

EVALUATING THE INFLUENCE OF SATISFACTION AS A MEDIATOR ON GENERATION Z'S LOYALTY TO AIRLINE 'AA'

TOMMY SETIAWAN RUSLIM¹
LYDIAWATI SOELAIMAN²
IAN NURPATRIA SURYAWAN³

^{1,2} Universitas Tarumanagara, Jl. Tanjung Duren Raya no. 1, Grogol, Jakarta Barat, Indonesia

³ Trisakti School of Management, Jl. Kyai Tapa no. 20, Grogol, Jakarta Barat, Indonesia

tommyr@fe.untar.ac.id

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Abstract: Aviation transportation services are something that people really need nowadays to make it easier to move from one place to another. The aviation industry in Indonesia is experiencing a surge in demand from the local community. The importance of customer loyalty in the aviation industry aims to maintain the existence of an airline or is even expected to be able to improve it so that it can become a superior airline in the aviation industry. Generation Z was found to prioritize air transportation as the main thing and factor in traveling. In realizing an optimal domestic airline aviation industry, "AA" implements strategies to realize business growth as an airline amidst the tightness of the industry. Loyalty can be influenced by satisfaction, likewise satisfaction can be influenced by service quality and brand image. This research aims to determine the factors that can influence "AA" airline loyalty in generation Z with satisfaction as a mediating variable.

Keywords: Brand Image, Loyalty, Satisfaction, Service Quality.

INTRODUCTION

Aviation transportation services are essential today to facilitate movement from one place to another. The aviation industry plays a crucial role in connecting people within a country, along with its culture and mobility. It also supports other industries such as tourism, trade, and the global economy. The high mobility in aviation today underscores the need for airlines in Indonesia to support air transportation services for the public. The aviation industry in Indonesia is experiencing significant recovery and growth in 2024 ([Kompas, 2024](#)). After the COVID-19 pandemic in 2020, which impacted the aviation industry, air transport has fully recovered. It is expected

that the aviation industry in Indonesia will experience a surge in demand from the local community this year.

The significant increase in demand within the aviation industry is influenced by the market's role in the industry. The high demand for aviation is evidenced by the large number of airlines in Indonesia. According to the Directorate General of Civil Aviation (2024), there are currently 80 domestic airlines operating actively in Indonesia. The large number of airlines requires the long-term involvement of customers. Customer loyalty is essential in the aviation industry to maintain an airline's existence or even enhance it, allowing it to excel in the industry. The intense

competition in the aviation industry necessitates customer loyalty for airlines to achieve long-term, sustainable success.

A survey conducted by the IDN Research Institute in 2022 found that travel preferences among Generation Z are increasing ([IDN Times, 2022](#)). Generation Z prioritizes transportation as a primary factor in travel, with air transportation or airplanes being their preferred choice. Whether for domestic or international travel, airplanes remain the main transportation choice, accounting for 50 percent.

In response to the importance of customer loyalty in the aviation industry, one domestic airline, "AA," implemented policies to achieve optimal operational and financial performance throughout 2023. This was done to realize "AA" as the world's best low-cost airline in the past year. Achieving this requires the primary contribution of its passengers, which is expected to boost its revenue.

The slow growth of the global economy in 2023 presents a challenge for "AA" in facing uncertainty in the airline industry in Indonesia. The IMF reported a 31 percent decline in economic growth in 2023 compared to 2022, which was 35 percent ([AirAsia, 2024](#)). However, the recovered aviation industry can face this issue with various strategies, given the high customer demand for air transportation.

Recovery in the domestic aviation industry is also evident from the high interest in domestic and international tourism, positively impacting the aviation industry. Domestic air transportation demand grew by 1,920 percent in 2023 compared to the previous year, while international flights grew by 12,007 percent compared to 2022 ([AirAsia, 2024](#)).

To optimize the domestic airline industry, "AA" implements strategies for business growth amidst a competitive industry. Strategic policies include increasing aircraft operations, adding new popular flight routes, collaborating with domestic and international

tourism industries, and maintaining passenger service quality.

With the strategic policies implemented, "AA" has gained high demand from the public as a domestic airline. "AA's" achievements must be maintained and even enhanced to retain customer loyalty. Loyalty plays a crucial role in ensuring a company's success and maintaining its market share, allowing it to survive and thrive amid competition ([Kartanegara & Keni, 2022](#)).

Research by [Santoso & Ruslim \(2024\)](#) found that loyalty can be influenced by satisfaction. This means that customer satisfaction can encourage them to become loyal and committed to a company. Therefore, satisfaction has a positive and significant impact on loyalty.

[Supriyanto et al. \(2021\)](#) stated that service quality positively and significantly affects satisfaction. Customers are more satisfied when a company provides excellent service. By maintaining service quality, an airline can receive customer satisfaction, influencing loyalty.

Research by [Diputra & Yasa \(2021\)](#) found that brand image positively and significantly affects satisfaction. This means that customers' perception of a brand can influence their satisfaction with the brand. Strong brand confidence can increase customer satisfaction, improving customer loyalty.

This research adapts previous studies by [Daulay et al. \(2024\)](#) on loyalty, which is positively and significantly influenced by satisfaction, service quality, and brand image. This study also examines the variables of service quality and brand image on satisfaction. Additionally, it tests the mediating effect of satisfaction on the influence of service quality and brand image on loyalty in airline "AA."

This research addresses the population gap by investigating the factors influencing airline passenger loyalty among Generation Z, given their high travel interest and preference

for air transportation. The study examines Generation Z's loyalty to airline "AA" as a criterion in the research population. Based on the background presented, this research aims to investigate the factors influencing airline "AA" loyalty among Generation Z, with satisfaction as a mediating variable.

THEORETICAL REVIEW

Theory of Planned Behavior

This research is based on the Theory of Planned Behavior (TPB) concerning individual intentions in acting and behaving ([Ajzen, 1991](#)). In this theory, intention is considered the primary driver or motivation that influences individual behavior. These factors indicate a person's desire and the extent of their effort to ultimately decide to act.

A person's behavior, which in this research refers to loyalty, can be directly or indirectly influenced by attitude. The attitude of an individual plays a significant role in determining behavior. Therefore, the greater the factors influencing the attitude toward behavior, the greater the resulting loyalty.

The Theory of Planned Behavior (TPB) explains the factors that can influence intention or desire, which, in turn, will affect a person's behavior. The factors described in this theory are attitude, subjective norms, and perceived behavioral control, which positively impact behavior. This is supported by [Han et al. \(2018\)](#), who state that a person's intention to act will increase if they have a positive attitude, subjective support, and confidence to act.

In terms of generating passenger loyalty, particularly in the airline industry, companies need to provide positive services and maintain a good image, as these factors can enhance customer satisfaction. Similarly, high satisfaction will also influence customer loyalty to the company.

Service Quality

According to [Tjiptono \(2002\)](#), service quality is the ability to meet customer needs

and desires, as well as accuracy in service delivery, to achieve or exceed customer expectations. Meanwhile, [Lewis & Booms \(1983\)](#) define service quality as the extent to which the level of service provided by a company can meet or exceed customer expectations. [Jimanto & Kunto \(2014\)](#) state that service quality is a series of services offered to consumers that will shape sustainable behaviors. Based on these definitions, service quality is a company's ability to measure and fulfill customer needs and desires through services that can meet or even exceed customer expectations, thereby fostering sustainable behavior.

Brand Image

According to [Roslina \(2010\)](#), brand image is an indicator used by consumers to assess and evaluate a product when they have limited knowledge about it. [Kotler & Keller \(2009\)](#) define brand image as the perceptions and beliefs of consumers reflected in the associations formed in their memory, often recalled first when they hear a slogan and embedded in their minds. According to [Pandiangan et al. \(2021\)](#), brand image is the impression and perspective of consumers or the public toward a brand that reflects their evaluation of it. Based on these definitions, brand image is the perception consumers form when they first encounter a product to evaluate and assess it.

Satisfaction

[Ilyas et al. \(2021\)](#) define satisfaction as the positive impression felt by customers during the purchase or consumption experience, arising from the comparison between customer expectations and the results of the product or service received. According to [Schiffman & Wisenbilit \(2019\)](#), brand satisfaction is the customer's perception of a product or service's performance compared to their expectations. Satisfaction, according to [Harikusuma et al. \(2022\)](#), is the extent to which consumers' perceptions of a product's performance align with their expectations. Based on these

definitions, satisfaction is the positive impression customers have of a product that meets their expectations.

Loyalty

According to [Kartanegara & Keni \(2022\)](#), loyalty is the attitude of consumers to return to using products or services from the same company and not show interest in similar products offered by other companies. According to [Santoso & Ruslim \(2024\)](#), loyalty is the consumer's commitment to consistently use a company's products or services over a long period without intending to switch to another company. [Steven & Ruslim \(2023\)](#) define loyalty as the consumer's commitment to consistently repurchase a product or brand in the future as their primary choice. Based on these definitions, loyalty is the consumer's commitment to consistently use a company's products or services as their primary choice.

RESEARCH MODEL

According to research conducted by [Giao & Vuong \(2021\)](#), [Dam & Dam \(2021\)](#), and [Khudhair et al. \(2021\)](#), service quality has a positive and significant influence on satisfaction. Customers will feel more satisfied with a company's product if the company provides excellent service to its customers. The better the quality of service provided, the higher the satisfaction achieved.

H₁: Service quality has a positive and significant influence on satisfaction.

Research by [Susanto et al. \(2022\)](#), [Diputra & Yasa \(2021\)](#), and [Mohammed & Rashid \(2018\)](#) indicates that brand image has a positive and significant influence on satisfaction. Customers will be more satisfied with a company's product if the company has a good and positive image in the minds of customers. The better a company's image, the higher the satisfaction experienced.

H₂: Brand image has a positive and significant influence on satisfaction.

Research by [Daulay et al. \(2022\)](#) states that service quality and brand image have a positive and significant influence on loyalty. Customers will be loyal to a company's product if the company provides excellent service to its customers. Additionally, loyalty can also be influenced if the company has a good and positive image in the minds of customers. Therefore, the better the service quality and the company's image, the higher the customer loyalty to the company.

H₃: Service quality has a positive and significant influence on loyalty.

H₄: Brand image has a positive and significant influence on loyalty.

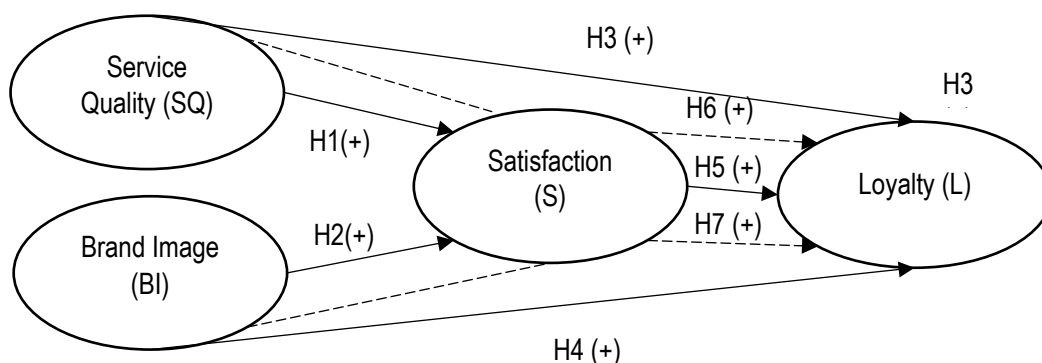


Figure 1. Research Model
 Source: Processed by the Researcher (2024)

[Naini et al. \(2022\)](#), [Haq & Awan \(2020\)](#), and [Hamouda \(2019\)](#) found that satisfaction has a positive and significant influence on loyalty. Customer loyalty is influenced by the satisfaction they feel toward a brand. The higher the satisfaction with a brand, the greater the loyalty generated.

H₅: Satisfaction has a positive and significant influence on loyalty.

[Ngo & Nguyen \(2016\)](#) and [Daulay et al. \(2024\)](#) found that service quality has a positive and significant influence on loyalty, mediated by satisfaction. Customer loyalty is influenced by the satisfaction they feel toward a brand, and customer satisfaction is affected by the quality of service provided by the company. The better the quality of service provided, the higher the satisfaction generated, which in turn positively affects customer loyalty.

H₆: Service quality has a positive and significant influence on loyalty, mediated by satisfaction.

Research by [Arman & Shabbir \(2020\)](#) and [Taqi & Muhammad \(2020\)](#) indicates that brand image has a positive and significant influence on loyalty, mediated by satisfaction. Customer loyalty is influenced by the satisfaction they feel toward a brand, and customer satisfaction is affected by their perception of the company's image. The better the company's image, the higher the

satisfaction generated, which in turn positively affects customer loyalty.

H₇: Brand image has a positive and significant influence on loyalty, mediated by satisfaction.

Based on the explanation provided, the conceptual framework of this research can be described as follows:

RESEARCH METHODS

Sampling Technique

The sampling technique used in this research is non-probability sampling, where the sample is selected based on the researcher's judgment and not randomly ([Malhotra, 2020](#)). The research method design used is purposive sampling, where the sample is selected based on certain criteria relevant to the research in order to obtain accurate and precise information ([Kotler & Armstrong, 2021](#)). The respondents selected as samples in this research are those who have been passengers of domestic airlines, reside in Jakarta, and are 18 years or older.

According to [Malhotra \(2020\)](#), the minimum sample size required in marketing research is 200 respondents. The main reference for this research is a study by [Daulay et al. \(2024\)](#), which involved 242 respondents. Therefore, the number of samples used in this research is 220 respondents.

Table 1. Questionnaire Items and References

Variable	Questionnaire Items	Source
Service Quality	<ol style="list-style-type: none">1. Feeling safe.2. On-time arrivals/departures.3. Proper baggage handling.4. Short waiting time at the counter.5. Clean and comfortable interior and seats.6. Quality food.7. Friendly cabin crew with good language skills.8. Consistently providing good in-flight services.	Adapted from (Min & Min, 2015); (Namukasa, 2013)

Variable	Questionnaire Items	Source
Brand Image	<ol style="list-style-type: none"> 1. Having a good image in the minds of its passengers. 2. Highly impressed with this airline. 3. Believes this airline has a better image compared to others. 	Adapted from (Chanpariyavatevong et al., 2021)
Satisfaction	<ol style="list-style-type: none"> 1. Wise decision. 2. Doing the right thing by choosing to travel with this airline. 3. Having a pleasant experience. 4. Overall satisfaction with airline services. 5. Service quality received is higher than expected. 6. The service quality received is very ideal. 	Adapted from (Ali et al., 2015) ; (Chanpariyavatevong et al., 2021)
Loyalty	<ol style="list-style-type: none"> 1. Will say positive things to others. 2. Will use again. 3. Will recommend to others. 4. Considers this airline as the first choice for future use. 5. Encourages friends and relatives to use this airline. 	Adapted from (Mohd-Any et al., 2019)

Operationalization of Research Variables

Data Analysis

Outer Model Testing (Validity and Reliability Analysis)

The validity analysis in PLS-SEM is divided into two categories: convergent validity and discriminant validity. Convergent validity is measured by looking at the loading factor, which must be at least 0.708, and the average variance extracted (AVE), which must be at least 0.50 ([Hair et al., 2022](#)). Meanwhile, discriminant validity is measured using the Fornell-Larcker criterion and cross-loadings, where the value of each construct must be higher than other constructs. The heterotrait-monotrait ratio (HTMT) test must be below 0.85 ([Hair et al., 2022](#)). Reliability analysis is measured using Cronbach's alpha, which must be at least 0.60, and composite reliability, which must be at least 0.70 ([Hair et al., 2022](#)).

Inner Model Testing and Hypothesis Testing

Hypothesis testing in this research is measured using path coefficient analysis, p-value, and t-statistics. The path coefficient aims

to determine whether the relationship between research variables is positive or negative. The p-value is used to test the significance of the influence between variables and to determine whether the hypothesis is accepted or rejected. At a 5 percent significance level, the p-value must be below 0.05 for the hypothesis to be accepted ([Hair et al., 2022](#)). The t-statistics are used to assess the hypothesis test, where the hypothesis will be accepted if the t-statistics value is greater than 1.96 and rejected if it is below 1.96.

RESULTS

Demographic Characteristics

The characteristics of the 220 respondents who participated in this study can be described based on several demographic factors. The majority of the respondents were male (54.1%), while the rest were female (45.9%). Most of the respondents were aged between 18-24 years (38.6%), followed by those aged 25-34 years (34.1%). Regarding occupation, most of the respondents were private-sector employees (45.5%), followed by

students (31.8%). In terms of education level, the majority of respondents held a bachelor's degree (55.0%).

Outer Model Testing

The PLS-SEM method analyzes validity, which consists of convergent validity and discriminant validity. Convergent validity is measured by the loading factor, which must have a value above 0.708, and the average variance extracted (AVE), which must have a minimum value of 0.50 (Hair et al., 2022).

For reliability analysis, the measurement is done by assessing Cronbach's alpha, which must have a minimum value of

0.60, and composite reliability, which must have a minimum value of 0.70 (Hair et al., 2022).

Based on the results of the convergent validity and reliability analyses, all variable indicators were accepted as they met the required criteria. Cronbach's alpha values were greater than 0.6, and all composite reliability values exceeded 0.7. Thus, it can be concluded that each variable in this study is considered reliable.

For discriminant validity measurement, the Fornell-Larcker criterion and cross-loadings were used, where each construct must have a value greater than the other constructs. The heterotrait-monotrait ratio (HTMT) test should be less than 0.85 (Hair et al., 2022).

Table 2. Results of Convergent Validity and Reliability Testing

Items	Factor Loading	AVE	Cronbach's Alpha	Composite Reliability
BI1	0.792	0.726	0.811	0.888
BI2	0.901			
BI3	0.860			
L1	0.831	0.626	0.864	0.893
L2	0.807			
L3	0.742			
L4	0.726			
L5	0.844			
S1	0.859	0.674	0.903	0.925
S2	0.814			
S3	0.839			
S4	0.823			
S5	0.787			
S6	0.801			
SQ1	0.799	0.571	0.892	0.914
SQ2	0.730			
SQ3	0.813			
SQ4	0.710			
SQ5	0.721			
SQ6	0.825			
SQ7	0.707			
SQ8	0.736			

Table 3. Results of Discriminant Validity Fornell-Larcker

Items	BI	L	S	SQ
BI	0.852			
L	0.351	0.791		
S	0.760	0.435	0.821	
SQ	0.748	0.368	0.677	0.755

Table 4. Results of Discriminant Validity Cross-Loadings

Items	BI	L	S	SQ
BI1	0.792	0.249	0.599	0.676
BI2	0.901	0.369	0.738	0.656
BI3	0.860	0.262	0.587	0.583
L1	0.424	0.831	0.544	0.438
L2	0.250	0.807	0.246	0.211
L3	0.187	0.742	0.223	0.187
L4	0.153	0.726	0.173	0.181
L5	0.194	0.844	0.280	0.255
S1	0.650	0.361	0.859	0.628
S2	0.632	0.359	0.814	0.594
S3	0.606	0.284	0.839	0.639
S4	0.659	0.321	0.823	0.675
S5	0.606	0.386	0.787	0.626
S6	0.586	0.425	0.810	0.660
SQ1	0.511	0.199	0.560	0.799
SQ2	0.471	0.261	0.550	0.720
SQ3	0.484	0.267	0.610	0.813
SQ4	0.498	0.295	0.546	0.710
SQ5	0.566	0.361	0.522	0.721
SQ6	0.654	0.365	0.729	0.825
SQ7	0.678	0.261	0.603	0.707
SQ8	0.642	0.177	0.529	0.736

Table 5. Results of Discriminant Validity HTMT

Items	BI	L	S	SQ
BI				
L	0.353			
S	0.780	0.411		
SQ	0.779	0.353	0.758	

Based on the results of discriminant validity testing, it can be concluded that all variable indicators in this study are accepted as they meet the required criteria.

Inner Model Testing

In the R^2 test, the variables in this study are found to explain 39.2% of loyalty and 67.6% of satisfaction. The remaining 60.8% and 32.4% are explained by variables outside the scope of this study.

Table 6. Results of R^2 Testing

	R^2
Loyalty	0.392
Satisfaction	0.676

Table 7. Results of f² Testing

Items	f ²
SQ → S	0.304
BI → S	0.224
SQ → L	0.036
BI → L	0.023
S → L	0.054

Table 8. Results of Hypothesis Testing

Items	Path Coefficient	T-Statistics	P-Values	Conclusion
H1: SQ → S	0.473	5.080	0.000	Supported
H2: BI → S	0.406	4.555	0.000	Supported
H3: SQ → L	0.166	3.378	0.001	Supported
H4: BI → L	0.123	3.593	0.001	Supported
H5: S → L	0.367	2.873	0.004	Supported
H6: SQ → S → L	0.174	2.210	0.028	Supported
H7: BI → S → L	0.149	2.624	0.009	Supported

The f² test shows that the variables of service quality and brand image have a small effect on loyalty, but a moderate effect on satisfaction. The satisfaction variable also shows a small effect on loyalty.

Hypothesis Testing

Hypothesis testing in this research is measured using path coefficient analysis, p-value, and t-statistics. The path coefficient aims to determine whether

Based on the results of hypothesis testing, it can be concluded that Hypothesis 1 (H1) is supported, which means that service quality has a positive and significant effect on satisfaction at the airline “AA” in Jakarta. Hypothesis 2 (H2) is supported, indicating that brand image has a positive and significant effect on satisfaction at the airline “AA” in Jakarta. Hypothesis 3 (H3) is supported, indicating that service quality has a positive and significant effect on loyalty at the airline “AA” in Jakarta. Hypothesis 4 (H4) is supported, indicating that brand image has a positive and significant effect on loyalty at the airline “AA” in Jakarta. Hypothesis 5 (H5) is supported, indicating that satisfaction has a positive and significant effect on loyalty at the airline “AA” in

Jakarta. Hypothesis 6 (H6) is supported, showing that service quality has a positive and significant effect on loyalty at the airline “AA” in Jakarta, mediated by satisfaction. Hypothesis 7 (H7) is supported, indicating that brand image has a positive and significant effect on loyalty at the airline “AA” in Jakarta, mediated by satisfaction.

DISCUSSION

The results of hypothesis testing show that Hypothesis 1 (H1) is supported, indicating that service quality has a positive and significant effect on satisfaction at the airline “AA” in Jakarta. This result is consistent with previous research conducted by [Ruslim et al. \(2022\)](#), [Giao & Vuong \(2021\)](#), [Dam & Dam \(2021\)](#), and [Khudhair et al. \(2021\)](#), which also found that service quality has a positive and significant impact on satisfaction. Therefore, it can be concluded that the better the service quality provided, the higher the resulting satisfaction. If the airline “AA” can deliver good service quality, passengers will feel more satisfied.

The results of hypothesis testing show that Hypothesis 2 (H2) is supported, indicating that brand image has a positive and significant

effect on satisfaction at the airline “AA” in Jakarta. This finding aligns with previous research by [Steven & Ruslim \(2023\)](#), [Susanto et al. \(2022\)](#), [Diputra & Yasa \(2021\)](#), and [Mohammed & Rashid \(2018\)](#), which also found that brand image has a positive and significant impact on satisfaction. Thus, it can be concluded that the better a company’s image, the higher the satisfaction experienced. If the airline “AA” has a good image in the minds of consumers, passengers will feel more satisfied.

The results of hypothesis testing show that Hypothesis 3 (H3) is supported, indicating that service quality has a positive and significant effect on loyalty at the airline “AA” in Jakarta. This result is consistent with previous research by [Daulay et al. \(2022\)](#), which also found that service quality has a positive and significant impact on loyalty. Therefore, it can be concluded that the better the service quality provided, the higher the customer loyalty to the company. If the airline “AA” can deliver good service quality, passengers will be more loyal to the company.

The results of hypothesis testing show that Hypothesis 4 (H4) is supported, indicating that brand image has a positive and significant effect on loyalty at the airline “AA” in Jakarta. This finding aligns with previous research by [Daulay et al. \(2022\)](#), which also found that brand image has a positive and significant impact on loyalty. Thus, it can be concluded that the better a company’s image, the higher the customer loyalty to the company. If the airline “AA” has a good image in the minds of consumers, passengers will be more loyal to the company.

The results of hypothesis testing show that Hypothesis 5 (H5) is supported, indicating that satisfaction has a positive and significant effect on loyalty at the airline “AA” in Jakarta. This finding is consistent with previous research by [Naini et al. \(2022\)](#), [Haq & Awan \(2020\)](#), and [Hamouda \(2019\)](#), which also found that satisfaction has a positive and significant impact on loyalty. Therefore, it can be

concluded that the higher the satisfaction with a brand, the higher the resulting loyalty. If passengers of the airline “AA” feel satisfied with the company, they will also be more loyal to the company.

The results of hypothesis testing show that Hypothesis 6 (H6) is supported, indicating that service quality has a positive and significant effect on loyalty at the airline “AA” in Jakarta, mediated by satisfaction. This finding is consistent with previous research by [Ngo & Nguyen \(2016\)](#) and [Daulay et al. \(2024\)](#), which shows that service quality positively and significantly impacts loyalty through satisfaction. Therefore, it can be concluded that the better the service quality provided, the higher the satisfaction, which positively affects customer loyalty. If the airline “AA” can deliver good service quality, passengers will feel more satisfied, which in turn enhances their loyalty to the company.

The results of hypothesis testing show that Hypothesis 7 (H7) is supported, indicating that brand image has a positive and significant effect on loyalty at the airline “AA” in Jakarta, mediated by satisfaction. This finding aligns with previous research by [Ruslim et al. \(2023\)](#), [Arman & Shabbir \(2020\)](#), and [Taqi & Muhammad \(2020\)](#), which shows that brand image positively and significantly impacts loyalty through satisfaction. Therefore, it can be concluded that the better a company’s image, the higher the satisfaction experienced, which positively affects customer loyalty. If the airline “AA” has a good image in the minds of consumers, passengers will feel more satisfied, which in turn enhances their loyalty to the company.

CONCLUSION

Based on the results and discussion presented, it can be concluded that the variables of service quality and brand image have a positive and significant effect on both satisfaction and loyalty in this study. Additionally, the variable of satisfaction also

has a positive and significant effect on loyalty. Furthermore, service quality and brand image have a positive and significant effect on loyalty when mediated by satisfaction.

Therefore, it can be said that to enhance customer satisfaction, the airline “AA” has provided good service quality and brand image to its customers. This is demonstrated by offering high-quality food during flights, proper baggage handling, and ensuring safe flights. Additionally, the airline has built a positive image that impresses passengers by

presenting a better image compared to other airlines.

These factors contribute to increasing both passenger satisfaction and loyalty, encouraging continued use of “AA” flights. This, in turn, supports the development and growth of the domestic airline, allowing “AA” to become a highly competitive and satisfying domestic airline for its passengers. Through this research, it is hoped that “AA” can effectively develop strategies to boost public demand for the company as a domestic airline.

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