The Influence of Airline Service Quality, Punctuality of Flight Times, and Brand Image on Passenger Loyalty at Soekarno Hatta Airport

Achmad Achmad[1], Juliater Simarmata[2], Primadi Candra Susanto[3]
[1]Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, Email: achmadbsh2@gmail.com
[2]Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, Email: juliaters@gmail.com
[3]Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, Email: primstrisakti@gmail.com

Corresponding Author: achmadbsh2@gmail.com[1]

Abstract: The article on the influence of airline service quality, flight punctuality and brand image on passenger loyalty at Soekarno Hatta Airport is a scientific literature article within the scope of marketing management science. The purpose of this writing is to build a hypothesis regarding the influence between variables which can later be used for further research within the scope of human resource management. The research method used is descriptive qualitative. Data was obtained from previous research that is relevant to this research and sourced from academic online media such as Publish or Perish, Google Scholar, digital reference books and the journal Sinta. The results of this article are: 1) Airline service quality influences passenger loyalty at Soekarno Hatta Airport; 2) Punctuality of flight times influences passenger loyalty at Soekarno Hatta Airport; and 3) Brand image influences passenger loyalty at Soekarno Hatta Airport.

Keyword: Passenger Loyalty, Airline Service Quality, Punctuality of Flight Times, Brand Image

INTRODUCTION

This study is to evaluate the impact of airline service quality, aircraft punctuality, and brand image on passenger loyalty at Soekarno-Hatta Airport. Soekarno-Hatta Airport, located in Tangerang, Banten, is Indonesia's largest airport and one of the busiest in Southeast Asia. With increased air traffic and fierce rivalry among airlines, it is critical to understand the factors influencing passenger loyalty. First and foremost, airline service quality plays an important role in determining passenger pleasure and loyalty. Service quality encompasses a variety of factors, including the friendliness of the cabin crew, the precision with which complaints are handled, the availability of aircraft facilities, and the ability to give emergency solutions. Passengers frequently grade their airline experience based on their interactions with flight attendants and overall comfort during the flight. For example, when passengers believe they

are treated nicely and considerately by cabin crew, they are more satisfied and more inclined to fly with the same airline again.

Flight timeliness has a significant impact on passenger opinion and loyalty. Flight delays can be inconvenient for passengers, particularly those with tight schedules or flight connections to consider. Passengers frequently rate airlines based on their track record of on-time flights. Airlines that consistently maintain on-time flight schedules earn the trust and loyalty of their passengers. On the other side, airlines that are frequently late or encounter schedule problems risk losing passenger trust and loyalty. Aside from the quality of airline service and aircraft timeliness, brand image is a significant factor in developing passenger loyalty. Brand image refers to passengers' perceptions and associations with the airline. Promotions, reputation, and previous airline experience can all have an impact on this. Airlines with a good brand image tend to attract more loyal passengers, as they are confident in the level of service provided. Aside from that, a positive brand image can boost passenger loyalty by creating an emotional and psychological bond with the brand.

In the case of Soekarno-Hatta Airport, where there are numerous competing airlines, it is critical to understand how these elements interact and influence passenger behavior and preferences. Previous study has shown that airline service quality, flight timeliness, and brand image all have a complex relationship that influences passenger loyalty. However, no research have precisely examined this link at Soekarno-Hatta Airport. As a result, this study will address this information gap by collecting data from passengers who utilize Soekarno-Hatta Airport. This study will use surveys and statistical analysis to determine the extent to which airline service quality, flight timeliness, and brand image influence passenger loyalty at airports. It is believed that the findings of this study would aid airlines and airport administration in improving the passenger experience and increasing consumer loyalty.

The study methodology will involve a survey of a sample of passengers using Soekarno-Hatta Airport, with questions meant to assess their impressions of the airline's service quality, flight timeliness, and brand image. Secondary data on airline performance and brand image will also be evaluated to better understand the situation. Statistical analysis, such as multiple regression, will be utilized to determine the link between these characteristics and passenger loyalty. It is believed that the findings of this study would provide a better understanding of the elements influencing passenger loyalty at Soekarno-Hatta Airport. The practical consequences of this research can assist airlines and airport management in devising strategies to improve service quality, flight timeliness, and brand image in order to increase consumer loyalty. Furthermore, this study can make a significant contribution to the literature on marketing management in the aviation industry by broadening our understanding of customer behavior and the elements that influence purchasing decisions in a particular environment.

Based on the background of the problem above, the problem formulation is determined as follows: 1) Does the quality of airline service affect passenger loyalty at Soekarno Hatta Airport?; 2) Does the punctuality of flights affect passenger loyalty at Soekarno Hatta Airport?; and 3) Does brand image influence passenger loyalty at Soekarno Hatta Airport?.

METHOD

Literature Review Essays are written using Library Research and Systematic Literature Review (SLR) techniques. These methods were evaluated qualitatively and are available on academic web sources such as Mendeley and Google Scholar, (Susanto et al., 2023). A systematic literature review, or SLR, is the process of finding, assessing, and analyzing all accessible research data with the aim of addressing a specific research problem. In qualitative analysis, the literature review must be applied consistently with methodological assumptions. The exploratory nature of the research served as the main justification for conducting qualitative analysis, (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION
Results
Based on the background of the problem and problem formulation above, the results of this research are as follows:
Passenger Loyalty
Passenger loyalty refers to a passenger's emotional tie to an airline or flight brand. This comprises a passenger's proclivity to re-book with the same airline for future travel, regularly choose the same product or service, and promote the airline to others. Passenger loyalty indicates an airline's strong relationship with its customers, which can be influenced by a range of elements such as flight experience, service satisfaction, and brand perception (Hidayatullah et al., 2020).

The indicators or dimensions contained in the passenger loyalty variable include: 1) Propensity to Choose Again: This measures how likely a traveler is to return to the same airline for future travel. Passengers who have a positive experience with an airline are more likely to choose that airline again in the future; 2) Repeat Purchases: This metric tracks how frequently travelers purchase items or services from the same airline. Passengers who are loyal to an airline will return because they believe it fits their expectations and needs; and 3) Recommendations to Others: The frequency with which passengers suggest the airline to others demonstrates their loyalty. Positive recommendations from passengers to friends and family demonstrate their happiness and trust in the airline (Subekti, 2019).

Passenger loyalty has been studied by several researchers, including: (Hidayati et al., 2022), (Subekti, 2019), (Hidayatullah et al., 2020), (Majid et al., 2021), (Sihombing et al., 2023), (Harahap, 2021), (Simarmata et al., 2023),(Sari et al., 2018), (Simarmata et al., 2020), (Supardi, Kamsariaty, et al., 2023), (Supardi, Widiyanto, et al., 2023).

Airline Service Quality
Airline service quality refers to the standard or level of excellence with which airlines provide services to their passengers. This includes a variety of factors such as the cabin crew's friendliness, the aircraft's cleanliness, the quality of food and drinks, and the comfort of the seats and facilities on board. High service quality provides a positive experience for customers and can impact their perception of the airline. Airlines that provide good service quality tend to have more passenger loyalty (Ananta & Albanna, 2023).

The indicators or dimensions contained in airline service quality include: 1) Staff friendliness and availability: This refers to passenger interactions with cabin crew, check-in personnel, and other employees. Staff friendliness, attentiveness, and helpfulness are indicators of good service quality; 2) Comfort and Facilities: This category includes seat comfort, aircraft cleanliness, and the availability of amenities such as food, beverages, entertainment, and Wi-Fi on the plane; and 3) Solution Availability in Emergency circumstances: The airline's capacity to handle emergency circumstances swiftly and effectively, as well as providing satisfactory solutions to passengers, demonstrates service quality (Imanuel, 2019).

The quality of airline services has been studied by several researchers, including: (Adrianto, 2015), (Azmarani, 2016), (Ananta & Albanna, 2023), (Susanto, 2021), (Setyawati et al., 2020), (Hartono et al., 2020).

Flight Timeliness
Flight timeliness refers to the airline's ability to keep flights on schedule. This provides airplane departure and arrival timings based on the stated schedule. Flight punctuality is critical to the passenger experience because delays or schedule deviations can create difficulty and

displeasure. Airlines that consistently maintain on-time flights earn the trust and loyalty of passengers (Christiani & Fatmayati, 2022).

The indicators or dimensions contained in flight timeliness include: 1) Departure Time: This indication indicates how promptly the jet departs from the airport in accordance with the established timetable; 2) Arrival Time: Indicates how promptly the jet arrives at its ultimate destination according to the scheduled time. On-time arrival is also a crucial part of a passenger's flight experience; and 3) Consistency in Maintaining Schedules: Airlines that consistently maintain on-time flights, including departures and arrivals, earn the trust and loyalty of passengers (Zulaichah, 2014).

The accuracy of flight times has been studied by several researchers, including: (Rasyid et al., 2021), (Zulaichah, 2014), (Christiani & Fatmayati, 2022), (ASSAHARI, 2017), (Susanto et al., 2023), (Siahaan et al., 2023), (Susanto, Suryawan, et al., 2021), (Susanto et al., 2020), (Susanto, Ricardianto, et al., 2021), (Susanto & Keke, 2020), (Risby et al., 2022), (Sipone, 2024), (Fageda et al., 2023), (Ayodeji et al., 2023).

Brand Image

Brand image refers to passengers' perceptions or impressions of a specific airline or flight brand. It covers passengers' perceptions of the brand's reputation, qualities, and values. Brand image reflects how passengers view or identify an airline, which can be influenced by promotions, advertising, previous experiences, and others' opinions. A positive brand image can boost passenger trust and loyalty, whilst a poor brand image can decrease their affinity for the airline (Ali et al., 2023).

The indicators or dimensions contained in brand image include: 1) Reputation: A positive brand image is frequently associated with an airline's reputation in the aviation business. A strong reputation can shape passengers' impressions of an airline's credibility and quality; 2) Previous Experience: A passenger's personal experience with the airline influences the brand image. Positive encounters will strengthen a positive brand image, whilst negative experiences can harm it; and 3) Promotions and Visual Identity: The promotional and visual identity utilized by airlines in their marketing efforts also have an impact on brand image. A strong visual identity and good promotions can help establish a positive perception of the brand (Saputra & Sumantyo, 2022).

Brand image has been studied by several researchers, including: (Susanto et al., 2024), (Susanti et al., 2020), (Fibriany et al., 2022).

Relevant Previous Research

Reviewing related publications as a basis for formulating research hypotheses by describing previous research findings, highlighting similarities and differences with the research proposal, as illustrated in table 1 below:

Table 1. Relevant Previous Research Results

No	Author (Year)	Research Results	Simmilarities with this article	Differences with this article	Basic Hypothesis
1.	(Subekti, 2019)	Airline service quality and customer value influence Garuda Indonesia passenger loyalty at Lampung's Radin Inten II Airport	The influence of service quality on passenger loyalty	The influence of customer value on passenger loyalty	H1
2.	(Widiyarini et al., 2023)	Safety and punctuality of flights influence customer loyalty	The influence of flight timeliness on customer loyalty	The influence of safety on customer loyalty	H2

3.	(Abdurochman & Tantra, 2023)	Airline service quality and brand image influence passenger loyalty on low cost carrier airlines	The influence of brand image on passenger loyalty	The influence of airline service quality on passenger loyalty	H3

Discussion

Based on the problem formulation and relevant previous research, the discussion in this article is:

1. The Influence of Airline Service Quality on Passenger Loyalty

First and foremost, staff friendliness and availability are crucial characteristics of service quality that influence passenger loyalty. When passengers are handled in a polite and professional manner by cabin crew, check-in staff, and other personnel, they feel valued and recognized as consumers. These pleasant encounters not only enhance the overall flying experience, but they can also build the passenger's emotional tie with the airline. Passengers who are served properly are more likely to feel linked to the airline and will prefer to travel again in the future.

Aside from that, the comfort and amenities offered by airlines have a big impact on passenger loyalty. Seat comfort, aircraft cleanliness, on-board entertainment, and food and beverage availability all have an impact on customer pleasure during the journey. Passengers are more likely to remain loyal to airlines that provide enough amenities and cater to their requirements and preferences. When passengers are comfortable and entertained on a journey, they are more inclined to return to the same airline. As a result, investing in aircraft comfort and facilities can be a successful approach for airlines to build passenger loyalty.

Notably, the availability of emergency remedies influences passenger loyalty. Although in-flight emergency accidents are uncommon, an airline's ability to address them quickly and effectively can have a substantial impact on customer image and trust. When passengers believe that an airline has a sound emergency plan and that its employees are educated to cope with emergency situations, they will feel more safe and trusting of the airline. This can strengthen the emotional tie between passengers and the airline, resulting in increased loyalty. Passengers who believe an airline places a high value on safety are more likely to choose that airline again in the future.

Overall, the impact of airline service quality, which includes staff friendliness and availability, comfort and facilities, and the availability of emergency options, on passenger loyalty is extremely complex and interconnected. High service quality can provide passengers with a satisfying flight experience, strengthening their emotional and psychological tie with the airline. Passengers who feel appreciated, comfortable, and safe on their flights are more likely to return to the same airline, make repeat purchases, and recommend it to others. As a result, investing in increasing airline service quality can be a beneficial approach for airlines seeking to gain and retain passenger loyalty in a competitive and dynamic aviation sector.

Airline service quality influences passenger loyalty, this is in line with research conducted by: (Subekti, 2019), (Yulihapsari et al., 2023), (Saribanon et al., 2018), (Sihombing et al., 2022).

2. The Effect of Flight Timeliness on Passenger Loyalty

First and foremost, choosing the right departure time is critical to the travel experience. When a plane departs on a fixed timetable, passengers feel appreciated and respected for their time. Exact departure timings also enable customers to properly plan their journey, minimizing the tension and uncertainty that might result from delays. Passengers who are satisfied with their departure time are more likely to return to the same airline in the future.

Furthermore, the appropriate arrival time has a considerable impact on passenger loyalty. When a jet arrives at its destination on time, passengers feel valued for their time and

avoid schedule delays. A precise arrival time also provides passengers a favorable impression of the airline's efficiency and professionalism. Passengers who are satisfied with the right arrival time are more likely to return to the same airline for their future journey. Additionally, passengers with flight connections or tight schedules enjoy airline punctuality since it allows them to connect with later planes or complete their plans seamlessly.

Finally, consistency in meeting timetables is vital in molding passengers' impressions and faith in airlines. Airlines that consistently adhere to flight schedules, including departure and arrival times, demonstrate their dedication to passenger happiness and operational efficiency. This consistency instills in passengers a sense of confidence and reliability, which can influence their likelihood of returning to the same airline. Passengers are more likely to feel secure and safe when their flight itinerary is trustworthy and constant.

Overall, flight timeliness, including departure and arrival times, and schedule consistency, has a considerable impact on passenger loyalty. Passengers who are satisfied with the punctuality of their flights are more likely to return to the same airline, make repeat purchases, and recommend the airline to others. As a result, in today's competitive aviation market, ensuring on-time flights is a crucial strategy for airlines in obtaining and keeping passenger loyalty.

Punctuality of flight times influences passenger loyalty, this is in line with research conducted by: (Christiani & Fatmayati, 2022), (ASSAHARI, 2017), (Bagus Santoso, 2021).

3. Influence of Brand Image on Passenger Loyalty

Brand image include the airline's reputation, prior experience with the airline, promotions, and the visual identity utilized in marketing campaigns. These three characteristics can influence passengers' opinions and preferences for an airline, affecting their level of loyalty. First and foremost, reputation is an important component of brand image that can impact passenger loyalty. A good reputation reflects the overall perception of an airline's quality, dependability, and customer satisfaction. Airlines with a good reputation attract more loyal customers because they believe they will receive consistent, high-quality service. Passengers who are pleased with their airline experience are more likely to use the same airline again in the future.

Furthermore, previous airline experience influences passenger loyalty. Passengers' personal experiences with airlines, whether favorable or negative, can shape their perceptions and preferences over time. Positive experiences can strengthen a good brand image and improve passenger loyalty, whilst negative experiences can harm the brand image and decrease passenger loyalty. As a result, airlines must aim to create a gratifying experience for every passenger in order to build loyalty and maintain a strong brand image. Furthermore, advertising and visual identity are critical components of brand image that can shape customers' views and impressions of the airline. Effective and consistent advertising can serve to improve the brand image and raise passenger awareness of the airline. An interesting and informative marketing strategy can help passengers create emotional connections with the airline, resulting in increased passenger loyalty. Visual identity elements such as logos, colors, and designs can all help to develop a powerful, recognizable brand image. A consistent and appealing visual identity can help an airline stand out from the competition and build a stronger bond with its passengers.

Overall, the impact of brand image, which encompasses reputation, prior experience, promotions, and visual identity, on passenger loyalty is intricate and interconnected. A strong and positive brand image can foster a strong emotional and psychological tie between customers and the airline, increasing passengers' likelihood of returning to the same airline, making repeat purchases, and recommending the airline to others. As a result, airlines must develop and maintain a favorable and powerful brand image in order to earn and retain passenger loyalty in a competitive and dynamic aviation sector.

Brand image influences passenger loyalty, this is in line with research conducted by: (Armawati et al., 2014) and (Simarmata et al., 2017).

Conceptual Framework

Based on the problem formulation, relevant previous research and the results and discussion of the research above, including:
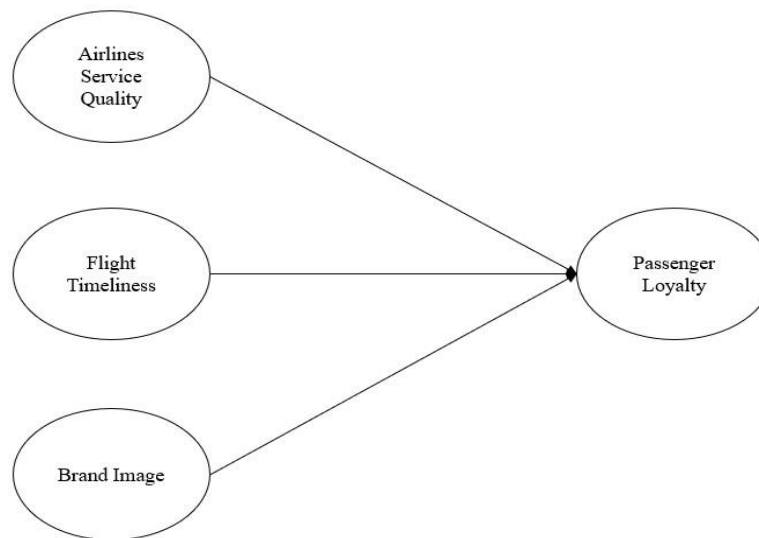

Figure 1. Conceptual Framework

Based on Figure 1 above, airline service quality, punctuality of flights and brand image influence passenger loyalty. Apart from the independent variables above which influence the dependent variable (passenger loyalty), there are other variables which influence passenger loyalty, including:
1) Company Image: (Saputra & Sumantyo, 2022), (Ricardo, 2021), (Jamal Ali et al., 2018).
2) Price Reasonableness: (Ruth Amryyanti & dan Cahya, 2013), (Rahyuda & Atmaja, 2011), (Fakhrudin, 2019).
3) Airline Quality: (Ananta & Albanna, 2023), (Subekti, 2019). (Kurniatun & Ip, 2022).

CONCLUSION

Based on the background of the problem, problem formulation, previous research, results and discussion above, the following research conclusions are obtained:
1. Airline service quality influences passenger loyalty.
2. Punctuality of flight times influences passenger loyalty.
3. Brand image influences passenger loyalty.

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