GROSTLOG 2022
Global Research on Sustainable Transport & Logistics

ISSN: 2622-5778 (online)
Advances in Transportation and Logistics Research
http://proceedings.itltrisakti.ac.id/index.php/altr

ANALYSIS OF PASSENGER TRAFFIC, TICKET PRICES AND PROMOTION OF GARUDA INDONESIA AIRLINE ON SEAT LOAD FACTOR (SLF) ON CGK- SUB AND SUB-CGK ROUTES MEDIATED BY SERVICE QUALITY.

Difka Angiya Nurfadila[1], Amalia Syawalita[2], Sri Handayani[3] , Irza Tanjung[4]
[1,2,3,4] Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia,
Corresponding author : difka.angiya@gmail.com

Abstract : Garuda Indonesia is a state-owned airline that operates domestic and international flights. This study aims to analyze passenger traffic, ticket prices and promotions on Seat Load factor (SLF) on CGK-SUB and SUB-CGK routes for the period January 2020 to July 2022. The method used in this research is a quantitative approach, where the population is passengers of Garuda Indonesia Airlines on the Jakarta-Surabaya and Surabaya-Jakarta routes from January 2020 to July 2022. The results of this study indicate a positive influence on the amount of passenger traffic on the Seat Load Factor (SLF). In this study, we can see a significant change in passenger traffic at Soekarno-Hatta International Airport and Juanda International Airport which affects the increase in Seat Load Factors (SLF) of Garuda Indonesia Airlines.

Keywords: *Passenger Traffic, Ticket Prices, Promotion, Seat Load Factor (SLF), Service Quality*

Introduction

In the face of increasingly competitive world competition, the transportation industry is one of the industrial companies that has a significant influence on various aspects, such as economic, social, environmental and others. The aviation industry has a considerable impact on the economy of a region or country, because it is an economic driving node that allows the movement of people or goods in a fairly short time (*08 - Angkasa Pura II - AR 2018*, n.d.). This situation makes air transportation services the main choice if it is associated with speed, the ability to reach locations on time without crossing land and sea without difficulty. The aviation business is a business that is said to be high profile and low profile because the appearance must be good but the profits obtained are very thin and is a saturated industry or whose business performance has decreased because many have entered this industry with a limited target market, the airline's income is getting smaller so that business feasibility and cash flow threats will be disrupted. Therefore, airlines must be

ISSN: 2622-5778 (online)
Advances in Transportation and Logistics Research
http://proceedings.itltrisakti.ac.id/index.php/altr

able to provide the best service to their customers, prices that match market share and promotions, one of which is by increasing the frequency of flight routes.

The overall demand for air transportation services in an area is one of the things that must be considered and analyzed as a picture or basis for evaluating the performance of existing flights. Overall, the largest percentage of profit is obtained from the number of passengers, so passenger traffic, prices, promotions and service quality that will affect the Seat Load Factor (SLF) need to be taken into account as a consideration in determining policy is to check whether the flight route is still feasible and profitable or not. In the Journal (Tovar & Martín-Cejas, 2009), McEarhern in 2014 said that the price elasticity of demand is the percentage change in total market demand that occurs with a 1% increase in the average price charged (Diepenbrock, n.d.)

At the end of 2019, the Covid-19 virus pandemic spread around the world including Indonesia. Many businesses have closed or gone bankrupt due to the impact of Covid-19, including the aviation business. During the pandemic, the aviation sector has been one of the worst affected sectors, including airlines and airports that are facing urgent challenges at the moment without a clear time scale for turnaround recovery (*Turnaround Time: Airport Financial Recovery and Restart Following COVID-19 Munich Airport*, n.d.) . Entering the beginning of 2022 the aviation industry began to show significant developments, this development began to be read after mobility restrictions in Indonesia and globally were not as tight as during the initial occurrence of the Covid 19 pandemic. The government began opening for domestic and international travel as well as aircraft and passenger movements in the period of January - July seen to increase quite significantly. However, this must also be balanced with the accuracy of airport managers in processing their financial conditions and financial performance (Al-ahdal et al., 2020). Every decision taken will have an impact both directly and indirectly on stakeholders such as customers, namely passengers, airlines, airport tenants, expedition companies, airline employees, the community and the environment.(*SMART CONNECTED THE BEST*

ISSN: 2622-5778 (online)
Advances in Transportation and Logistics Research
http://proceedings.itltrisakti.ac.id/index.php/altr

AIRPORT IN THE REGION 2020 Laporan Tahunan Annual Report, n.d.). To overcome the situation caused by the current pandemic crisis, all parties involved in the aviation industry must try to find solutions that can increase the economic level of airlines and expect government policies to help improve the economic sector in the aviation industry. (Handayani et al., 2021)

Garuda Indonesia airline is an airline company that serves full service flights (Mumek et al., 2020). By using the full service airline concept, Garuda Indonesia prioritizes service quality by offering satisfying services such as travel comfort and safety during flights (Maheswari & Aksari, 2019). Garuda Indonesia is an Indonesian government-owned airline designed as an airline company that symbolizes the country or national flag carrier (*Id.Wikipedia.Org_wiki_Garuda_Indonesia*, n.d.). High competition in the airline industry has made Garuda Indonesia the airline with maximum service and quality through the flight before, during and after the flight. This is offered by Garuda Indonesia so that consumers are satisfied and can continue to use the services of this airline.

Based on the description above, the authors will conduct research that aims to determine and analyze the effect of passengers, prices and promotions as well as the quality of service of Garuda Indonesia Airlines on Seat Load Factor (SLF) on the CGK-SUB and SUB-CGK routes for the period January 2020-July 2022.

Literature Review

Passenger traffic

Passenger traffic is the total number of passengers, including boarding and alighting passengers, who use the airport. All people from home and abroad, known from airplane tickets sold with units of people. Passenger volume will drive an increase in airport revenue through passenger fees, landing fees, car parking, food and beverage expenditures and other revenue derived from commercial areas, and is usually expressed in passengers, aircraft movements or

ISSN: 2622-5778 (online)
Advances in Transportation and Logistics Research
http://proceedings.itltrisakti.ac.id/index.php/altr

freight tonnage which will affect asset utilization and airport movement costs per passenger(Handayani et al., n.d.) .

Price

According to (Martiman, 2014), price is any form of monetary cost sacrificed by consumers to be able to obtain, own, utilize a number of combinations of goods and services from a product. With a price, we can exchange a good or service that we want or need at a price determined by the company or business entity. According to (Kotler & Philip & Armstrong G., 2008), price has 3 indicators that can be assessed, namely a) Prices are affordable by consumers' purchasing power; b) Conformity between price and quality and c) Prices are competitive with other similar products.

Promotion

According to (Mussardo, 2019), Promotion is communication used to form information (to inform), persuade (persuade), and remind (to remind) the target market about the products produced by organizations, individuals or households. According to (Kotler & Philip & Armstrong G., 2008), there are several indicators in conducting sales promotions, namely a) Coupons; b) Rebates; c) Price packs / cents-off-deals; d) Samples; e) Premium Goods offered free or at a very sloping price as an incentive to buy a product; f) Cashback; g) Continuity programs and h) Contests and sweepstakes.

Service Quality

According to (Allcoot et al., 2014), service quality is a measure of how well the level of service provided meets customer expectations. Providing quality service means consistently meeting customer expectations. This is supported dengan by the statement from (Mussardo, 2019) that, Service quality is the overall features and characteristics of a product or service that result in the ability to satisfy the needs that have been stated by consumers. The research focus in this study is in accordance with what Nadiya Abdullah and Jarliyah Harfika said (Harfika & Abdullah, 2017). Service quality indicators lie in five dimensions, namely as follows: a) Physical evidence; b) Reliability; c) Responsiveness; d) Assurance and e) Empathy.

ISSN: 2622-5778 (online)
Advances in Transportation and Logistics Research
http://proceedings.itltrisakti.ac.id/index.php/altr

Seat Load Factor (SLF)

According to (Sarinah et al., 2019), Seat Load Factor is the ratio between seats sold and the available seat capacity of an aircraft route expressed as a percentage, or seat km of sales divided by seat km of production, or total revenue passenger kilometers. If the SLF value is above the SLF Break Even Point value, this is an indicator that shows the company's ability to make a profit.

In this study, there are 4 independent variables, namely passenger traffic, price, and promotion. While the dependent variable in this study is the seat load factor (SLF). The two variables are mediated by a mediating variable, namely service quality. So, theoretically, it is necessary to explain the relationship between the independent and dependent variables mediated by the mediating variable. The relationship between these variables is then formulated into a research paradigm, namely:

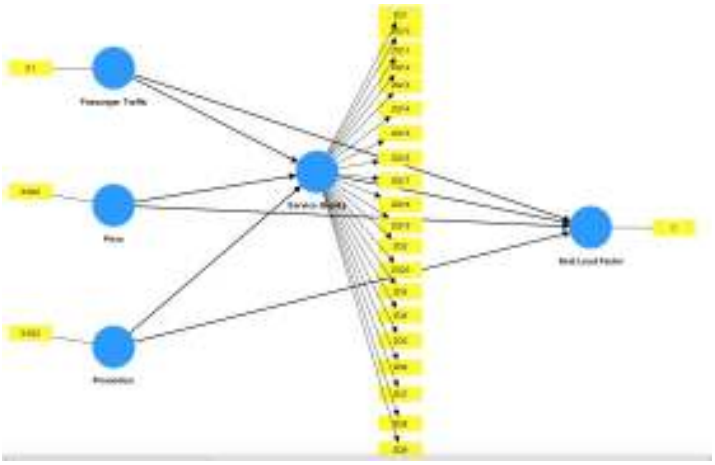


Figure 1. *framework*

H1 : There is a direct effect of passenger traffic on service quality.

H2 : There is a direct effect of price on service quality.

H3 : There is a direct effect of promotion on service quality.

H4 **:** There is a direct effect of service quality on seat load factor (SLF).

H5 : There is an indirect effect of passenger traffic on seat load factor (SLF) mediated by service quality.

H6 : There is an indirect effect of price on seat load factor (SLF) mediated by service quality.

H7 : There is an indirect effect of promotion on seat load factor (SLF) mediated by service quality.

Method

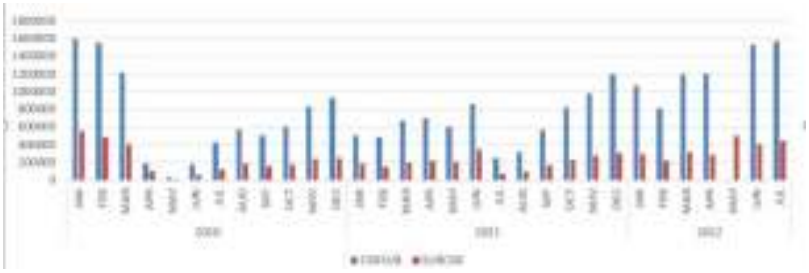
This research uses a quantitative approach method. Data in the form of primary data with 62 respondents with a population of Garuda Indonesia Airlines passengers on the Jakarta-Surabaya and Surabaya-Jakarta routes from January 2022 to July 2022, but

ISSN: 2622-5778 (online)
Advances in Transportation and Logistics Research
http://proceedings.itltrisakti.ac.id/index.php/altr

only 56 respondents were used in this study due to data completeness issues. Meanwhile, secondary data was obtained from PT Garuda Indonesia (Persero) documentation data for SLF and Central Bureau of Statistics documentation data to see passenger traffic at Soekarno Hatta International Airport and Juanda International Airport. In this study, the data is processed and presented in the form of diagrams and conduct validity, regression and hypothesis testing with structural equation models (SEM-PLS) through Smart PLS ver. statistical software. 4.. According to the theory (Cooper, D. R., Schindler, P. S., & Sun, 2006) defines that the Likert scale as a method of measuring attitudes from least agree to most agree which is divided into five categories, namely 1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; and 5 = Strongly Agree..

Table 1. Passenger Traffic Data of Cengkareng and Juanda Airports

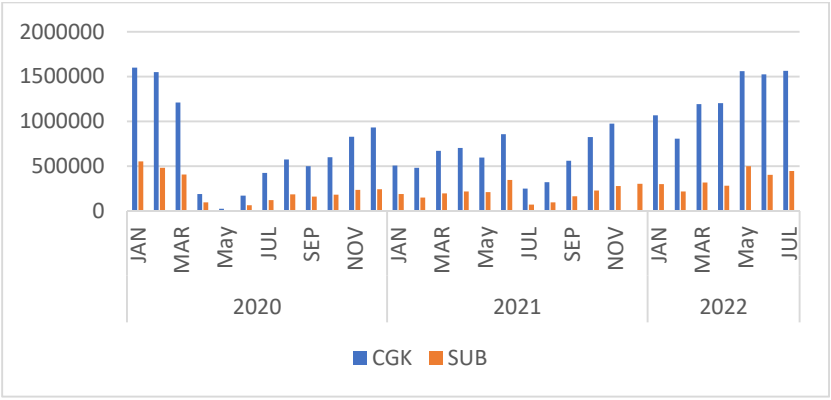
Period January 2020-July 2022



Source : PT. Garuda Indonesia

Table 2. SLF Data of Garuda Indonesia Airlines CGK-SUB and SUB-CGK Routes

Period January 2020-July 2022.



Source : PT. Garuda Indonesia

ISSN: 2622-5778 (online)
Advances in Transportation and Logistics Research
http://proceedings.itltrisakti.ac.id/index.php/altr

Table 3. Questionnaire Items

Construct	Item
Price	Garuda Indonesia airline ticket prices are affordable for all people.
	Garuda Indonesia ticket prices are proportional to the quality and service provided
	Garuda Indonesia ticket prices can compete with other airlines.
	The price of Garuda Indonesia airline tickets is in accordance with what consumers expect compared to other places
Promotion	Garuda Indonesia airline provides promotions in the form of price discounts to encourage purchases.
	The frequency of advertisements served as a presentation by the Garuda Indonesia airline in introducing it in various media as promotions.
	The number of promotions and trusts given by Garuda Indonesia has made many people more interested in buying their plane tickets.
	The service provided by Garuda Indonesia is very good.
Service Quality	I always get a good response from airline employees in Indonesia, if I have trouble checking-in
	I got departure information from the airline
	Garuda Indonesia Aircraft Facilities are very well maintained and clean, so passengers feel comfortable
	Adequate quality of onboard equipment
	Aircraft crew who give a welcome and goodbye to passengers
	Aircraft crew is caring and sympathetic towards passengers who are having problems in flight
	Timeliness of flights according to the schedule that has been prepared
	The aircraft crew is very detailed and clear when conveying the use of the equipment on board
	Clarity in the delivery of information provided by the flight crew
	Willingness of the flight crew to respond quickly to passenger requests
	Willingness of the flight crew to help with the difficulties faced by passengers
	Airline departure/arrival schedules are mostly correct
	The patience of the flight crew in responding to customers
	The ability of the flight crew when on board on the plane
	Airline employees and crew have a fairly high level of competence
	Passengers feel safe when using the facilities provided by the airline
	The crew's general attention to customers
	Airline employees are able to understand the needs of passengers well
	The seriousness of the Garuda Indonesia company in meeting the interests of customers when in all services provided by the Garuda Indonesia airline
	Passengers can get airline tickets easily

ISSN: 2622-5778 (online)
Advances in Transportation and Logistics Research
http://proceedings.itltrisakti.ac.id/index.php/altr

Result and Discussion

Outer model testing is used to determine the specification of the relationship between latent variables and manifest variables. This research was tested with 3 tests, namely convergent validity, discriminant validity and reliability.

Tabel 4. Convergen Validity and Avarage Variance Extracted (AVE)

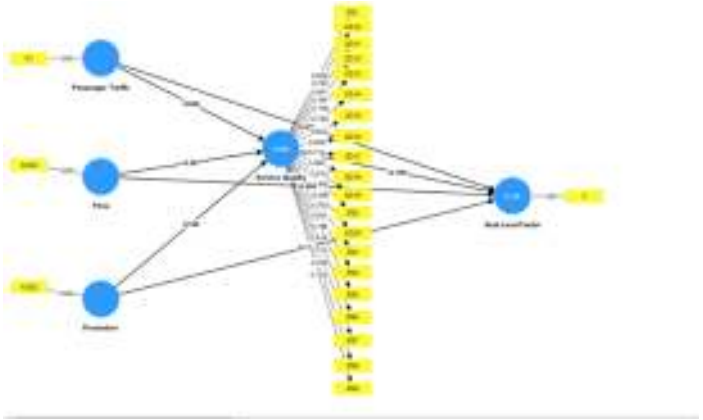
Construct	I	Outer Loading	Sample Mean	T Statistik
Passanger Traffic	X1	1,000	1,000	0,000
Price	X2.2	1,000	1,000	0,000
Promotion	X3.2	1,000	1,000	0,000
SLF	Y	1,000	1,000	0,000
Service Quality	Z.1	0,856	0,805	5,298
	Z.2	0,802	0,719	4,145
	Z.3	0,763	0,699	4,083
	Z.4	0,841	0,792	5,229
	Z.5	0,798	0,679	3,355
	Z.6	0,818	0,733	4,037
	Z.7	0,713	0,664	4,111
	Z.8	0,796	0,688	3,502
	Z.9	0,723	0,666	3,810
	Z.10	0,790	0,733	4,227
	Z.11	0,841	0,788	5,185
	Z.12	0,787	0,735	4,989
	Z.13	0,748	0,728	5,033
	Z.14	0,799	0,709	3,909
	Z.15	0,822	0,733	4,026
	Z.16	0,868	0,776	4,526
	Z.17	0,716	0,661	4,132
	Z.18	0,824	0,756	4,590
	Z.19	0,872	0,828	5,680
	Z.20	0,699	0,620	3,246

Source : Research data Through SEMPLS Version 4.0

ISSN: 2622-5778 (online)
Advances in Transportation and Logistics Research
http://proceedings.itltrisakti.ac.id/index.php/altr

According to (Henseler et al., 2015), the loading factor will be declared valid if the loading factor value is> 0.50. In table 4, it can be seen that all outer loading shows results above 0.50. With this, it can be concluded that the indicators used in the study achieved convergent validity results.

Figure 2. PLS Algorithm



	Passanger Traffic	Price	Promotion	Seat Load Factor (SLF)	Service Quality
Passanger Traffic					
Price	0,150				
Promotion	0,069	0,034			
Seat Load Factor	0,339	0,010	0,069		
Service Quality	0,066	0,220	0,186	0,139	

Source : Research data Through SEMPLS Version 4.0

Table 5. Discriminant Validity

Source : Research data Through SEMPLS Version 4.0

Based on table 5, it can be seen that Price, Promotion, Service Quality, and Seat Load Factor have a high relationship compared to other Loading constructs. With this it can be concluded that the Discriminant Validity is good.

ISSN: 2622-5778 (online)
Advances in Transportation and Logistics Research
http://proceedings.itltrisakti.ac.id/index.php/altr

Table 6. Reliability Test

Construct	Composite Realibility	Cronbach's Alpha	AVE
Service Quality	0,972	0,969	0,633

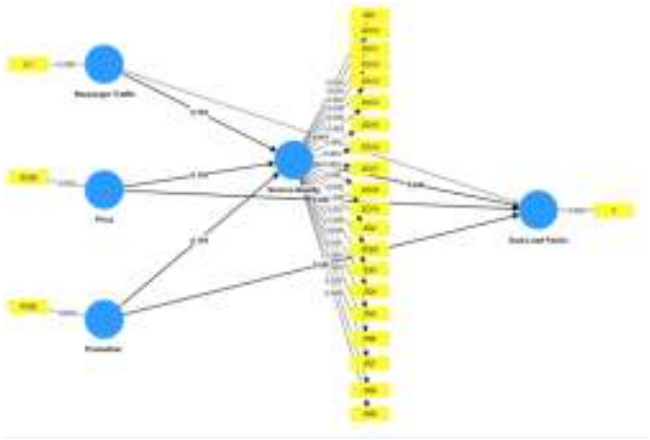
Source : Research data Through SEMPLS Version 4.0

This reliability testing uses the Composite Reliability (CR) and Cronbach's Alpha Method. According to Sekaran, (2003), the research instrument will be said to be reliable if the Cronbach Alpha value is > 0.6. In this study, the Reliablity testing results can be seen in table 6.

Evaluation of Structural Models (Inner Model)

Inner Model in SEM PLS is a structural model that has a function to predict causal relationships between latent variables or variables that cannot be measured directly. This can be shown through the boothstrapping results for each variable in the structural model. The boothstrapping results can be seen in the figure. 3

Figure 3. Structural Model Bootstraping



Source : Research data Through SEMPLS Version 4.0

ISSN: 2622-5778 (online)
Advances in Transportation and Logistics Research
http://proceedings.itltrisakti.ac.id/index.php/altr

Table 7. R Square

	R Square	R Square Adjusted
Seat Load Factor	**0,138**	**0,070**
Service Quality	**0,092**	**0,040**

Source : Research data Through SEMPLS Version 4.0

The R-Square (R^2) test is a GodnessFit test for a model, as shown in Figure 7 The R-Square (R^2) value is used to measure how much a particular independent latent variable affects the dependent latent variable. (ODA), an R^2 value that shows 0.7 can be said that the model is categorized as good. The R^2 value of this study for the Seat Load Factor variable is 0.138, which means <0.67, while for the service quality variable it is 0.092. This shows that in table 7 only the seat load factor variable is categorized as a good and medium model.

Table 8. Result Of Research Data Boothstraping Calculation

	Original Sample	Sample Mean(M)	Standart Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Passanger Traffic -> Seat Load Factor	0,360	0,343	0,110	3,262	0,001
Passanger Traffic -> Service Quality	0,046	0,048	0,146	0,312	0,755
Price ->Service Quality	-0,237	-0,243	0,156	1,513	0,130
Price -> SLF	-0,086	-0,075	0,129	0,663	0,507
Promotion -> SLF	0,112	0,107	0,122	0,914	0,361
Promotion -> Service Quality	0,188	0,200	0,133	1,413	0,158
Service Quality -> SLF	-0,109	-0,05-	0,250	0,435	0,664

Source : Research data Through SEMPLS Version 4.0

To see the results of testing the hypothesis results in PLS can be done with Bootstrapping testing. The rules for supporting the research hypothesis are: (1) If the coefficient or direction of the variable relationship (indicated by the

ISSN: 2622-5778 (online)
Advances in Transportation and Logistics Research
http://proceedings.itltrisakti.ac.id/index.php/altr

original sample value) is in accordance with the hypothesis, and (2) If the T-statistic value is more than 1.96 and the P-value is less than 0.05 or 5%. In this study, we can see the hypothesis test from table 8. The results shown in table 8 indicate that:

- **There is a direct effect of passenger traffic on service quality.**

  Based on the results of hypothesis testing, it shows that the T-Statistic value is 0.312 < 1.96 with a P-Value of 0.755> 0.05 and the original sample estimate value shows a value of 0.046. This shows that the variable level of passenger traffic has no direct effect on service quality. Thus, the first hypothesis (H1) is rejected.

- **There is a direct effect of price on service quality.**

  Based on the results of hypothesis testing, it shows that the T-Statistic value is 1.513 < 1.96 with a P-Value of 0.130> 0.05 and the original sample estimate value shows a value of -0.237. This shows that the price level has no direct effect on service quality. So, the second hypothesis (H2) is rejected.

- **There is a direct effect of promotion on service quality.**

  Based on the results of hypothesis testing, it shows that the T-Statistic value is 1.413 < 1.96 with a P-Value of 0.158> 0.05 and the original sample estimate value shows a value of 0.188. This shows that the level of promotion variables has no direct effect on service quality. So, the third hypothesis (H3) is rejected.

- **There is a direct effect of service quality on seat load factor (SLF).**

  Based on the results of hypothesis testing, it shows that the T-Statistic value is 0.435 < 1.96 with a P-Value of 0.664> 0.05 and the original sample estimate value shows a value of -0.109. This shows that the variable level of service quality has no direct effect on the Seat Load Factor. Thus, the fourth hypothesis (H4) is rejected.

- **There is an indirect effect of passenger traffic on seat load factor (SLF) mediated by service quality.**

  Based on the results of hypothesis testing, it shows that the T-Statistic value is 3.262 < 1.96 with a P-Value of 0.001> 0.05 and the original sample estimate value shows a value of 0.360. This shows that the variable level of passanger traffic has no direct effect on the Seat Load Factor mediated by service quality. So, the fifth hypothesis (H5) is accepted. .

ISSN: 2622-5778 (online)
Advances in Transportation and Logistics Research
http://proceedings.itltrisakti.ac.id/index.php/altr

- **There is an indirect effect of price on seat load factor (SLF) mediated by service quality.**

  Based on the results of hypothesis testing, it shows that the T-Statistic value is 0.663 < 1.96 with a P-Value of 0.507> 0.05 and the original sample estimate value shows a value of -0.086. This shows that the variable price level has no direct effect on the Seat Load Factor mediated by service quality. So, the sixth hypothesis (H6) is rejected.

- **There is an indirect effect of promotion on seat load factor (SLF) mediated by service quality.**

  Based on the results of hypothesis testing, it shows that the T-Statistic value is 0.914 < 1.96 with a P-Value of 0.361> 0.05 and the original sample estimate value shows a value of 0.112. This shows that the level of promotional variables has no direct effect on the Seat Load Factor mediated by service quality. Thus, the seventh hypothesis (H7) is rejected.

From the hypothesis it can be concluded that only 1 can be accepted, is passanger traffic has no direct effect on slf. has it shows that the T-Statistic value is 3.262 < 1.96 with a P-Value of 0.001> 0.05 and the original sample estimate value shows a value of 0.360. This shows that the variable level of passanger traffic has no direct effect on the Seat Load Factor mediated by service quality. So, the fifth hypothesis (H5) is accepted. And the other hypothesis is rejected.

CONCLUSION

Based on the results of research that has been conducted by researchers, the following conclusions can be drawn: 1. Passenger traffic has no direct effect on service quality; 2. Price has no direct effect on service quality; 3. Promotion has no direct effect on service quality; 4. Service quality has no direct effect on service quality; 5. Passenger traffic has no direct effect on Seat Load Factors (SLF) mediated by service quality; 6. Price has a direct effect on Seat Load Factors (SLF) mediated by service quality; 7. Promotion has a direct effect on Seat Load Factors (SLF) mediated by service quality.

Conclusions regarding the research we have done. it can be concluded that passenger traffic does not have a direct effect on SLF even though it is mediated by service quality because of the high and low passenger traffic at an airport and the good service quality (Indrawan & Andrian, 2021) provided to an airline does not directly affect the high seat load factor if the price and promotions are not in accordance with

ISSN: 2622-5778 (online)
Advances in Transportation and Logistics Research
http://proceedings.itltrisakti.ac.id/index.php/altr

Garuda Indonesia's target market

From the conclusions that have been explained, the researcher hopes that Garuda Indonesia Airlines can improve service quality and also Garuda Indonesia Airlines can determine prices that are more acceptable to the average Indonesian economy and increase promotions such as discounts or utilize several digital platforms and influencer services to increase the Seat load Factor. Even though passenger traffic has increased, this cannot have a direct effect on increasing the Seat Load Factor (SLF) of Garuda Indonesia Airlines.

Reference

08 - Angkasa Pura II - AR 2018. (n.d.).

Al-ahdal, W. M., Alsamhi, M. H., Tabash, M. I., & Farhan, N. H. S. (2020). The impact of corporate governance on financial performance of Indian and GCC listed firms: An empirical investigation. *Research in International Business and Finance*, *51*. https://doi.org/10.1016/j.ribaf.2019.101083

Allcoot, H., Braghieri, L., Eichmeyer, S., & Gentzkow, M. (2014). 済無No Title No Title No Title. In *Paper Knowledge . Toward a Media History of Documents*.

Cooper, D. R., Schindler, P. S., & Sun, J. (2006). Business research methods (Vol 9). In *Business Research Methods* (Issue 2000, p. 38).

Diepenbrock, F. (n.d.). *European Airline Performance*.

Handayani, S., Oktavilia, S., & Dwi Wishnuwardhani, F. (n.d.). *THE IMPACT OF AIRPORT FACILITIES ON NON-AERONAUTICAL REVENUE THROUGH AIRPORT TRAFFIC AND AERONAUTICAL REVENUE AS MODERATING VARIABLES*.

Handayani, S., Perwitasari, E. P., & Hermawan, M. A. (2021). The Effect of Financial Ratio to Financial Distress Mediated by Profitability Ratio in PT Angkasa Pura II (Persero). *Jejak*, *14*(2), 398–414. https://doi.org/10.15294/jejak.v14i2.32023

Harfika, J., & Abdullah, N. (2017). Pengaruh Kualitas Pelayanan Dan Fasilitas Terhadap Kepuasan Pasien Pada Rumah Sakit Umum Kabupaten Aceh

ISSN: 2622-5778 (online)
Advances in Transportation and Logistics Research
http://proceedings.itltrisakti.ac.id/index.php/altr

Barat Daya. *Balance*, *XIV*(1), 44–56.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, *43*(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

id.wikipedia.org_wiki_Garuda_Indonesia. (n.d.).

Indrawan, F., & Andrian, R. (2021). the Influence of Service Quality and Customer Satisfaction on Customer Loyalty Si Cepat Ekspres in Dki Jakarta. *Global Research on Sustainable Transport & Logistics*, *5778*(2013), 831–843. http://proceedings.itltrisakti.ac.id/index.php/altr

Kotler, & Philip & Armstrong G. (2008). *Dasar-dasar Pemasaran (Principles of marketing)*.

Maheswari, A. A. A. R., & Aksari, N. M. A. (2019). Peran Kepuasan Pelanggan Memediasi Kualitas Layanan Terhadap Loyalitas Pelanggan Pada Pt. Airasia Indonesia. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, *3*, 315. https://doi.org/10.24843/eeb.2019.v08.i03.p05

Martiman. (2014). Strategi Pemasaran Barang dan Jasa Perusahaan Melalui Media Iklan. *Jurnal Ilmiah Widya*, *2*, 55–63.

Mumek, L., Tampi, J. R. E., Program, L. F. T., Bisnis, S. A., & Administrasi, J. I. (2020). *Kualitas Pelayanan Terhadap Kepuasan Konsumen PT. Garuda Indonesia Airlines Kelas Ekonomi Rute Manado-Jakarta*. *1*(4).

Mussardo, G. (2019). Pemasaran. *Statistical Field Theor*, *53*(9), 10. https://doi.org/10.1017/CBO9781107415324.004

Sarinah, Qibtiyah, M., & Nurhayati, S. (2019). Strategi Meningkatkan Seat Load Factor Pada. *Jurnal Manajemen Bisnis Transportasi Dan Logistik (JMBTL)*, *5*(3), 391–402.

SMART CONNECTED THE BEST AIRPORT IN THE REGION 2020 Laporan Tahunan Annual Report. (n.d.).

Tovar, B., & Martín-Cejas, R. R. (2009). Are outsourcing and non-aeronautical revenues important drivers in the efficiency of Spanish airports? *Journal*

ISSN: 2622-5778 (online)
Advances in Transportation and Logistics Research
http://proceedings.itltrisakti.ac.id/index.php/altr

of Air Transport Management, *15*(5), 217–220. https://doi.org/10.1016/j.jairtraman.2008.09.009

Turnaround time: Airport financial recovery and restart following COVID-19 Munich Airport. (n.d.).