaining and adjusting service quality to the maximum and is recognized by all customers. Facing the current competitive conditions, airlines are required to continuously improve their service quality. As an airline providing aviation services, it is necessary to know what matters are considered important by customers, how to improve service quality and strive to produce optimal performance to provide satisfaction towards customers (Astutik & Roellyanti, Analisis Pengaruh Kualitas Pelayanan Maskapai Garuda Indonesia Berdasarkan Service Quality Terhadap Kepuasan Penumpang Di Bandara Adi Soemarno, 2021). In accordance with Garuda Indonesia's airlines vision, it is to offer quality service to the world community with Indonesian hospitality, timely and safe (about products), fast and precise (about processes), clean and comfortable (about buildings) as well as reliable, professional, the staff are competent and ready to help (Garuda Indonesia, 2021). Additionally, Brand image is always an important asset in the company developed and maintained. So, the brand image is very useful for the company, whether the company have a positive image by customers who will determine their company because it can provide facilities that satisfy customers (Ghulaman & Yulianto, 2021).

Service quality is the main activity in the marketing strategy carried out by the company where the company must have a commitment to always provide quality services in order to be able to grow and develop to face competitors and get customers in the long term (Ahmed, Vveinhardt, Warraich, Hasan, & Baloch, 2020). In addition, as one of the industries that prioritizes service over product, many successful airlines in the industry are judged primarily on the services they offer passengers rather than on the products they sell to customers. Therefore, every airline must be able to serve its customers optimally and provide services that can be said to be "extraordinary" to its passengers to achieve success in this industry (Wilson, 2018). Other than service quality, brand image has an important role in influencing customers when making decisions if they want to use a service or product from one company, customers will use the brand image of the company that already exists in

their minds. Brand image is the customer's perception of the company, whether it's a good or bad perception of a company. Companies must be able to build a positive brand image in the customer or public mind so that it will increase a good perception for the company and as a company that has a good reputation which in turn could increase the company's image (Wilson, 2018).

The customer satisfaction becomes more vital and when the industry airline provides intangible services because the airline industry faces the competition within and outside the industry and other than airline industry, always trying to keep the current customer and be able to maintain the customer loyalty (Diah, 2021).

This research will focus and discuss further how strong service quality and brand image to influence towards customer satisfaction in airline industry in the case study Garuda Indonesia Airline because service, brand image and customer satisfaction keep appearing in the general business especially airline industry.

2. POPULATION & SAMPLE

POPULATION

Population of a research does not only refer to people or living creatures. Statisticians also refer population of a research as objects, events, or procedures. Every population has at least one characteristic that is needed that researcher is interested to study about the population (BMJ Publishing Group, 2021). The population that will be used in this research is those airline's passenger who experience flew from International Soekarno Hatta Airport with Garuda Indonesia.

SAMPLE

The sample is a part or representative of the population under study, it is unnecessary and sometimes impossible to collect data from all the population available thus it is considered adequate to collect data from several samples from the whole population (Anantadjaya & Nawangwulan, 2018).

SAMPLING METHOD

Probability sampling and non-probability sampling are two types of sampling methods. Each member of a population has an equal chance of being chosen using the probability sampling method. Non-probability sampling is a method of selecting

people that does not give everyone an equal chance (Winarta, 2020).

SAMPLE SIZE

The sample size is calculated by using Rao soft. Rao soft formula is used to calculate sample size by giving the population size and a margin of error.
In this study, refers to the Rao soft amount of error that can tolerate is 5% while gathering data. Confidence level, 90%. Conclusion, the recommended sample data size is 267 respondents needed for this research.

3.　DATA ANALYSIS

COMPANY OVERVIEW

PT. Garuda Indonesia (Persero) Tbk (GIAA) is Indonesian flag carrier airline owned by the Government of the Republic Indonesia, company engaged in the scheduled commercial air transportation industry for passengers, cargo and domestic or international shipments. Garuda Indonesia received international recognition including the achievement of being "The World's Best Economy Class" from TripAdvisor Travelers Choice Awards and "The World's Best Cabin Crew" from Skytrax (Garuda Indonesia, 2021). GIAA is an Indonesian airline with the concept of being a full-service airline which currently serves more than 90 destinations around the world and 600 flights per day, with the concept of "Garuda Indonesia Experience" which provides the best service concept with Indonesian hospitality and cultural richness (Garuda Indonesia, 2021).

Garuda Indonesia has a subsidiary that was built by the company to support all its activities. GIAA provides services such as travel agents, ground handling, and the hospitality industry. The Garuda Indonesia company has several subsidiaries, such as PT Garuda Maintenance Facility Aero Asia (GMFAA) which is engaged in aircraft maintenance services, aircraft engines, and aircraft component maintenance. PT Citilink Indonesia is also a subsidiary company engaged in air transportation with Low-cost carrier (LCC) with scheduled commercial flights. With a "serve" orientation approach, Garuda Indonesia aims to become a service provider for tourists in the country as well as providing goods delivery services (Garuda Indonesia, 2021).

RESPONDENT'S CHARACTERISTICS

In this research, respondents had diverse background characteristic starting from Gender, Domicile, Age, Occupation, and Frequency flying with Garuda Indonesia Airline from International Soekarno Hatta of each respondent. In this study, the questionnaire was distributed online to 270 people.

GENDER

Most respondents in this research were female, namely 55.6% and male 44.4%. It means the majority of passengers of Garuda Indonesia airline from International Soekarno Hatta in this study are female passengers.

DOMICILE

There were 72% of respondents domicile in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi), 28% of respondents domicile in outside Jabodetabek. This shows that most of passengers that fly with Garuda Indonesia airline from International Soekarno Hatta come from Jabodetabek.

AGE

There were 42% of respondents above 50 years old, then followed by the 30% of respondents are between 20 – 30 years old and the third is 15% of respondents are between 31 – 40 years old and the last one is 13% of respondents are between 41 – 50 years old. According to this data, it can be included that most of passengers of Garuda Indonesia Airline is above 50 years old.

OCCUPATION

There were four categories that the researchers gave in this work. Namely, there are Student, Government Employee, Private Employee, and Entrepreneurs. In the first position is 70% of respondents is Government Employee. The second position with 14% of respondents is student; The third with 10% of respondents is Private Employee and the last percentage only 6% is Entrepreneur. It can be concluded passengers Garuda Indonesia Airline from International Soekarno Hatta is Government Employee because they will often travel out of town or abroad for work matters such as business matters or meetings to meet colleagues.

FREQUENCY

There were 35% of respondents flying more than 4 times with Garuda Indonesia from International Soekarno Hatta, 33% of respondents flying with Garuda Indonesia once from International Soekarno Hatta, 20% of respondents flying with Garuda Indonesia twice from International Soekarno Hatta and lastly 12% of respondents flying with Garuda Indonesia three times from International Soekarno Hatta. Many people repeatedly chose Garuda Indonesia Airline, this indicates that many people trust and loyal with Garuda Indonesia Airline.

DESCRIPTIONS ON RESEARCH VARIABLES
VARIABLE 1: SERVICE QUALITY

Service quality is an instrument or a way to measure service quality on customer satisfaction, known as the gap as a bridge between customer expectations and needs, all these components eventually reduced to five components such as reliability, assurance, tangibles, empathy, and responsiveness (Bhasin, 2021). The interpretation of customer needs is very important for companies that focus on service. This is if the performance of a company good in service, it can strengthen competitiveness and build relationships with customers, consolidate brands, and communicate with the market (Buditjahjanto, 2020). In this study, the measurement of Service Quality in Airline Industry are reliability, assurance, tangibles, empathy, and responsiveness.

VARIABLE 2: BRAND IMAGE

Brand image is the perception of society, especially customers, of the company or its products about the products or services that have been felt. A good image must be maintained by the company because it is a representation or general impression that a person, organization, or product presents to the public. always number one in the minds of customers and customers will make purchases to repeat purchases continuously even though the price offered is high (Fitriani & Achmad, 2021). In this study, the measurement of

brand image in airline industry is Favorability of brand association, Strength of brand association, Uniqueness of brand association.

VARIABLE 3 : CUSTOMER SATISFACTION

Customer satisfaction is a measurement how satisfied customer and determines how happy or disappointment the customer with the company's

goods or service. Customer satisfaction is the key to long-term relationship with customer, ongoing satisfaction leads to loyalty and trust are assured that the company will continue to do business with them (Khadka & Maharjan, 2017). In this study, the measurement of customer satisfaction is trust and loyalty.

Table 1

	Mean	Std. Deviation	N
REL	4.7370	.49657	270
EMP	4.7148	.55561	270
RES	4.7519	.49673	270
TAN	4.7370	.50400	270
ASS	4.7333	.51303	270
SBA	4.7407	.50223	270
FBA	4.7444	.50043	270
TRU	4.7444	.50043	270
LOY	4.7444	.50043	270
UBA	4.7407	.50223	270

The table shows the result of descriptive statistic on the indicators of this research.

The descriptive analysis, which is performed with SPSS, explains the general characteristic of each sub variable. The lowest mean is empathy, and the highest mean is responsiveness. The lowest standard deviation is the reliability and the highest is empathy.

4. RESULTS ON VALIDITY TEST, RELIABILITY TEST, AND ALL THE CLASSICAL ASSUMPTION TESTS

PRE- TEST OF VALIDITY & RELIABILITY TEST

Thirty questionnaires were distributed to prospective respondents related to the variables Service Quality, Brand Image, and Customer Satisfaction.

Table 2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.689
Bartlett's Test of Sphericity	Approx. Chi-Square	476.252
	df	55
	Sig.	.000

According to the table 2, KMO presenting result is 0,689. Therefore, the questionnaire is valid because 0,400 until 0,600 Is an enough score to prove the validity.

Table 3

		N	%
Cases	Valid	30	100.0
	Excluded^a	0	.0
	Total	30	100.0

The reliability test for the questionnaire is based on total of 30 questionnaire. The table 2 indicates the case processing summary, it shows that the questionnaire was 100% valid.

Based on table below it indicated that Cronbach's Alpha is 0,808. It means that the questionnaire is 80,8% reliable, which is already passed the minimum requirement of Cronbach's Alpha. The minimum acceptable value of Cronbach's Alpha is 0.40 and above. Thus, the questionnaire is reliable

Table 4

Cronbach's Alpha	N of Items
.808	11

for further research.

POST TEST OF VALIDTY & RELIABILTY TEST

There are 270 usable questionnaires from respondents in this study regarding the variable.

Table 5 :

KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.891
Bartlett's Test of Sphericity	Approx. Chi–Square	8022.133
	df	55
	Sig.	.000

According to table 5, KMO presenting result is 0,891. Significant level to prove validity test is 0,400 until 0,600 is an enough score to prove validity test. Therefore, the questionnaire can be considered valid.

The reliability for the questionnaire is based on a total of 270 questionnaire. The table below indicates the case processing summary, it shows that questionnaire was 100% valid.

Table 6 :

| Cronbach's Alpha	N of Items
.800	11

Based on table above It indicated that Cronbach's Alpha is 0,800. It means that the questionnaire is 80,0% reliable, which is already passed the minimum requirement of Cronbach's Alpha. The

minimum acceptable value of Cronbach's Alpha is 0.40 and above. Thus, the questionnaire is reliable for further research.

RESULTS ON HYPOTHESIS TESTING

After inserting the data in SPSS for validity and reliability test, the model is then calculated in AMOS. The following figure shows the path analysis with standardized regression weight values.

Figure 2: Structural Equation Modeling
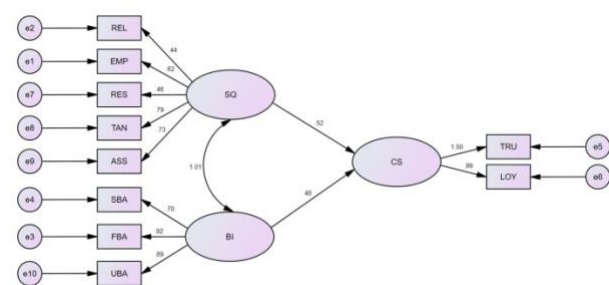
The following table shows the coefficient range and strength of association for pathanalysis.

Table 7 : Coefficient Range & Strength of Association

Coefficient Range	Strength of Association
± 0.81 to ± 1.00	Strong
± 0.61 to ± 0.80	Moderate
± 0.41 to ± 0.60	Weak
± 0.21 to ± 0.40	Very Weak
± 0.00 to ± 0.20	None

Source: (Santoso, Analisis Structural Equation Modelling (SEM) menggunakan AMOS 26, 2021)

Below are the explanations of each variable and indicator relationships:

1. Service Quality to Customer Satisfaction

According to the above path analysis, the correlation between Service Quality and Customer Satisfaction is 52%. Service Quality has 52% explanatory power toward Customer Satisfaction, this means that relationship is weak in this case. For airlines company, the performance of a company good in service, it can strengthen competitiveness and build relationships with customers, consolidate brands, and communicate with the market.

2. Brand Image to Customer Satisfaction

According to the above path analysis, the correlation between Brand Image and Customer Satisfaction is 48% explanatory power toward Customer Satisfaction, this means that Customer

satisfaction is weak influenced by Brand Image in this case. For airlines company, brand image will be able to increase consumer satisfaction. In this study, Garuda Indonesia passengers feel that Garuda Indonesia's brand image has no effect on passengers' decisions when deciding which airline to use.

3. Service Quality

a. Reliability by 44%

Reliability has 44% explanatory power to Service Quality and having weak coefficient mode. If the reliability of the Garuda Indonesia airline to provide
the right service, fast and satisfying in the delivery of information the better the customer satisfaction in using the Garuda Indonesia airline.

b. Empathy by 62%

Empathy has 62% explanatory power to Service Quality and having a moderate coefficient mode whereas, at the point when the empathy of officers or cabin crew influences the satisfaction felt by Garuda Indonesia airline passengers. Empathy here can be manifested by professionalism, communication, friendliness and courtesy as well as the cabin crew's understanding of Garuda Indonesia airline passengers.

c. Responsiveness by 46%

Responsiveness has 46% explanatory power to Service Quality and having a weak coefficient mode. Meaning that the responsiveness desired by the cabin crew in assisting and serving passengers is proven and makes passengers feel satisfied using the Garuda Indonesia airline.

d. Tangible by 79%

Tangible has 79% explanatory power to Service Quality and having a moderate coefficient mode. Garuda Indonesia provides physical services, namely features and facilities such as Audio entertainment with LCD TVs that are provided to function properly, food provided is provided cleanly and completely, airplanes are clean and comfortable.

e. Assurance by 73%

Assurance has 73% explanatory power to Service Quality and having a moderate coefficient mode. The guarantee given by Garuda Indonesia is in the form of everything that includes the knowledge, ability, courtesy and trustworthiness of Garuda Indonesia staff. The guarantee for the services provided by Garuda Indonesia is shown by the many awards regarding service quality, one of which is "The World's Best Cabin Crew" by Skytrax for many years from 2014 to 2018 and managed to get the award again in 2023.

4. Brand Image
a. Strength of Brand Association by 70%

Strength of Brand Association has 70% explanatory power to Brand image and having a moderate coefficient mode. Strength brand association has a significant effect on consumer satisfaction. The higher the brand strength brand association will increase consumer satisfaction. Garuda Indonesia has strengths in brand image among the public such as a logo that is easily recognized, has a good image, and conveys easily accessible information in providing services.

b. Favorability of Brand Association by 92%

Favorability Brand Association has 92% explanatory power to Brand image and having a strong coefficient mode. The advantages possessed by Garuda Indonesia are that passengers are satisfied with the facilities and equipment provided and feel satisfied with the comfort while in the Garuda Indonesia aircraft.

c. Uniqueness of Brand Association by 89%

Uniqueness Brand Association has 89% explanatory power to Brand image and having a strong coefficient mode. Garuda Indonesia has its own uniqueness to its corporate brand image, The slogan *The Airline of Indonesia* is in accordance with the image that is owned by Garuda Indonesia because it presents the Garuda Indonesia experience concept with services that prioritize the hospitality of Indonesian people.

4. Customer Satisfaction

a. Trust by 1.00%
Trust has 1.00% explanatory power to customer satisfaction and having a strong coefficient mode. Trust is something that happens when a customer is satisfied with the service or product offered by a company. In an airline company, passenger trust is one of the things that is considered. In this study, Garuda Indonesia is able to give a sense of trust to its passengers in terms of prioritizing passenger

safety and meeting the needs and desires of every Garuda Indonesia airline passenger.

b. Loyalty by 99%

Loyalty has 99% explanatory power to customer satisfaction and having a strong coefficient mode. the higher the level of satisfaction felt by Garuda Indonesia customers, the customer loyalty will increase. Conversely, the lower the level of customer satisfaction, the lower customer loyalty will be. In this study Garuda Indonesia passengers are satisfied with the services provided and have high loyalty so that passengers will recommend Garuda Indonesia to others, will make repeat purchases and spread positive news about Garuda Indonesia.

MODEL FIT

The criteria set to determine the goodness of model fit along with the result from the research model are listed in the following table.

Table 8 :

Criteria	According to (Santoso, Analisis Structural Equation Modelling (SEM) menggunakan AMOS 26, 2021)	AMOS Result	Goodness
CMIN/df (Normed Chi-Square)	CMIN/df $\leq$ 5 = better	5,377	Good Fit
RMSEA (Root Mean Square Error of Approximation)	RMSEA $\leq$ 1 = better	0,128	Good Fit
GFI (Goodness ofFit Index)	GFI value closer to 1= better	0,896	Good Fit
AGFI (Adjusted Goodness of Fit Index)	AGFI value closer b1 = better	0,827	Good Fit
TLI (Tucker-LewisIndex)	TLI value closer to1 = better	0,935	Good Fit
CFI (ComparativeFit Index)	CFI value closer to1 = better	0,953	Good Fit

Based on the result of model fit test, RMSEA, GFI, AGFI, TLI, and CFI are good fits as these indicators are below the expected value.

REGRESSION WEIGHT MODEL

The regression weight findings are shown in the p-value table above, the p- value with three asterisks (***) indicates that the value is less than 0.05, and if the p- value is less than 0.05, the relationship is considered significant.

Table 9 : Regression Weight Model

			Estimate	S.E.	C.R.	P	Label
CS	<---	SQ	0,654	0,563	1,162	0,045	par_8
CS	<---	BI	0,495	0,466	1,061	0,089	par_9
EMP	<---	SQ	1				
REL	<---	SQ	0,741	0,109	6,82	***	par_1
FBA	<---	BI	1				
SBA	<---	BI	0,854	0,058	14,759	***	par_2
TRU	<---	CS	1				
LOY	<---	CS	0,989	0,009	114,569	***	par_3
RES	<---	SQ	0,79	0,111	7,131	***	par_4
TAN	<---	SQ	1,117	0,102	10,972	***	par_5
ASS	<---	SQ	1,093	0,105	10,392	***	par_6
UBA	<---	BI	1	0,04	25,11	***	par_7

RESULT OF HYPOTHESIS TESTING

Table 10 : Result of Hypothesis Testing

Hypothesis	Measurement	Criteria Value	Result		Conclusion
H1	Service Quality to Customer Satisfaction	P-Value < 0.05 indicates significant the influence	0.045	Significant	Accepted
		Regression weight value indicates the influence	0.52	Weak influence	
H2	Brand Image to Customer Satisfaction	P-Value < 0.05 indicates significant the influence	0.089	Significant	Accepted
		Regression weight value indicates the influence	0.48	Weak Influence	

INFLUENCE OF SERVICE QUALITY TO CUSTOMER SATISFACTION

H1: Service Quality shows significant relationship to Customer Satisfaction

According to the result of hypothesis testing the correlation between Service Quality and Customer Satisfaction is significant because the p-value as less than 0.05. The relationship between Service Quality and Customer Satisfaction is weak 52%. Thus, the hypothesis is accepted.

INFLUENCE OF BRAND IMAGE TO CUSTOMER SATISFACTION

H2: Brand Image shows significant relationship to Customer Satisfaction

According to the result of hypothesis testing, the correlation between Brand Image and Customer Satisfaction is significant because the p-value as less than 0.05. The relationship between Brand Image and Customer Satisfaction is weak at 48%. Thus, the hypothesis is accepted.

5.   CONCLUSION

1. There is a positive significance from Service Quality on Customer Satisfaction in Airline Industry case study of Garuda Indonesia. Service Quality influences the satisfaction by 52% which is a weak result. Tangible indicators have the highest explanatory power towards Service Quality, while Reliability have the lowest explanatory power towards Service Quality.

2. There is a positive significance from Brand Image on Customer Satisfaction in Airline Industry case study of Garuda Indonesia. Brand Image influences the satisfaction by 48% which is a weak result. Referring to the result, Favorability Brand Association have the highest explanatory towards Brand Image, while Strength of Brand Association have the lowest explanatory power towards Brand Image. Both Brand Image indicators shows a strong influence towards customer satisfaction.

3. Customer Satisfaction shows the two indicators trust and loyalty has a strong coefficient mode. Trust and Loyalty become a concern to the company and become evidence because when customer feel satisfied and loyal to the company. Garuda Indonesia be able to give the passengers sense of trust and loyal to the company because Garuda Indonesia prioritizing passenger safety and meeting the needs and desires of every Garuda Indonesia airline passenger.

4. This research has shown that both variable Service Quality and Brand Image considered weak influence, but still have influence towards Customer Satisfaction. However, Service Quality have a higher influence compared to Brand Image. This research in conducted to analyze the influence of service quality and brand image towards customer satisfaction in airline industry case study of Garuda Indonesia.

RECOMMENDATION

1. According to the result, it shows that Service Quality has a role in customer satisfaction. Garuda Indonesia can pay more attention to reliability in handling passengers such as the service provided, the accuracy of flight time schedules, and reliable in responding to problems that occur to Garuda Indonesia passengers.

2. Although Brand Image is not high as Service Quality on Customer Satisfaction, Garuda Indonesia must maintain its brand image so as to provide a good image among the public.

3. For further research, the study also should be gathering data more specific, more extensive data not only for passengers who have flown from Soekarno Hatta International Airport.

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APPENDIX
QUESTION DESIGN

Variable	Indicators	Statements	Scale
Service Quality	Reliability	1.I am very satisfied with the service provided by Garuda Indonesia	Likert Scale
		2. I am very satisfied with the timeliness of the flight schedule and arrival	Likert Scale
		3. I am very satisfied with the reliability of the cabin crew in explaining the use of safety equipment on board	Likert Scale
	Empathy	1. I believe Garuda Indonesia always prioritizes each of its passengers	Likert Scale
		2. I believe the cabin crew gives general attention to passengers	Likert Scale
		3. I believe the cabin crew will understand and respond to the needs of passengers	Likert Scale
	Responsiveness	1. I am very satisfied with Garuda Indonesia's speed in providing services to passengers	Likert Scale
		2. I am very satisfied with the speed and clarity of the cabin crew in providing information	Likert Scale
		3. I am very satisfied with the cabin crew's willingness to help passengers	Likert Scale
	Tangible	1. I am very satisfied with the facilities and features provided by Garuda Indonesia	Likert Scale
		2. Facilities and features such as in-flight entertainment (Audio entertainment with LCD TV) function properly	Likert Scale
		3. The food is provided in a clean and appropriate manner	Likert Scale
	Assurance	1. I believe Garuda Indonesia is able to give a sense of trust to passengers	Likert Scale
		2. I believe cabin crew have competent expertise in serving passengers	Likert Scale
		3. I am very satisfied with the behaviour of the cabin crew towards passengers	Likert Scale
Brand Image	Strength of Brand Association	1. Garuda Indonesia has an easily recognizable logo	Likert Scale
		2. I am very satisfied with the delivery of	Likert

		Garuda Indonesia's services regarding the information contained on the Website and social media	Scale
		3. Ticket prices are in accordance with the services provided	Likert Scale
	Favourability of Brand Association	1. I am very satisfied with the various facilities and equipment provided by Garuda Indonesia	Likert Scale
		2. I believe Garuda Indonesia is a safe and comfortable airline	Likert Scale
		3. I believe Garuda Indonesia's service quality is well maintained	Likert Scale
	Uniqueness of Brand Association	1. The slogan of The Airline of Indonesia corresponds to the Garuda Indonesia brand	Likert Scale
		2. The Garuda Indonesia Experience concept is a service concept with a unique aspect that prioritizes the hospitality of Indonesians	Likert Scale
Customer Satisfaction	Trust	1. I believe Garuda Indonesia will respond to any complaints from passengers	Likert Scale
		2. I believe Garuda Indonesia will always meet the needs and desires of every passenger	Likert Scale
	Loyalty	1. I would happily recommend Garuda Indonesia to others	Likert Scale
		2. I make repeated purchases because I am satisfied with the services provided by Garuda Indonesia	Likert Scale
		3. I am happy to spread positive news about Garuda Indonesia	Likert Scale