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The Influence of On-Time Performance, Flight Routes, and Competitive Prices on Load Factor on Citilink Airlines

R Iskandar Ali[1], Taufik Taufik[2], Juliater Simarmata[3]
[1]Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, iskandarali78@gmail.com
[2]Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, emiltaufik@yahoo.com
[3]Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, juliaters@gmail.com

Corresponding Author: iskandarali78@gmail.com[1]

Abstract: The article on the influence of on-time performance, flight routes and competitive prices on load factors on Citilink airlines is a scientific literature review article within the scope of marketing management science. This article aims to create a hypothesis regarding the relationship between factors, which can then be used for further research in the field of marketing management. Descriptive qualitative research methodology was used in this research. The data used in this research comes from previous research which is still relevant to the current investigation. Data was collected from leading academic online platforms, including Publish or Perish, Google Scholar, digital reference books, and Sprott journals. The findings of this research are as follows: 1) On time performance influences the load factor of Citilink airline; 2) Flight routes influence the load factor of Citilink airlines; and 3) Competitive prices influence the load factor of Citilink airlines.

Keyword: Load Factor, On Time Performance, Flight Routes, Competitive Prices

INTRODUCTION

As one of Indonesia's premier airlines, Citilink has been the preferred choice for many passengers seeking comfort and efficiency in air travel. Load factor, which measures how successfully an aircraft is managed to reach its capacity, is a key indicator of an airline's operational efficiency. When the load factor is high, it means that the airline is effectively maximizing the utilization of its aircraft capacity, which can benefit the company's financial health. However, OTP, flight route, and ticket price are all critical elements in establishing an airline's load factor level.

First and foremost, OTP, or on-time departure rate, is a critical component influencing customers' experiences and perceptions of the airline. Punctuality in aircraft departure and arrival is something that every passenger desires because it can bring comfort and lessen the inconvenience caused by delays. Citilink, as an airline committed to offering high-quality services, must maintain a high level of OTP in order to retain consumer trust and compete in the market. Passengers who experience frequent delays may switch to other airlines that

provide more reliable service. As a result, studying the impact of OTP on Citilink's load factor is critical in understanding how much on-time performance influences passenger preferences and decisions to use the airline's services.

Aside from OTP, flight paths have a considerable effect on load factor. Choosing the proper route can help airlines make better use of aircraft capacity and enhance seat occupancy rates. Population, market demand, competition, and the potential for economic growth at each destination are all essential factors to consider when establishing optimal airline routes. Citilink, with its wide route network at home and abroad, must carefully analyze all of these elements in order to maximise load factors and maintain overall operating efficiency. Careful examination of the impact of flight routes on load factors can provide useful insight into how Citilink can improve their flight network for maximum results.

Apart from internal criteria like OTP and flight path, ticket pricing has a significant impact on passenger preferences and load factor performance. In the extremely competitive aviation market, ticket prices are frequently the primary element affecting consumers' purchase decisions. Citilink, which aspires to be the airline of choice with competitive costs, must alter its pricing approach to remain competitive in an increasingly tight market. Setting ticket prices too high might limit an airline's appeal to budget-conscious consumers, whilst pricing too low can result in financial losses and reduced revenue. As a result, it is critical to analyze how competitive ticket prices impact passenger demand and, ultimately, the amount of load factor on Citilink.

By combining these parameters, this study hopes to provide a better understanding of the dynamics that determine load factors on Citilink airlines. This study is designed to provide important insight to Citilink management in formulating effective ways to improve operational performance by conducting a detailed examination of the relationship between OTP, aircraft routes, ticket pricing, and load factors. Furthermore, the findings of this study have the potential to make a significant contribution to the literature in the field of aviation management and the overall aviation sector.

This study will apply a variety of statistical analysis approaches to determine the influence of OTP, flight route, and ticket price on load factor. First, regression analysis will be performed to establish the link between the independent variables (OTP, flight route, and ticket price) and the dependent variable (load factor). This regression analysis will help determine how much influence each component has on the variables being analyzed. In addition, correlation analysis will be performed to assess whether there is a linear relationship between the variables. Furthermore, multivariate analysis, such as multiple regression analysis or simultaneous equation structural modeling, can be employed to account for these variables' interactions.

This study will collect data using both quantitative and qualitative approaches, in addition to statistical analysis methods. Quantitative data, such as historical data on OTP, aircraft routes, ticket prices, and load factors, can be collected from Citilink internal records or other data sources like as government agencies and the aviation industry. Meanwhile, qualitative data, such as Citilink management's perspectives and experiences, as well as interviews with passengers and industry experts, can shed light on the elements that determine load factors. By integrating these two methodologies, this study is expected to provide a thorough understanding of Citilink's operating dynamics and the elements that influence load factor performance.

Furthermore, when doing this research, it will be critical to examine external elements that may influence the results of the investigation. Changes in market conditions, government laws, or unanticipated occurrences such as natural disasters or economic crises can all have a substantial impact on Citilink's operational performance and the variables investigated. As a result, sensitivity analysis and scenario testing may be required to determine how these variables will respond to changes in an ever-changing external context.

When interpreting study findings, it is critical to consider potential constraints. For example, whether this research is limited to internal Citilink data or publicly available data, the conclusions may be limited in their applicability to the whole airline industry. Furthermore, due to the dynamic nature of the aviation business, the findings of this research may have a relatively short shelf life and will need to be updated on a regular basis to reflect changes in Citilink's operational environment as well as the industry at large.

By taking into account these diverse aspects, it is believed that this research will make a substantial contribution to our understanding of the factors that determine Citilink airlines' load factor performance. This research, using a comprehensive and integrative methodology, is expected to provide significant insights to Citilink management in establishing effective strategies to improve operational performance and sustain their position in an increasingly competitive market. Furthermore, the findings of this study can make a significant contribution to the literature in the field of aviation management and the aviation industry as a whole, by offering a better understanding of airline operational dynamics and the elements that influence performance.

Based on the background of the problem above, the problem formulation is determined as follows: 1) Does on time performance affect the load factor of Citilink airline?; 2) Does the flight route affect the load factor of Citilink airline?; and 3) Do competitive prices affect the load factor of Citilink airlines?.

METHOD

Literature Examination In preparing the article, methodologies such as systematic literature review (SLR) and library research were used. The methods underwent qualitative evaluation, and their accessibility was verified through scientific web sources including Mendeley and Google Scholar, (Susanto et al., 2023). A systematic literature review (SLR) is a rigorous and methodical process that involves identifying, assessing, and examining all related research literature with the goal of answering a specific research question. When conducting qualitative analysis, it is important to apply the literature review consistently according to methodological assumptions. Investigative in nature, qualitative analysis is carried out primarily for this reason, (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

Results

Following are the research findings by considering the context and problem formulation:

Load Factor

The load factor is a metric used in the aviation industry to determine how well an airline's aircraft or fleet of airplanes generate income by filling passenger seats. Load factor is determined quantitatively as a percentage of the number of seats filled over the number of seats available on the aircraft during a given time period. A high load factor implies that the airline has successfully optimized the use of its aircraft capacity, whereas a low load factor suggests that empty capacity is not being used. Load factor is an important metric of an airline's financial and operational performance since it influences revenue and asset efficiency (Ricardianto et al., 2021).

The indicators or dimensions contained in the load factor include: 1) Seat Availability Percentage: This is the percentage of seats sold or occupied versus the total number of seats available on the aircraft during a certain time period. This percentage indicates how efficiently an airline manages its aircraft capacity. The higher the percentage of available seats, the higher the load factor, indicating more efficient utilization of the aircraft; 2) Aircraft Capacity Utilization Ratio: This metric determines how much of an aircraft's capacity is used during a given flight. This ratio is defined as the proportion of occupied capacity divided by the total aircraft capacity. A high capacity utilization ratio shows that the aircraft is fulfilling demand and being used optimally; 3) Empty Capacity: The number of unfilled

or unsold seats on an airplane over a given time period. High empty capacity shows that airlines are not meeting demand or making the best use of their planes. This may result in a loss of revenue; and 4) Average Flight Delay: This represents the average flight delay over a given time period. Flight delays, while not directly related to load factor, can have an impact on load factor since they change aircraft departure and arrival timings, which in turn affect the number of passengers traveling (Fauriza, 2020).

The load factor variable has been studied by previous researchers, among others: (Silitonga et al., 2018), (Pahala et al., 2021), (Hidayati et al., 2022).

On Time Performance

On Time Performance (OTP) refers to the degree of departure and arrival of aircraft in accordance with a predetermined schedule. In aviation, OTP monitors how frequently flights depart and arrive on time as scheduled. A high OTP level shows that an airline can consistently keep its schedule promises to passengers, whereas a low OTP level suggests operational issues or the airline's failure to satisfy its on-time obligations. OTP plays a key role in the passenger experience and views of airline service reliability and quality (Simarmata et al., 2018).

The indicators or dimensions contained in on time performance are as follows: 1) On-Time Departure proportion: This is the proportion of flights that leave on time as scheduled. This percentage indicates how consistent the airline is in meeting their departure schedule. The higher the percentage, the better the OTP's performance; 2) On-Time Arrival Percentage: This is the proportion of all flights that arrive on time as planned. This percentage indicates how effectively airlines follow their arrival schedules. A high on-time arrival rate demonstrates an airline's dependability and service quality; 3) Number of Flight Delays: This metric counts the total number of flights that were delayed within a certain period. While flight delays are unpleasant, tracking their frequency can provide insight into operational issues that must be addressed in order to enhance OTP performance; and 4) Average Delay Duration: This represents the average delay time for all delayed flights over a given time period. The shorter the average latency duration, the higher the OTP performance (Bagus Santoso, 2021).

The on time performance variable has been studied by previous researchers, among others: (Widiyarini et al., 2023), (Simarmata et al., 2018), (Bagus Santoso, 2021), (Arcúrio et al., 2018), (Astuty et al., 2023), (Nava-Gaxiola & Barrado, 2016), (Susanto & Keke, 2020), (Susanto et al., 2020).

Flight Route

The flight route is the path taken by an aircraft from its place of departure to its final destination. Flight routes can be both domestic and international, with varying distances, travel times, and complexity. Choosing the right flight route is critical when building an airline's flight network since it affects market availability, booking levels, and load factor performance. Popular or high-demand flight routes tend to improve load factor performance, but less popular or high-competition routes may necessitate a more cautious technique to attain ideal performance (Ricardianto et al., 2021).

The indicators or dimensions found on flight routes are as follows: 1) Number of Flights on a Route: This is the total number of flights that an airline operates on a specific route over a given period of time. The number of flights indicates how popular or busy a route is; 2) Seat Occupancy Percentage: The percentage of occupied seats on an airplane for a specific route. A high seat occupancy percentage suggests a high degree of demand on the route; 3) Route Distance and journey Time: This includes both the physical distance between the departure point and the ultimate destination, as well as the expected journey time. This information assists airlines in planning flight schedules and developing operational strategies; and 4) Capacity Availability: This is the total number of seats available for purchase on a specific route. Monitoring capacity availability can help airlines plan supply and demand (FAUZI IRSYAD, 2023).

Flight route variables have been studied by previous researchers, among others: (Silitonga et al., 2018), (Sandamali et al., 2019), (Fauziah et al., 2023), (Shah et al., 2020), (Tsui & Fung, 2016), (Gajewicz et al., 2022).

Competitive Prices

Competitive pricing is the practice of pricing airline tickets competitively in the market against other airlines that provide similar services. A competitive ticket price is one that passengers find appealing in terms of value when compared to the level of service, flight route, and other available options. Airlines frequently strive to set competitive ticket pricing in order to increase market share and income. However, competitive ticket pricing must be weighed against the requirement for profit and corporate viability. The correct pricing strategy can have an impact on passenger demand and load factor performance, as lower ticket prices tend to increase demand while higher ticket costs may limit the number of passengers wanting to book (Harras, 2018)..

The indicators or dimensions contained in competitive prices are as follows: 1) Average Ticket Price: This is the average price of flights on a specific route or time period. Competitive and appealing ticket prices can influence passenger purchase decisions and sales results; 2) Price Comparison with Competitors: This metric determines the difference in ticket prices between competing airlines on a specific route or market. Favorable price comparisons for airlines can boost market share and sales; 3) Discounts and Promotions: Airlines offer a variety of discounts, special offers, and price promotions to attract travelers. Attractive discounts and promotions can have an impact on passengers' purchasing decisions and overall competitive price performance; and 4) Price Elasticity is the reaction of passenger demand to changes in ticket pricing. Understanding price elasticity can help airlines develop successful pricing strategies that boost revenue and sales performance (Kumala, 2019).

Competitive price variables have been studied by previous researchers, among others: (Dhasya & Fatmayati, 2022), (Rinaldy & Kurniasari, 2022), (Kumala, 2019), (Simarmata et al., 2023), (Pahala et al., 2021), (Sihombing et al., 2023), (Simarmata et al., 2020), (Silalahi, 2015).

Previous Research

Based on the findings above and previous research, the research discussion is formulated as follows:

Table 1. Relevant Previous Research Results

No	Author (Year)	Research Results	Simmilarities with this article	Differences with this article	Basic Hypothesis
1.	(Silitonga et al., 2018)	On time performance and passenger mobility influence the load factor of Garuda Indonesia airlines	Influence of on time performance on load factor	The influence of passenger mobility on the load factor of the Garuda Indonesia airline	H1
2.	(Ricardianto et al., 2021)	Flight routes and ticket prices influence the load factor on the Garuda Indonesia airline on the Surabaya-Lombok route	The influence of flight routes on load factors	Ticket prices affect the load factor on the Garuda Indonesia airline on the Surabaya-Lombok route	H2
3.	(Fauriza, 2020)	The influence of competitive prices and cheap tickets on the load factor of the Citilink airline at General Ahmad Yani International Airport, Semarang	The influence of price competitiveness on load factor	The effect of cheap tickets on the load factor of the Citilink airline at General Ahmad Yani International Airport, Semarang	H3

Discussion

Based on the findings above and previous research, the research discussion is formulated as follows:

The Influence of On Time Performance on Load Factor on Citilink Airlines

The purpose of this study is to look at how On Time Performance (OTP) affects Load Factor on Citilink Airlines. OTP has numerous dimensions, including the percentage of on-time departures and arrivals, the number of flight delays, and the average delay duration. The percentage of flights that depart on time refers to those that follow a predetermined timetable. A high frequency of on-time flights instills confidence in passengers about the airline's reliability. Furthermore, the on-time arrival percentage reflects the frequency with which flights arrive on time. On-time arrival is critical for providing passengers with a positive experience and ensuring travel efficiency. Furthermore, the amount of aircraft delays reflects the frequency of incorrect departure timings, which can be bothersome for travelers. The average delay length is a measure of how long an average flight delay lasts. The longer the delay, the more likely passengers will be dissatisfied with the service given by the airline. In the context of Citilink, good OTP performance, as evidenced by high levels of on-time departures and arrivals and low delay duration, can boost passenger confidence and improve the airline's image, resulting in a positive influence on Load Factor.

Meanwhile, the Load Factor is an important metric of an airline's operational effectiveness since it shows how well aircraft capacity is used over time. Seat availability % is the ratio of available seats to total seats on the plane. The higher the percentage of seat availability, the more income the airline may generate. The aircraft capacity utilization ratio measures how efficiently an airline fills airplane seats with passengers. Empty capacity, on the other hand, refers to the number of seats that are unoccupied during a trip. The smaller the empty capacity, the better the utilization of aircraft capacity. Average flight delay is another metric that represents operational concerns that may affect Load Factor performance. Monitoring a high percentage of seat availability, an appropriate aircraft capacity utilization ratio, and a low empty capacity will all help Citilink increase their Load Factor.

The relationship between OTP and Load Factor on Citilink is as follows: A good OTP, which includes a high proportion of on-time departures and arrivals and a short delay duration, can boost passenger happiness and confidence in the airline. This could lead to an increase in the number of travelers using Citilink for their travel. As a result, the increased number of passengers will help to increase Citilink's Load Factor. Additionally, boosting the Load Factor can give major financial benefits to airlines by maximizing revenue from each flight.

Aside from OTP performance, market conditions, ticket prices, and competition can all have an impact on the Load Factor. For example, competitive ticket rates may entice more passengers to pick Citilink over competitor airlines, increasing the Load Factor. Similarly, famous or strategic aircraft routes might help boost the Load Factor by attracting more passengers. Citilink can raise its Load Factor by taking numerous strategic initiatives, such as optimizing flight operations, offering competitive ticket rates, and selecting key flight routes. Furthermore, improving passenger service and comfort can help Citilink maintain and attract more customers, hence raising the Load Factor.

Thus, strong OTP performance management and ongoing attention to elements influencing Load Factor, such as seat availability, aircraft capacity, and ticket prices, will be critical to Citilink's success in increasing operational performance and expanding its market position. flight.

On time performance influences the load factor of Citilink airlines, this is in line with research conducted by: (Widiyarini et al., 2023), (Simarmata et al., 2018), (Bagus Santoso, 2021).

The Influence of Flight Routes on Load Factor on Citilink Airlines

The number of flights on a route indicates the frequency with which the airline provides service on that route. The bigger the number of flights, the greater the chance for airlines to

enhance Load Factor by providing more travel options to passengers. Furthermore, the seat occupancy percentage indicates how well the plane is filled with passengers during the journey. A high seat occupancy percentage shows strong demand for the route, which can boost Load Factor performance.

Monitoring the percentage of seat occupancy in Citilink is critical to ensuring that aircraft capacity is used optimally. Aside from that, route distance and travel duration both have a substantial impact on Load Factor. Routes with longer distances or travel periods may have lower demand or more seat availability, affecting the Load Factor. Similarly, routes with shorter distances or travel times may be more popular with passengers, increasing seat occupancy percentage and Load Factor performance.

Capacity availability is another major issue that determines Load issue. Passengers may be unable to book a seat on the aircraft due to a lack of capacity availability, lowering the load factor. High capacity availability, on the other hand, might increase an airline's chances of filling seats with people, boosting its Load Factor. Monitoring the proportion of seat availability, aircraft capacity utilization ratio, empty capacity, and average flight delay is essential for understanding and improving Citilink's Load Factor performance. The seat availability % shows the airline's capacity available for sale, whereas the aircraft capacity utilization ratio indicates how well the carrier fills the available seats. Empty capacity is the amount of unoccupied seats on an aircraft during a flight, whereas average flight delay represents operational issues that may have an impact on Load Factor performance.

Citilink can boost Load Factor by taking many strategic initiatives, including growing the route network by increasing the number of flights on popular routes, monitoring and optimizing seat occupancy percentages, and carefully managing capacity availability. Furthermore, detecting and lowering average flight delays can assist Citilink in maintaining and boosting customer happiness, which will add to the company's Load Factor. Thus, a thorough understanding of the impact of aircraft routes on Load Factor, as well as rigorous monitoring of relevant performance metrics, will be critical to Citilink's success in enhancing operational performance and preserving its competitive position in the aviation industry.

Flight routes influence the load factor of Citilink airlines, this is in line with research conducted by: (Silitonga et al., 2018), (Sandamali et al., 2019), (Fauziah et al., 2023).

The Effect of Competitive Prices on Load Factor on Citilink Airlines

Competitive pricing has multiple characteristics, including average ticket price, price comparison to competitors, discounts and promotions, and price elasticity. The average ticket price refers to the total cost of tickets sold by an airline for specific flights. Competitive and appealing pricing can impact passenger purchasing decisions and sales performance. Price comparisons with competitors are also crucial to consider, as lower prices can boost an airline's appeal and contribute to an increase in Load Factor. Aside from that, discounts and promotions are effective tactics for attracting passengers and affecting the ticket prices paid by passengers. Attractive discounts and promotions can influence passengers' purchasing decisions, affecting overall competitive price performance. However, pricing elasticity must also be considered, as changes in ticket prices might affect passenger demand responses. With a solid grasp of how ticket prices affect demand, airlines can establish optimal rates to maximize their Load Factor.

Monitoring average ticket prices is critical for Citilink to ensure that the prices offered remain competitive and appealing to travelers. Price comparison with competitors is also crucial, because Citilink must evaluate the prices of other airlines when determining ticket rates. Discounts and promotions can also be useful strategies for recruiting travelers and improving the Load factor. However, pricing elasticity must also be considered, as changes in ticket prices might alter passenger demand. When ticket prices are appropriately handled, they can have a positive impact on the Load Factor by raising demand and utilization of airline seats. However, Citilink should evaluate the impact of excessively low ticket pricing on revenue and

profitability. The correct ticket pricing plan, including the intelligent use of discounts and promotions, can help Citilink increase their Load Factor performance without drastically reducing revenues.

Competitive prices have an impact not only on ticket prices, but also on the percentage of seat availability, aircraft capacity utilization ratio, empty capacity, and average flight delay. Competitive ticket pricing can raise customer demand, lowering the percentage of available seats. In addition, decreasing ticket costs can improve seat occupancy and reduce empty capacity. However, the impact of ticket prices on aircraft capacity utilization ratios and average flight delays is more complex and is determined by the airline's operating strategies. Thus, Citilink can raise their Load Factor by managing ticket prices effectively and recognizing their relationship with passenger demand and operational performance. Citilink's pricing strategy can be optimized to promote competitiveness and maximize Load Factor performance by considering aspects such as average ticket prices, price comparisons with competitors, discounts and promotions, and price elasticity.

Flight routes influence the load factor of Citilink airlines, this is in line with research conducted by: (Dhasya & Fatmayati, 2022), (Rinaldy & Kurniasari, 2022), (Kumala, 2019).

Conceptual Framework

A conceptual framework has been established based on research findings, previous investigations, and the above-mentioned discourse:

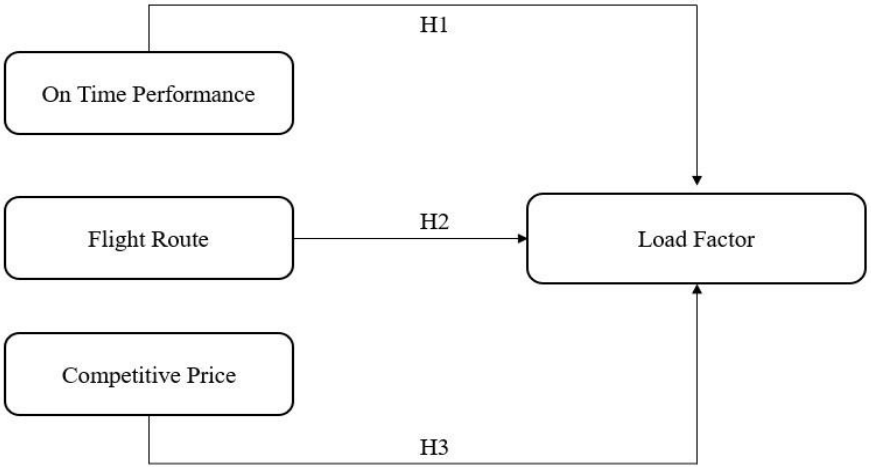

Figure 1. Conceptual Framework

Based on Figure 1 above, on time performance, flight route and competitive price influence the load factor. However, apart from on time performance, flight route and competitive price which influence the load factor, there are other variables which influence it, including:

1) Airline Competition: (Wijayanthi & Suanendri, 2021), (Kumala, 2019), (Utomo & Setyawati, 2023).
2) Management Quality: (Levana et al., 2021), (Violin et al., 2022), (Fakhrudin & Roellyanti, 2023), (Susanto et al., 2023).

CONCLUSION

Based on the problem formulation, results and discussion above, the conclusions of this research are:

1. On time performance affects the load factor of Citilink airlines
2. Flight routes affect the load factor of Citilink airlines
3. Competitive prices influence the load factor of Citilink airlines

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