

## INFLUENCE OF SERVICE QUALITY AND TICKET PRICES ON GARUDA INDONESIA PASSENGER SATISFACTION

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**Abstract:** Garuda Indonesia, the national airline of Indonesia, has always been one of the top choices for air travelers. In the highly competitive aviation industry, service quality and ticket prices are crucial factors as they significantly influence passengers' decisions when selecting an airline. This study aimed to determine the effect of service quality and ticket prices on Garuda Indonesia's customers' satisfaction on Soekarno-Hatta airport through a sample of 100 respondents. The study employed quantitative methods and distributed questionnaires through Google Form. The data analysis technique used in this research was Smart PLS 4.

**Keywords:** *Service quality, Ticket Price, Passenger satisfaction, Garuda Indonesia*

### 1. Introduction

Transportation refers to the movement of passengers or goods from one place to another. It helps people carry out their daily activities and plays a crucial role in various aspects of human life, including social, economic, political, defense, and security. The transportation industry is growing and expanding due to its immense importance in human life. There are three types of transportation: land, sea, and air. However, most people prefer air transportation as it's faster and more convenient than land or sea transport.

In the highly competitive aviation industry, it is crucial for airlines to develop effective marketing and service strategies in order to gain consumer trust. With the increasing number of low-cost carriers, airlines must target prospective passengers by selecting the appropriate market segment and offering services that match the ticket prices sold. However, it is crucial to prioritize flight safety in order to maintain success. (Hastuti, 2013)

Passenger satisfaction is a key factor in an airline's survival and success. Although many factors can affect passenger satisfaction, service quality and ticket prices are two major factors that are often the main concerns in passenger decision making. Service quality covers various aspects, including cabin crew friendliness, punctuality, seat comfort, and food service. On the other hand, ticket prices play an important role in attracting prospective passengers, especially amid increasingly fierce competition in the airline industry.

Garuda Indonesia is a major airline in Indonesia known for its exceptional service quality, which sets it apart from other airlines. The airline prioritizes travel comfort and safety during the flight to ensure customer satisfaction to retain their loyalty. (Wenda, 2013)

President Director of Garuda Indonesia Irfan Setiাপutra revealed, Thursday (20/4/2023) Garuda Indonesia carries 14,000 passengers on a total of 144 domestic flights to Denpasar, Medan, Surabaya. Then for international routes, Garuda Indonesia has carried

25,047 passengers to Singapore and Jeddah, and the total Garuda Indonesia passengers in Soekarno-Hatta on Eid al-Fitr 2023 are 39,047 passengers.

This study aims to analyze the satisfaction levels of Garuda Indonesia's passengers with their services' quality and ticket prices. By analyzing data from questionnaires, we hope to identify the key factors affecting passenger satisfaction and potential improvements that can be made to enhance the flight experience.

This research will help Garuda Indonesia maintain its position as a leading airline in Indonesia while ensuring exceptional journeys that exceed passenger expectations. As a national airline, they take pride in serving the country and the world.

## 2. Literature Review

### 2.1 Service Quality

The quality of service that a company provides is heavily influenced by its service strategies. These strategies need to be continually refined in order to maintain and enhance the quality of service and foster customer loyalty. The services rendered should be of perceived value to customers and align with their expectations. This will encourage customers to remain loyal to the company instead of switching to a competitor. Parasuraman's quote (1996), as cited in Subagio and Saputra (2012), underlines the significance of service strategies in cultivating customer loyalty. In general, the definition of service quality is an effort to meet the needs and desires of consumers based on what is expected by consumers. Service quality is good if the service delivered is the same as consumer perception (Gabrielle & Harjati, 2018)

Service quality (SERVQUAL) is defined as the comparison of what customers feel a company should offer them with the company's actual service performance. Indirectly, customer perception has been shown to affect the customers' repurchase intention because perception affects the level of satisfaction, which will then impact the tendency to commit repeat buying (repurchase intention). It is also proved that the same concept holds true to SERVQUAL's impact on customer loyalty: a high service quality rating will affect customers' satisfaction positively, which in turn will increase the true loyalty of the customers to the same brand (Dian Octaviani et al., 2023)

Service quality is a must for a company to perform to maintain and obtain consumer trust. Customer lifestyle and consumption patterns force a company to be able to provide quality services. Theoretically, Kotler and Armstrong (2018), say that quality has a direct impact on the performance of a product or service. (Ricardianto et al., 2023)

In accordance with Fandy Tjiptono, Ph.D. (2015: 157), Service Quality refers to the degree to which the level of service offered meets the expectations of customers. Quality, as defined by Kotler & Armstrong (2012: 230), encompasses all the characteristics and features of a product or service that impact its ability to meet the stated or implied needs of customers. Services are intangible activities aimed at providing customer satisfaction. (Wahyuni & Praninta, 2021)

To put it simply, service quality is the effort made by companies to satisfy their customers' requirements. It can be evaluated by analyzing customer perceptions. According to Fandy Tjiptono's 2016 book, Parasuraman, Zeithaml, and Berry identified five key factors that determine the quality of service. These factors are:

Below are the five key factors that determine the quality of a flight service:

1. Intangibles: This refers to the quality indicators inside the cabin, such as the overall cleanliness, completeness of facilities, comfort of seats, tidiness of flight attendant uniforms, and the exterior quality.
2. Empathy: This factor is all about the flight attendants' ability to communicate effectively, their friendliness, their understanding of passengers' needs, and their courtesy.
3. Reliability: This factor includes indicators such as passengers' confidence in the quality of service, non-discriminatory behavior from employees towards passengers, and the accuracy of flight attendant services provided to passengers.
4. Responsiveness: This factor includes indicators such as employees' responsiveness in handling passenger complaints, the clarity of information about aircraft departure delays, the ability of employees to answer passenger questions, and their initiative in providing services to passengers.
5. Guarantee: This refers to the accuracy of departure schedules, safety during the flight, safety guarantees, and accuracy guarantees. (Nuraeni, 2021a)

## 2.2 Ticket Prices

The price or value of a product is not merely determined by its physical attributes but also by psychological and other factors. Price can be defined as the amount of money charged for a product or service, or the value that consumers must exchange to benefit from the use of such services. According to Bob Sabran's translation of Kotler and Armstrong's work, there are four indicators that characterize price: Nurlala & Fryda Fatmayati, 2022)

According to Kotler and Armstrong in the price is one of the elements of the marketing mix that produces revenue and costs, as well as the most easily customizable which aims to communicate the position of the value of the intended company to the market about the product and brand. (Sihombing et al., 2023)

Tarif is a determinant factor in transport business and it is a controlling device in the operation to reach effectiveness and efficiency (Salim, 2008: 95). Whereas according to Tjiptonono (2006: 178), tariff is defined as the amount of money (monetary unit) and/or other aspects (non-monetary aspects) that contains certain utilities needed to get a service. Utility is an attribute or factor that potentially satisfies certain needs or wants. (Rahmawati, 2015)

According to Philip & Kotler and Armstrong, Price is the amount of money spent on goods or services or how much money a consumer exchange for benefits or using the goods or services. (Gofur.MA, 2019)

There are four factors that determine the price of a product for consumers.

1. Price Affordability: This means that consumers can purchase products at the prices set by the company.
2. Price Compatibility with Product Quality: Consumers often use price as an indicator of quality. They may choose a more expensive item if they perceive it to be of better quality.
3. Price Compatibility with Benefits: Consumers decide to buy a product if they believe the benefits are worth the cost of the product.

4. Prices According to Ability or Price Competitiveness: Consumers often compare the price of a product with other similar products on the market. (Ratnasari & Martini Alriani, 2019)

From the above opinion, it can be concluded that the price is a sum of money spent by consumers to get a product/goods or service that consumers want, and consumers can feel the benefits and uses of the products purchased.(Hijriani, 2018)

## 2.3 Passenger Satisfaction

Satisfaction is a person's feelings of pleasure or disappointment that arise from comparing the perceived performance of the product or against their expectations. If performance fails to meet expectations, customers will be dissatisfied.(Rio Sasongko, 2021)

According to Zeithaml and Bitner (2013), customer satisfaction can be defined as the response or reaction of the most important customers towards the fulfillment of their needs. It is an assessment of the quality or characteristics of services or products that provide a level of pleasure to customers and cater to their consumption needs.(Irwansyah, 2022)

Customer satisfaction is a crucial element in improving marketing performance within a company. When customers are satisfied, it can lead to increased purchases and encourage loyalty. Optimal levels of customer satisfaction can help to foster loyalty among customers who feel satisfied.

According Zeithalm et al. there are three customer satisfaction factors, as follows:

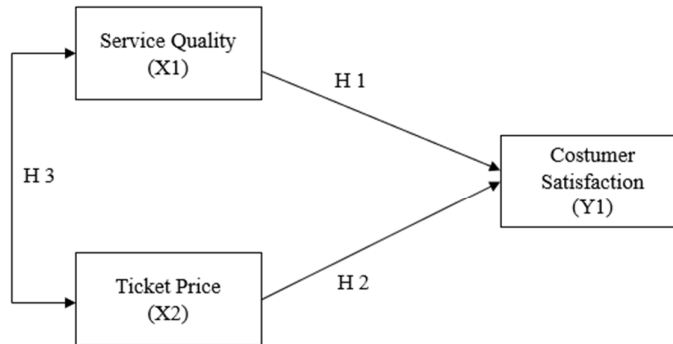
- (1) Customer satisfaction as fulfillment refers to the state of customers feeling satisfied when all their needs and desires are met by the company.
- (2) Customer satisfaction as pleasure means that customers feel happy and contented when they can easily transact with the company without any hassle.
- (3) Satisfaction as ambivalent is the feeling experienced by customers as a result of the unique experience offered by the company, which is likely to result in customer satisfaction.(Lopentus & Erdiansyah, 2020a)

There are five factors that can affect the satisfaction of a consumer, namely (Fandy Tjiptono, 2014) :

- a. Product quality, clients will feel fulfilled on the off chance that the comes about of their evaluation appear that item they utilize is of quality.
- b. Price, items with the same quality but set a generally low cost will provide high esteem to its customers.
- c. Quality of service, customers will feel fulfilled in the event that they get great benefit or in agreement with their expectations.
- d. Emotional factors, clients will feel glad and get the certainty that other individuals admire him when using certain brand products.
- e. Cost and ease of getting a product or service, clients who don't got to bring about extra costs or waste time to induce a item, tend to be fulfilled with the item.(Keke et al., 2023)

## 2.4 Framework

Figure 1. Conceptual framework



## 2.5 Hypothesis.

### The Relationship of Service Quality to Customer Satisfaction

Nagle and Hogan (2006) argued that the perception of appropriate prices is subjective. Consumers determine the natural absence of price perception by comparing their perception of how much profit they obtain from present and past sellers of a product, or by comparing the prices obtained by others for similar products. In marketing, price perception plays a crucial role in creating customer satisfaction. Satisfied customers are more likely to repurchase the service or product. Previous research by Handayani and Irianto (2010) indicated that price perception has a direct effect on repurchase interest. The more appropriate the perception of prices received by consumers, the higher their interest in making purchases. (Resti & Soesanto, 2016)

### Ticket Prices to Passenger Satisfaction

Ensuring quality starts with understanding the customer's needs and ends with their perception. This means that the perception of good quality is not determined by the service provider but by the customer. The customer's perspective determines the quality of service. Therefore, it is the responsibility of service providers to consistently meet customer expectations to ensure good service quality. Good service quality will lead to customer satisfaction. Empirical evidence from research conducted by Sukmawati and Soenhadji (2011) suggests that service quality has a positive and significant impact on customer satisfaction. (Resti & Soesanto, 2016)

### Quality of Service to Ticket Prices

The Quality of Service provided by airlines can affect airfare prices in many ways. The impact of this influence may differ due to the policies and strategies of the airline as well as the perception of services by passengers. Airlines take into account several factors while pricing their tickets, with the objective of creating value for their customers while also maintaining a sustainable business profitability.

### 3. RESEARCH METHODS

The research aims to quantify the use of linear regression for collecting data from respondents about the satisfaction level of Garuda Indonesia's services and ticket prices. The data will be collected through the distribution of questionnaires, which will be processed using SMART PLS 4 to analyze the results.

#### 3.1 Population and Sample

This study focused on Garuda Indonesia passengers at Soekarno Hatta airport, with a population of 39.047 passengers. The tolerable margin of error for this study was 10%. The sample size was determined using the Solvin formula, which resulted in a specific number of samples needed for this study.

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{39.047}{1 + (39.047) \cdot (0,1)^2}$$

$$n = \frac{39.047}{391,47}$$

$$n = 99,74 \rightarrow 100 \text{ respondent}$$

#### 3.2 List of Indicators

**Table 1**

| Variabel                | Indicator                                                                                                                                  | Source                                         |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| Service Quality         | X 1.1 Tangibility<br>X 1.2 Empathy<br>X 1.3 Reliability<br>X 1.4 Responsiveness<br>X 1.5 Assurance                                         | (Nuraeni, 2021)                                |
| Ticket Prices           | X 2.1 Affordability<br>X 2.2 Price conformity with product quality<br>X 2.3 Price suitability with benefits<br>X 2.4 Price competitiveness | (Ekonomi Manajemen dan Akuntansi et al., n.d.) |
| Passengers Satisfaction | Y 1.1 Satisfaction as fulfilment<br>Y 1.2 Satisfaction as pleasure<br>Y 1.3 Satisfaction as ambivalence                                    | (Lopentus & Erdiansyah, 2020b)                 |

## 4. RESULTS and DISCUSSION

### 4.1 Validity and Reliability Testing

From the SmartPLS-assisted calculation, the following results were obtained:

**Table 2 Square Root of AVE and Correlation Between Variabel**

| Variabel                | AVE   | Root of AVE |
|-------------------------|-------|-------------|
| Service Quality         | 0.620 | 0.787       |
| Ticket Price            | 0.640 | 0.800       |
| Passengers Satisfaction | 0.594 | 0.771       |

According to Table 2, the square root of the Average Variance Extracted (AVE) for each variable is higher than its correlation coefficient with other variables. This measurement is considered valid only if each variable has a good determinant validity. After conducting the determinant validity tests, it was found that all variables, including Service Quality, Ticket Price, and Passengers Satisfaction, were valid as their AVE values exceeded 0.50.

#### 4.1.1 Reliability Testing

The construct will be considered reliable if the composite reliability value exceeds 0.60. The results of the reliability testing in this research can be seen in Table 3.

**Table 3 Reliability Indicator**

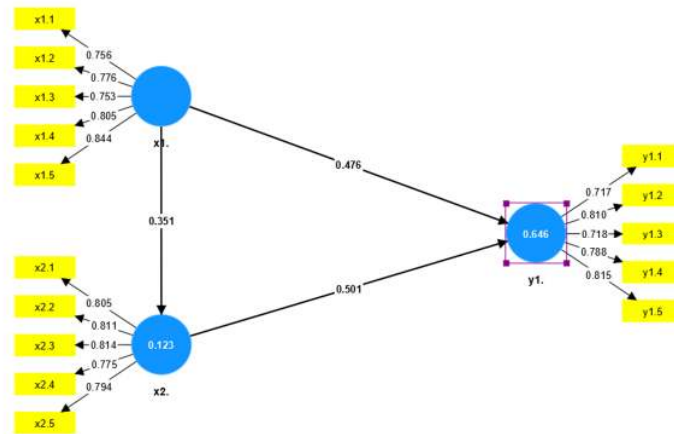
| Variabel                | Composite Reliability | Cronchbach's Alpha | Result   |
|-------------------------|-----------------------|--------------------|----------|
| Service Quality         | 0.856                 | 0.847              | Reliable |
| Ticket Price            | 0.861                 | 0.860              | Reliable |
| Passengers Satisfaction | 0.833                 | 0.828              | Reliable |

It can be concluded then that the construct had good reliability as the value obtained was > 0.60

#### 4.1.2 Validity Testing

Based on the convergent validity testing results as presented in Figure 2, all of the indicators measuring the construct were declared valid for having outer loading factor of > 0.60

Figure 2



## 4.2 Direct Effect

Table 2 illustrates the direct relationship between variables. Hypothesis testing was conducted at a significance level of 5%. The hypothesis would be accepted if T count was greater than 1.79 (T table) and p was less than 0.5. The results of the hypothesis testing performed by bootstrapping smartpls are presented in the table.

Table 4 Path Coefficients and T-Values

| Path                                   | Original Sample | T Statistic | P Values | Result   |
|----------------------------------------|-----------------|-------------|----------|----------|
| Service Quality→Passenger Satisfaction | 0.476           | 5.610       | 0.000    | Accepted |
| Ticket Prices→Passenger Satisfaction   | 0.501           | 5.474       | 0.000    | Accepted |
| Service Quality→Ticket Price           | 0.351           | 3.723       | 0.000    | Accepted |

Based on the data presented in Table 4, it can be inferred that service quality has a significant impact on passenger satisfaction, as evidenced by the T value of 5,610 which exceeds the critical value of 1.79. Additionally, the analysis revealed that the quality of service has a direct influence on passenger satisfaction with a coefficient of 0.476. Similarly, ticket prices are also affected by passenger satisfaction, as indicated by the T value of 5,475 which exceeds the critical value of 1.79. Moreover, the analysis showed that ticket prices have a direct influence on passenger satisfaction with a coefficient of 0.501. Furthermore, it was observed that service quality also has a significant impact on ticket purchase intention, with a T value of 3,723 which exceeds the critical value of 1.79. This finding suggests that

the quality of service has a direct influence on ticket purchases with a coefficient of 0.351. Based on the results, it can be concluded that all three hypotheses are acceptable.

#### 4.3 Indirect Effect

Table 5 indicates an indirect relationship between service quality and passenger satisfaction when considering an intervention variable.

**Table 5 Indirect Effect**

| Effect                                  | Original sample | T Statistic | P Values | Result      |
|-----------------------------------------|-----------------|-------------|----------|-------------|
| Service Quality→Passengers Satisfaction | 0.176           | 2.793       | 0.005    | Significant |

Passenger satisfaction is directly impacted by service quality, as indicated by a T count of 2.793 (>1.79) in the Sobel test with a significance level of 5% and P-value of 0.005.

#### 4.4 Goodness of Fit Test

Table 6 shows the criteria for R-squared values, with 0.75 being strong, 0.50 moderate, and 0.25 weak.

**Table 6. R Square**

| Variable                | R2    | Result   |
|-------------------------|-------|----------|
| Ticket Price            | 0.123 | Weak     |
| Passengers Satisfaction | 0.646 | Moderate |

The structural model fit can be seen from the Q-squared as follows:

$$Q^2 = 1 - (1 - 0.123) (1 - 0.646) \rightarrow 0.69$$

The Q-squared obtained was 0.69 Because Q-squared was higher than 0, the model was proven to have predictive relevance with strong value.

### 5. Conclusion

Transportation refers to the movement of passengers or goods from one place to another. It plays a vital role in facilitating daily activities for humans and has significant impacts on various aspects of life, including social, economic, political, defense, and security.

In the aviation industry, businesses have to compete tightly. Therefore, every company engaged in aviation must be proficient in setting marketing and service strategies to attract consumer trust. Intense competition in the air transportation services sector today occurs in many airlines that operate low-cost carriers. To remain successful, each airline should have the right strategy in targeting prospective passengers by selecting the intended level of society that matches the services provided with the ticket prices sold. The most crucial aspect that shouldn't be neglected is flight safety. (Hastuti, 2013)

The purpose of this study is to examine how passenger satisfaction on Garuda Indonesia is influenced by service quality and ticket prices. The study aimed to identify the primary factors that affect passenger satisfaction and suggest potential improvements that

the airline can make. The findings of this research can aid Garuda Indonesia in maintaining its position as an industry leader in aviation in Indonesia.

Garuda Indonesia should focus on maintaining high service quality standards while keeping ticket price competitive. Balancing these two factors, personalizing services, and staying responsive to passengers' feedback are essential strategies for enhancing passenger satisfaction and retaining a strong position in the competitive market. In continuously improving its service and addressing passengers' preferences, Garuda Indonesia can strengthen its brand and reputation, ultimately leading to increased passengers' loyalty and a positive impact on its bottom line.

Based on the test data it can be concluded that:

Service quality positively affects passenger satisfaction with a significance (T-statistic) of 5,610, which is much greater than the critical value of 1.79. In addition, service quality has a strong direct influence on passenger satisfaction of 0.476.

Ticket prices also have a positive impact on passenger satisfaction with a significance of 5,475, exceeding the critical value of 1.79. In addition, ticket prices have a significant direct influence on passenger satisfaction of 0.501.

Service quality also affects ticket purchase intent with a significance of 3,723, exceeding the critical value of 1.79. The quality of service has a direct impact on ticket purchase intent of 0.351.

## 6. Implication

The implications of research that analyzes the relationship between service quality and ticket prices on passenger satisfaction on Garuda Indonesia can involve several aspects. The following points outline the benefits of the research conducted, which can encourage Garuda Indonesia to improve the quality of service they offer to passengers and become more competitive in the aviation market:

**Improving Service Quality:** The research findings can help Garuda Indonesia pay more attention to the quality of service they offer to passengers. This could include better staff training, improved facilities on board, and closer monitoring of the passenger experience.

**Developing the Right Fare Strategy:** Airlines can use the study to review and strategize fares more effectively. This can include implementing a pricing policy that is more in line with the quality of services offered, as well as adjusting prices to customer expectations.

**Customer Loyalty Program Development:** Effective customer loyalty programs can be designed based on these findings. Airlines can offer incentives or rewards to customers who frequently fly with Garuda Indonesia, in line with their level of satisfaction.

**Better Pre-Flight Reservations:** Airlines can improve pre-flight reservation services such as online check-in, seat selection, and more detailed information about flights. This can improve the passenger experience before they even board the plane.

**Better Communication:** The research findings may encourage Garuda Indonesia to better communicate with their customers. They can explain the corrective actions they have taken based on customer feedback and how they have responded to passenger needs.

**Emphasis on Post-Travel Research:** Airlines could expand this research to include in-depth post-travel research. This will help them better understand how the passenger experience after their trip impacts satisfaction and whether there are certain aspects that need improvement.

**Increased Competitiveness:** Understanding the quality of service and ticket prices that have the most impact on passenger satisfaction can make Garuda Indonesia more competitive in the aviation market.

**Corporate Image Improvement:** Efforts to improve service quality and ticket prices based on this research can improve Garuda Indonesia's image as an airline that cares about passenger satisfaction and is committed to providing an exceptional flight experience.

## 7. Research Limitation

In this study analyzing Garuda Indonesia's quality of service and ticket prices and their impact on passenger satisfaction, we acknowledge limitations in our research methodology. Therefore we have made points from the research limitations that we have made, including:

The first is, As part of this study, we recognize that the primary data available is limited. While there is a considerable range of data on passenger satisfaction, it may not provide complete coverage of the entire airline passenger experience. This is one of the data limitations we acknowledge.

Additionally, it's worth noting that the sample size of this study represents only a small proportion of Garuda Indonesia's passenger population. Due to the limited participation available, the sample size is relatively small and may introduce bias. Therefore, the results of this study may not be an accurate reflection of the airline's entire passenger population. This is a sample limitation that we acknowledge.

Further, there may be a potential response bias in the questionnaire responses provided by passengers. Passengers tend to provide more extreme responses, such as either very satisfied or very dissatisfied, which can potentially impact the study's results. We acknowledge this as a potential response bias.

It's also important to note that our research cannot cover all variables that affect passenger satisfaction. There are external factors that we do not include, such as weather changes at the airport that can cause flight delays. Thus, this is one of the limitations in variables that we acknowledge.

Furthermore, determining causation between service quality, ticket prices, and passenger satisfaction was challenging in this study. Other factors that we did not measure, or external factors, may also impact passenger satisfaction simultaneously. This lack of causality analysis is another limitation that we acknowledge.

The results of this study may only be applicable to Garuda Indonesia Company, and may not be generalizable to other airlines or relevant. This is a limitation in general results that we acknowledge.

Lastly, it's worth mentioning that our research does not account for geographical variations. Passengers' experiences and perceptions of service quality may differ across routes and destinations. This is a geographical limitation we acknowledge.

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