

**THE INFLUENCE OF CUSTOMER SATISFACTION, SERVICE QUALITY,
AND CUSTOMER VALUE IN INCREASING CUSTOMER LOYALTY AT
PT. GARUDA INDONESIA AT ADI SOEMARMO INTERNATIONAL
AIRPORT****Johar R.Samosir, Irza Tanjung Syarbaini, Azies Achmad Sadeli**Faculty of Management and Business, Trisakti Institute of Transportation and Logistics, Jakarta,
Indonesia*Corresponding Author: irzatanjung@gmail.com*

Abstract: This research aims to investigate the influence of customer satisfaction, service quality, and customer value on customer loyalty at PT. Garuda Indonesia at Adi Soemarmo International Airport. In an era of intense competition in the aviation industry, a deep understanding of the factors that influence customer loyalty has become very important for airline companies. The research method uses a quantitative approach with surveys as a data collection tool. Questionnaires were distributed to PT passengers. Garuda Indonesia transactions at Adi Soemarmo International Airport. Data were analyzed using regression analysis to test the influence of customer satisfaction, service quality and customer value on customer loyalty. The research results show that customer satisfaction has a significant positive influence on customer loyalty. Apart from that, service quality also has a significant positive influence on customer loyalty. Meanwhile, customer value was not found to have a significant influence on customer loyalty. This research provides important insights for PT. Garuda Indonesia to increase their efforts in maintaining and increasing customer loyalty. In this context, companies must continue to focus on increasing customer satisfaction and ensuring optimal service quality. Although customer value was not shown to have a significant impact in this research, it is important to continue to consider how to increase the value offered to customers. Thus, this research provides an in-depth view of the factors that can help PT. Garuda Indonesia strengthens relationships with their customers and maintains a competitive market share in the aviation industry.

Keywords: *Customer Satisfaction, Service Quality, Customer Value, Customer Loyalty, Adi Soemarmo International Airport.*

1.0 Introduction

Transportation is the act of moving passengers or goods from one location to another, with the aim of facilitating daily human activities. The role of transportation is very vital in various aspects of human life, such as social, economic, environmental, political, defense and security aspects.

An airport is a place where aircraft can carry out landing processes, repairs and maintenance, refueling, as well as passenger and cargo activities. Generally, airports are required to provide facilities for aircraft and airlines so that they can carry out operations in accordance with operational time regulations, quiet conditions, security and rules set by the airline. This is done through the provision of services such as maintenance, repairs, refueling and other activities (Hidayat et al., 2021).

Apart from that, transportation also has a significant role in human life, which causes growth and improvement in business in the transportation services sector. There are various types of transportation that can be used, including land, sea and air. However, many people prefer to use air transportation, such as planes, for their trips because it provides higher speeds compared to land or sea transportation. If there is currently a decline in the number of passengers in the aviation industry, some of this is happening to the Garuda Indonesia domestic airline, which can be seen in graphic figure 1.1.

There are three different levels of service standards in the aviation industry. First, there is the highest level of service (full service), where airlines provide free snacks and drinks if the flight lasts less than 90 minutes, and provide heavy meals at no additional cost if the flight lasts more than 90 minutes. In addition, passengers are allowed to bring checked baggage up to 20 kg without additional fees. Then, there is a medium service level, where the airline provides free snacks and mineral drinks. The weight limit for checked baggage in this tier is a maximum of 15 kg without additional fees.

Finally, there is a minimum level of service (no frills), where food, drinks and baggage handling must be obtained by paying an additional fee. This means that passengers have to pay extra for food, drink and baggage handling services.

To remain competitive in market competition, airlines offer a variety of different product advantages. One of them is improving optimal service quality, which is a necessity in the aviation industry. This is because customer satisfaction has the potential to increase customer value.

Even though there are some shortcomings in the quality of service provided to customers by Garuda Indonesia, the high level of trust that customers have in this

airline has made them continue to choose Garuda Indonesia as the main choice for their travel. In the midst of intense competition in the aviation industry which has great potential in Indonesia, there are many airlines operating, and one of them is PT. Garuda Indonesia Tbk. In this research, Garuda Indonesia will be used as a case study for domestic flights. Garuda Indonesia is an Indonesia-based company operating in the commercial aviation sector. This company is Indonesia's national airline which operates flight routes to more than 40 domestic destinations and 36 international destinations. This condition makes Garuda Indonesia an important means of supporting business activities in Indonesia.

Garuda Indonesia is an airline that provides full service and applies a service concept called "Experience." This concept is a new approach in providing comfort to passengers. This concept is rooted in the five-sensory experience and includes 24 points of contact with customers, which include service before the trip, before the flight, after the flight, and after the trip is over.

1.1 Problem formulation, research objectives and research benefits

Based on the description of the background of the problem above, the problem formulation in this writing can be formulated, namely:

- 1) Does customer satisfaction affect Garuda Indonesia customer loyalty?
- 2) Does service quality affect Garuda Indonesia customer loyalty?
- 3) Does customer value influence Garuda Indonesia customer loyalty?
- 4) Do customer satisfaction, service quality and customer value simultaneously influence Garuda Indonesia customer loyalty?

The research objectives that researchers will achieve are:

1. Assessment of the Influence of Garuda Indonesia's Baggage Handling Management on Passenger Satisfaction Levels on Garuda Indonesia Airlines.
2. Analysis of the Effect of Utilizing Garuda Indonesia Lounge Facilities on Passenger Satisfaction on Garuda Indonesia Airlines.
3. Exploring the Mediating Role of Airline Officer Friendliness in the Relationship between Utilization of Garuda Indonesia Lounge Facilities and Passenger Satisfaction on the Garuda Indonesia Airline.
4. Exploring the Mediating Role of Airline Officer Friendliness in the Relationship between Garuda Indonesia's Baggage Handling Management and Passenger Satisfaction on the Garuda Indonesia Airline.

It is hoped that the results of the research will provide benefits in:

1. For Writers:

The results of this research will provide the authors with the opportunity to expand their knowledge and understanding of how customer satisfaction, service quality, and customer value influence customer loyalty at Garuda Indonesia. It will also enrich the authors' experience in conducting empirical research and data analysis, which is a valuable asset in their professional development.

2. For Science:

This research will contribute to increased understanding in the field of science by providing deeper insight into how factors such as customer satisfaction, service quality, and customer value play a role in building customer loyalty, especially in the context of the aviation industry. The findings from this research can be a reference for further research in similar or related fields.

3. For the Company (Garuda Indonesia):

The results of this research will provide valuable insight for Garuda Indonesia. These companies can use the research results as a basis for developing more effective strategies in maintaining and increasing their customer loyalty. By better understanding the factors that influence customer satisfaction and loyalty, Garuda Indonesia can identify areas where they can improve the service and value they offer to customers.

2.0 Theoretical review

2.1 DEFINITION AND PRINCIPLES OF SERVICE QUALITY

Tjiptono (2007) revealed that service quality includes efforts to meet customer needs and desires, as well as suitability in the way services are delivered so that they are in line with customer expectations. On the other hand, Hermawan (2018) states that service quality is a series of special forms in the production or provision of services that are able to satisfy people's needs and desires. In this context, companies that provide services need to establish direct interaction between customers and service providers, and employee behavior such as attitude and ability to convey information becomes the most vital factor that differentiates good service (Lovelock and Wirtz, 2011).

According to Fitsimmons (2014: 144), customer satisfaction with a service can be identified by comparing how customers see the service provided with what they expect.

Quality service will result in satisfaction for customers using services, but this must also be balanced with improving service quality. According to Kotler (1997) there are seven approaches

to improving service quality, namely:

1. Encourage service providers to work more initiatives.
2. Increasing the quantity of services to a certain quality.
3. Improve services by adding equipment and standardizing production.
4. Reduce or eliminate the need for services by finding a product solution.
5. Planning services that are more effective and efficient.
6. Provide customers with an incentive to replace the company's work with their own work.
7. Leverage technological capabilities.

Customer satisfaction can be defined as a feeling that arises after customers evaluate the experience of using a product, and service quality is a factor that precedes the creation of customer satisfaction (Tjiptono & Chandra, 2007). From this statement, this variable can be measured using the following five indicators:

- a. Satisfaction is related to the reliability of airline performance.
- b. Satisfaction with the responsiveness of airline employees.
- c. Satisfaction with quality assurance, quality and flight services provided by the airline.

According to the views of Parasuraman, Zeithaml, and Berry (as explained in Lovelock and Wirtz, 2011), in assessing customer satisfaction, there are five main dimensions of service quality, namely:

- Reliability

Reliability involves two main aspects, namely consistency of performance and reliability. This means that the company is able to provide services right the first time, fulfill promises accurately and reliably, as well as maintain data correctly and send accurate invoices. This reliability dimension is measured using the following two indicators:

- a. Airlines demonstrate reliable performance by providing fast, accurate and precise services to their customers.
- b. Airlines provide comfort and service that satisfies customers.

- Responsiveness (responsiveness)

Involves employee readiness and willingness to help customers and provide service quickly. In this context, there are two indicators that will be used to measure this variable:

- a. The airline's ability to overcome problems that arise.
- b. The airline's openness in accepting every complaint and suggestion from customers.

- Assurance (guarantee)

Involving employee behavior can build customer trust in the company, and the company can create a sense of trust among its customers. In measuring this variable, there are the

following two indicators:

- a. Airlines have responsibility for service quality and pricing.
- b. Airlines are responsible for the safety of luggage and consumer safety during the entire flight process, from before departure to after arrival at the destination.
- Empathy (empathy)

Involves the company's understanding of the problems faced by customers and the steps taken in the interests of customers, including providing personal attention so that customers feel cared for by the company. In measuring this variable, there are the following two indicators:

- a. Airlines provide an easy way to provide and present various information to customers.
- b. Airlines have the ability to provide special attention to certain consumers, such as providing friendly service to customers.
- Tangible (physical evidence)

Includes the company's ability to provide physical facilities, equipment, personnel, and other support. In measuring this variable, there are the following two indicators:

- a. The airline has new aircraft, convenient check-in counters and good facilities.
- b. Airlines have adequate supporting facilities according to customer needs and preferences during flights.

Customer satisfaction can be explained as a feeling that arises after evaluating the experience of using a product, and service quality is a factor that is a precursor to customer satisfaction, according to Tjiptono & Chandra (2007). From this concept, we can measure these variables using the following five indicators:

- a. Satisfaction is related to the reliability of airline performance.
- b. Satisfaction with the responsiveness of airline employees.
- c. Satisfaction with quality assurance, quality and flight services provided by the airline.
- d. Satisfaction with the empathy (attention) provided by the airline.
- e. Satisfaction with the facilities provided by the airline.

3.0 Research methods

Research methods are scientific methods used to collect data with certain goals and benefits, as stated by Sugiyono (2019). Rahardjo (2017) states that research methods are tools for searching for tentative truths, not absolute truths, with results in the form of scientific truths that are always open to testing, criticism and revision. Therefore, there is no best research method; The most important thing is to choose a method that suits certain objectives and is appropriate to the phenomenon being studied, as explained by Budiharto (2019).

Yusuf (2014) groups research types into several categories, including:

1. Quantitative and qualitative research.

2. Survey and non-survey research.
3. Basic and applied research.
4. Policy research, evaluative research, and research and development (R&D).

Based on the research put forward by the author, this writing will use a survey method because to obtain information and research data, communicate or ask for customer responses to statements recorded in the questionnaire. The data answers obtained in the questionnaire will be processed using a quantitative approach. Quantitative can be interpreted as a research method based on positivist philosophy, used to research certain populations or samples, collecting data using research instruments, analyzing quantitative or statistical data with the aim of testing predetermined hypotheses (Sugiyono, 2018:15). To determine the level of explanation between variables, namely by associative research. Associative research is research that determines the relationship between two or more variables, looking for roles and causal relationships, namely between the independent/oxygen variable and the dependent/endogenous variable (Sugiyono, 2018:51).

The research data used in this research is primary data obtained through surveys. Primary data is data obtained directly from an object under study which is a direct source of providing data to data collectors (Sugiyono, 2019: 194). In part In preparing this research, the primary data used is a questionnaire by distributing questions and answer choices related to variables to obtain primary data directly from Garuda Indonesia customer respondents which will be shared via Google Form.

To find out by assessing respondents' attitudes and responses to customer satisfaction, service quality, customer value, and customer loyalty, this research can be measured using a Likert scale, which is a scale used to measure the attitudes, opinions and responses of a person or group of people to social phenomena. . In this research, social phenomena have been specifically determined by researchers, which are hereinafter referred to as research variables (Sugiyono, 2019:145).

3.1 Population, Sample and Research Instruments

Population is a group of individuals or entities that have similar characteristics and meet certain requirements that are relevant to the research problem, and can be used as a sample source (Wahidwarni, 2017). According to Sugiyono (2011), population refers to an area that has general characteristics and consists of objects or subjects that have certain qualities and characteristics, which have been determined by researchers to be analyzed and then conclusions drawn from the research results. The population taken in this research were Garuda Indonesia airline passengers at Adi Soemarmo airport.

The sample is a portion of the entire population selected in such a way that it represents the population and is used as a data source in research (Wahidwarni, 2017). A sample can also be defined as a part of the total population that truly reflects (represents) the characteristics of that population (Sugiyono, 2011).

In the research context, the research sample is a small portion of all objects that are the focus of the research (Notoatmodjo, 2005). The research samples taken were Garuda Indonesia airline passengers at Adi Soemarmo airport. By sending a Google form link with a period of two weeks.

In this research, the sampling technique used was non-probability sampling, specifically a purposive sampling technique. According to Sugiyono (2011), sampling using non-probability sampling does not provide equal opportunities to each element or participant in a predetermined population. One of the techniques in non-probability sampling is purposive sampling, where samples are selected based on certain considerations in accordance with predetermined characteristics.

In this research, the following criteria were used for the purposive sampling technique:

1. Garuda Indonesia airline passengers
2. Airline passengers at Adi Sumarmo airport

The sample size is a size that has been determined from the population based on certain criteria, with the aim that the sample reflects the characteristics of the population. According to suggestions from Roscoe as mentioned in his book "Research Methods For Business" in 1982 (as quoted in Sugiyono, 2011), there are several guidelines for determining sample size in research:

1. In a typical study, the appropriate sample size ranges from 30 to 500 people.
2. If the sample is determined based on certain categories (for example, gender, type of work, and so on), then each category must have a minimum of 30 respondents.
3. If the research involves multivariate analysis (such as correlation analysis or multiple regression), the number of sample members must be at least ten times the number of variables studied. For example, if there are 5 variables in the research (independent + dependent), then the number of sample members needed is $10 \times 5 = 50$ respondents.
4. In simple experimental research involving an experimental group and a control group, the number of sample members in each group can range from 10 to 20 people.

These guidelines help researchers determine a sample size that is appropriate to the characteristics of the research and the analytical methods used.

The sample in this study amounted to 30 people. This was determined from the number of respondents who were Garuda Indonesia airline passengers at Adi Soemarmo airport within the specified time period and using the Google Form tool. The time range used is 1 month from 5 September 2023- 17 October 2023.

The principle in research is to carry out measurements, and to carry out measurements well, it is important to have quality measuring instruments (Sugiyono, 2013, p. 148). Measuring tools used in research are often referred to as research instruments. Sugiyono (2019, p. 181) defines

research instruments as tools used to measure phenomena, both those related to nature and those related to the social aspects being observed. In quantitative research, this instrument can take the form of a test, interview guide, observation guide, or questionnaire. In this research, the method that will be used to collect data is through the use of questionnaires and questionnaires.

The scale used in this research uses a Likert scale. The Likert scale is a one-dimensional measurement method that is often used by researchers to collect respondents' views and opinions. Typically, this scale is used in descriptive survey research to understand attitudes and perspectives toward a brand, product, or target market. The Likert scale involves a number of options, including Strongly Agree (SS), Agree (S), Undecided (RG), Disagree (TS), and Strongly Disagree (STS).

- STS : Strongly disagree
- T.S : Don't agree
- N :Neutral
- S :Agree
- SS :Strongly agree

a) Scale 1 (Customer satisfaction)

a. Conceptual definition

Customer satisfaction is an increasingly big concern nowadays. Customer satisfaction can bring benefits such as creating good relationships between companies and customers, encouraging repeat purchases, and building customer loyalty. Customer satisfaction can be defined as a comparison between the performance of the product or service received and the customer's previous expectations, according to Kotler (in Lupiyoadi, 2013: 228), or as a comparison between the customer's perception of the service they received and their previous expectations, according to Zeithaml and Bitner (in Jasfar, 2012: 19). Several factors that influence customer satisfaction include product strategy, price, promotions, location, employee service, facilities and atmosphere, all of which contribute to the level of customer satisfaction, as explained by Fandy Tjiptono (2016: 61). Zeithaml & Bitner (2011) state that satisfaction felt by service users occurs when the product or service purchased meets their expectations. If the experience meets consumers' expectations, they are likely to use or buy the product or service again. Consumer or service user satisfaction has the potential to create a positive impression and build trust, encouraging users to continue using the company's services on an ongoing basis.

b. Question instrument

- What is your overall level of satisfaction with your experience using Garuda Indonesia flight services?

- What is your level of satisfaction with interaction and communication with Garuda Indonesia flight staff?
- Do you feel that the services provided by Garuda Indonesia meet your expectations?
- How do you rate the speed and efficiency of baggage management by Garuda Indonesia?

b) Scale 2 (Service quality)

a. Conceptual definition

Service quality is a measure of the service provided by service providers to customers in meeting consumer needs in order to achieve customer satisfaction. (Riyanto, 2018) (Karlina, Rosanto, & Saputra, 2019). According to research (Zahra, 2017), service quality is how consumers compare what they expect from the service with what they actually receive. When service exceeds their expectations, it can create satisfaction that motivates them to make further purchases and establish an ongoing relationship with the service provider. A good experience and satisfaction provided by a service can be an important factor that encourages consumers to interact further with the service provider or product they receive, forming a lasting relationship with the client. Another impact of increasing airline ticket prices is that the increase in ticket prices is not balanced with the services provided. Philip Kotler and Armstrong (2019) state that service quality is the ability of a service to retain its customers, which shows that service is important in retaining customers. The services provided can certainly influence customer satisfaction. According to Kotler (2018), satisfied customers will make repeat purchases. The importance of service quality for a company is reflected in the vision and mission that enable it to provide better service to customers, with the aim of achieving satisfaction and building customer loyalty (Jibril et al., 2019). The value of service quality can reflect the company image that is embedded in the minds of customers over a long period of time.

b. Question instrument

- What do you think about the quality of food and drinks served during flights?
- Do you feel that the information provided by Garuda Indonesia before and during the flight is clear enough?
- What do you think about the cleanliness and condition of the aircraft cabin during the flight?
- Do you feel that Garuda Indonesia provides services that are responsive to customer needs?

c) Scale 3 (Customer value)

a. Conceptual definition

According to Woodruff, explained in Fandy Tjiptono (2014), customer value is the customer's view and assessment of the product's performance and its attributes, as well as the results they get from using the product. Customer value helps meet customer goals

and objectives in the context of product use.

b. Question instrument

- How do you rate the quality of service provided by Garuda Indonesia on your trip?
- To what extent do you feel the customer value in using Garuda Indonesia flight services?
- Do you feel that the services provided by Garuda Indonesia meet your expectations as a customer?
- How big a role did customer values play in your decision to choose Garuda Indonesia as your airline of choice?

d) Scale 4 (Customer loyalty)

a. Conceptual definition

Loyalty can be described as a very strong commitment from customers to continue purchasing or using certain products or services in the future, even if there are influences from situations or marketing efforts that might influence their behavior (Kotler, 2009, p. 175).

b. Question instrument

- To what extent do you feel emotionally attached to Garuda Indonesia as your airline of choice?
- Are you more likely to choose Garuda Indonesia even if there are other airline options with lower prices?
- How big a role did previous positive experiences with Garuda Indonesia play in influencing your decision to continue using their services?
- How often have you chosen Garuda Indonesia for your air travel in the last year?

4.0 Research results and discussion

Validity is a term that comes from the word "validity," which indicates how precise and accurate a measuring instrument is in carrying out measurement tasks (Azwar, 1986). Furthermore, validity also shows the extent to which the measuring instrument is suitable for measuring the variables being studied by the researcher (Cooper and Schindler, as explained in Zulganef, 2006).

The view according to Sugiharto and Sitinjak (2006) indicates that validity is related to the ability of a measurement variable to reflect what it should measure. Validity in a research context is about the extent to which a research measuring instrument is able to accurately reflect the essence of the variable being measured. Validity testing, as explained by Ghazali (2009), is a testing process used to evaluate whether the measuring instruments used in measurement correspond to what is supposed to be measured. In the case of questionnaires, a questionnaire is considered valid if the questions contained in it are effective in revealing the things that the questionnaire is supposed to measure. If a test is successful in carrying out its objectives by providing accurate and appropriate

measurement results, then the test is said to have high validity. Conversely, if the test produces data that is not relevant to the purpose of the measurement, then the validity of the test is considered low. Another aspect related to validity is the level of accuracy in measurement. A valid measuring instrument is not only capable of carrying out measurement functions precisely, but also has a high level of accuracy. In this context, accuracy refers to the ability of a measuring instrument to detect small differences in the attribute it is measuring. In conducting validity tests on questionnaires, there are two aspects that need to be distinguished, namely factor validity and item validity. Factor validity becomes relevant when the questionnaire contains more than one factor (with similarities between these factors). Measuring the validity of this factor involves the correlation between the factor score (the total score of the items in one factor) and the total score of all these factors.

Item validity is seen through the relationship between individual items and the overall total score. This process involves measuring the correlation between the value of each item and the total score of all those items. If we have more than one factor, then the item validity test involves the correlation between the item value and the relevant factor score, as well as the correlation between the item value and the total factor (which is the sum of several factors). From the results of correlation calculations, we can produce a correlation coefficient which is used to assess the validity of an item, and also to determine whether the item is suitable for use or not. Usually, to determine whether an item can be considered valid, a significance test is carried out on the correlation coefficient with a significance level which is usually set at 0.05. In other words, an item is considered valid if there is a significant correlation between the item and the total score.

Reliability, which is a derivative of the word "reliability," refers to the level of stability and reliability of a measurement (Walizer, 1987). In the view of Sugiharto and Sitinjak (2006), reliability reflects the belief that the data collection tools used in research are reliable and able to reveal information that is appropriate to actual conditions in the field. Ghozali (2009) explains that reliability is a tool for assessing the extent to which a questionnaire, which acts as an indicator of a variable or construct, can be trusted. A questionnaire is considered reliable if individual responses to the statements in it are consistent and stable over time. Test reliability refers to the extent of stability, consistency, predictive ability, and accuracy. Measurements that have high reliability are measurements that can provide reliable data.

In Masri Singarimbun's view, reliability is a measure that shows the extent to which we can trust or rely on a measuring instrument. When the measuring device is used twice to measure the same phenomenon and produces consistent measurement results, then the measuring device is considered reliable. In other words, reliability reflects the level of consistency of a measuring instrument in measuring similar symptoms.

In the view of Sumadi Suryabrata (2004: 28), reliability describes the extent to which we can trust the measurement results produced by a particular tool. In this context, measurement results must be consistent and stable to be considered reliable.

Reliability, also known as reliability, refers to the degree of consistency in a particular set of measurements or measuring instruments. This can mean that when we take a measurement with

the same instrument repeatedly, the results will be similar (for example, retesting using the same test), or in situations where the measurement is more subjective, whether two different raters will give similar scores (reliability inter-rater). However, it is important to remember that reliability is different from validity. This means that although a consistent measurement is considered a reliable measurement, it does not guarantee that it also accurately measures what it is supposed to measure. In research, reliability measures the degree to which measurements from a test remain consistent when repeated on the same subjects and under the same conditions. Research is considered reliable if it provides consistent results when the same measurements are repeated. On the other hand, if the measurement results vary when repeated, then the research is considered unreliable.

Reliability, which can be measured with empirical data, is expressed in the form of a number called the reliability coefficient. When reliability is high, this is reflected in the reliability coefficient (r_{xx}) approaching a value of 1. In general, it is agreed that reliability is considered adequate if the reliability coefficient value reaches ≥ 0.700 .

In measuring the reliability of an instrument, especially when the research instrument is in the form of a questionnaire or scale that has various levels, the Cronbach's Alpha formula is often used. Cronbach's Alpha formula is as follows:

$$r_{11} = \left(\frac{n}{n-1} \right) \left(1 - \frac{\sum \sigma_t^2}{\sigma_t^2} \right)$$

Information :

r_{11} = reliabilitas yang dicari

n = Jumlah item pertanyaan yang di uji

$\sum \sigma_t^2$ = Jumlah varians skor tiap-tiap item

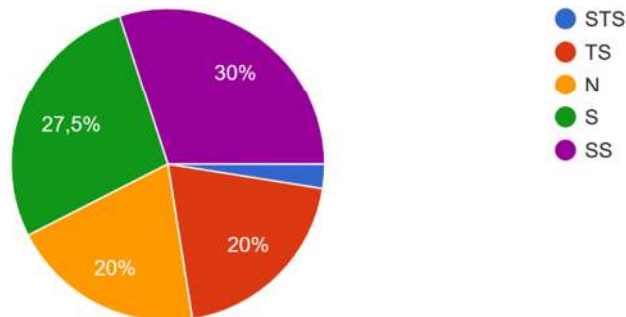
σ_t^2 = varians total

Reliability Statistics	
Cronbach's Alpha	N of Items
.754	16

The reliability results from the 16 questions are reliable because the score shows a figure above 0.70, which is high reliability.

Bagaimana tingkat kepuasan Anda secara keseluruhan terhadap pengalaman menggunakan layanan penerbangan Garuda Indonesia?

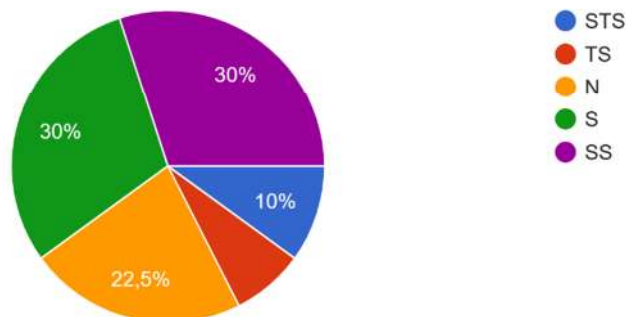
40 jawaban



The graphic image shows that 30% (strongly agree) are satisfied with the experience of using Garuda Indonesia flight services.

Bagaimana tingkat kepuasan Anda dengan interaksi dan komunikasi dengan staf penerbangan Garuda Indonesia?

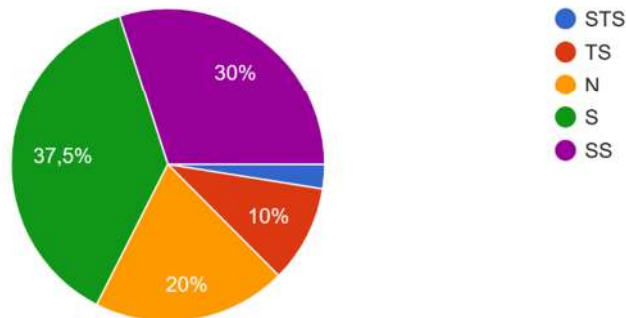
40 jawaban



The graph shows that 30% (agree) & (strongly agree) are satisfied with communication interactions with Garuda Indonesia staff.

Apakah Anda merasa bahwa pelayanan yang diberikan oleh Garuda Indonesia sesuai dengan harapan Anda?

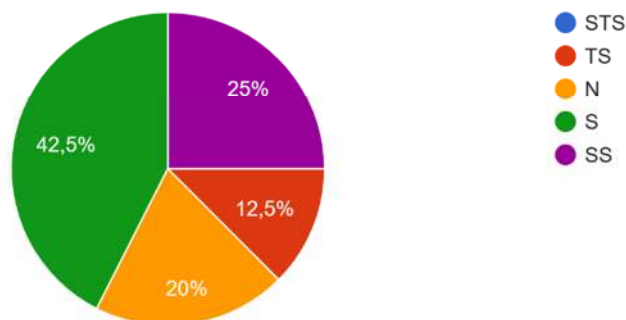
40 jawaban



The graph shows that 37.5% (agree) feel that the service provided by Garuda Indonesia is in line with customer expectations.

Bagaimana penilaian Anda terhadap kecepatan dan efisiensi pengelolaan bagasi oleh Garuda Indonesia?

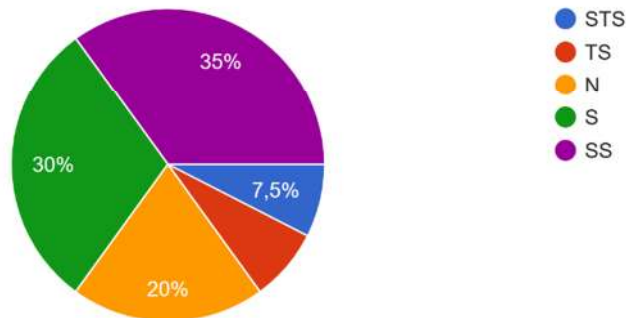
40 jawaban



From the graph, 42.5% (agree) with the speed and efficiency of baggage management by Garuda Indonesia.

Bagaimana pendapat Anda tentang kualitas makanan dan minuman yang disajikan selama penerbangan?

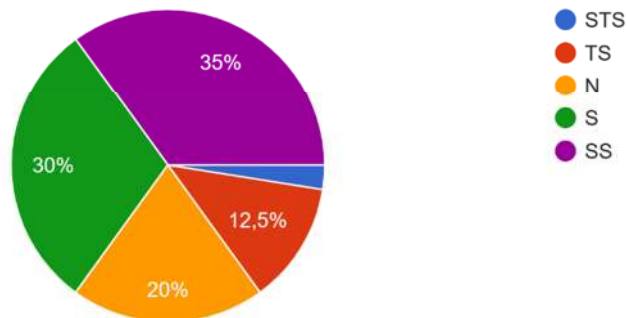
40 jawaban



From the graph, 35% (strongly agree) with the quality of food and drinks served during the flight.

Apakah Anda merasa bahwa informasi yang disediakan oleh Garuda Indonesia sebelum dan selama penerbangan cukup jelas?

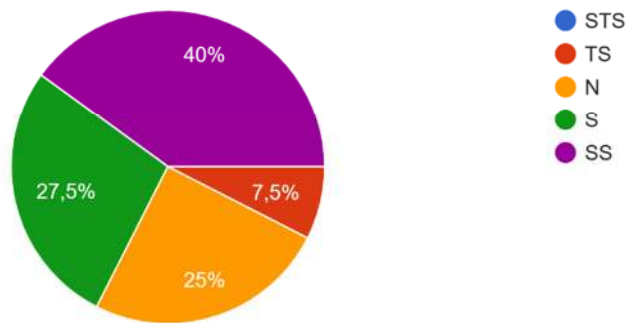
40 jawaban



From the graph, 35% (strongly agree) with the information provided by Garuda Indonesia before and after the flight is quite clear.

Bagaimana pandangan Anda tentang kebersihan dan kondisi kabin pesawat selama penerbangan?

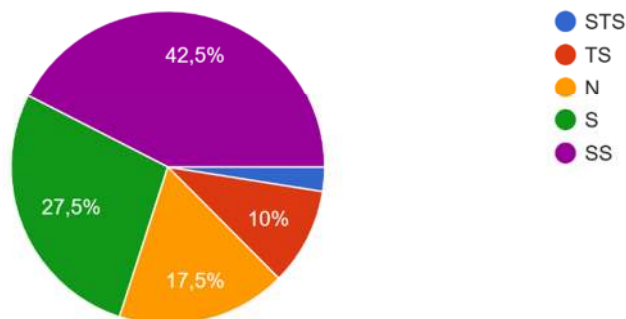
40 jawaban



From the graph, 40% (very clear) is about the cleanliness and condition of the aircraft during the flight.

Apakah Anda merasa bahwa Garuda Indonesia memberikan layanan yang responsif dan tanggap terhadap kebutuhan pelanggan?

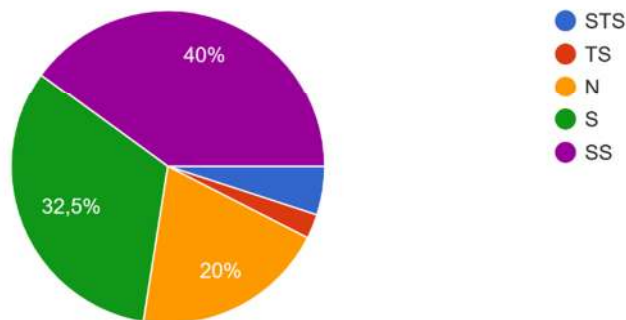
40 jawaban



From the graph, 42.5% (strongly agree) with Garuda Indonesia providing services that are responsive and responsive to customer needs.

Bagaimana Anda menilai kualitas layanan yang diberikan oleh Garuda Indonesia dalam perjalanan Anda?

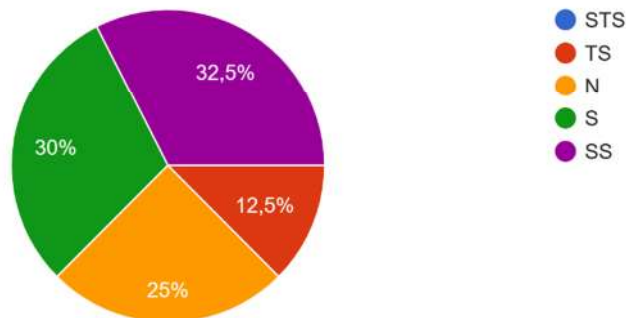
40 jawaban



From the graph, 40% (strongly agree) with the quality assessment given by Garuda Indonesia when traveling using the Garuda Indonesia airline.

Sejauh mana nilai pelanggan yang Anda rasakan dalam menggunakan layanan penerbangan Garuda Indonesia?

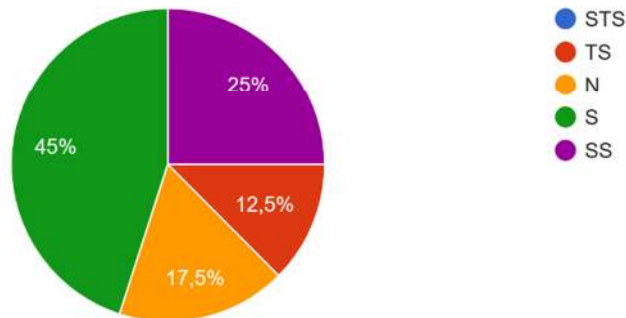
40 jawaban



From the graph, 32.5% (strongly agree) feel they are using Garuda Indonesia flight services.

Apakah Anda merasa bahwa pelayanan yang diberikan oleh Garuda Indonesia memenuhi harapan Anda sebagai pelanggan?

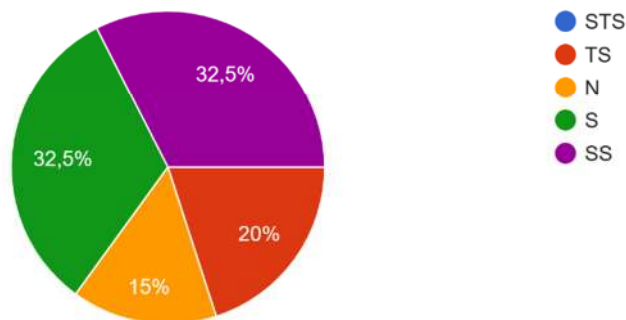
40 jawaban



From the graph, 45% (agree) with the services provided by Garuda Indonesia that meet customer expectations.

Seberapa besar peran nilai pelanggan dalam keputusan Anda untuk memilih Garuda Indonesia sebagai maskapai pilihan?

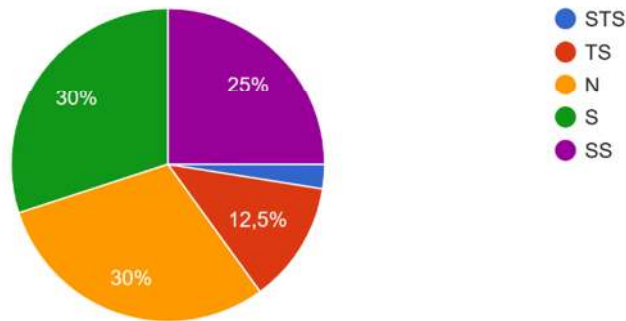
40 jawaban



From the graph, 32.5% (agree) & (strongly agree) in the customer's decision to choose Garuda Indonesia as the airline of choice.

Sejauh mana Anda merasa terikat secara emosional dengan Garuda Indonesia sebagai maskapai penerbangan pilihan Anda?

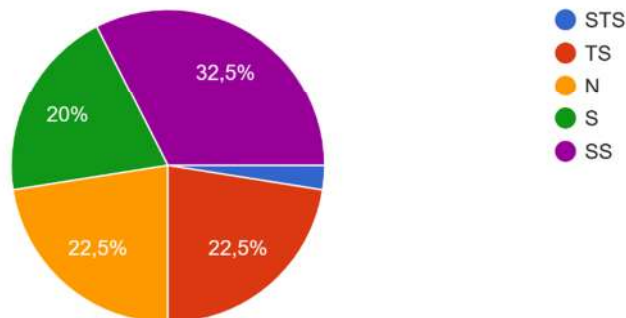
40 jawaban



From the graph, 30% (agree) that customers feel emotionally with Garuda Indonesia as the airline of choice.

Apakah Anda lebih cenderung memilih Garuda Indonesia bahkan jika ada pilihan maskapai lain dengan harga yang lebih rendah?

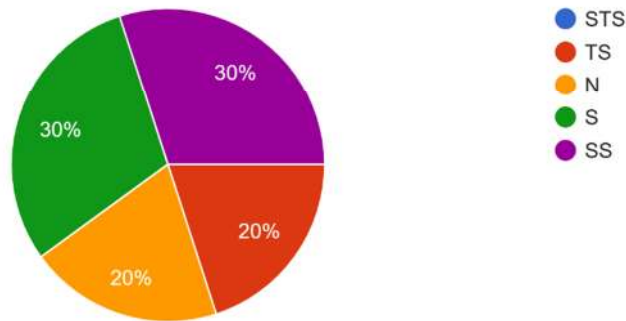
40 jawaban



From the graph, 32.5% (strongly agree) customers are more likely to choose Garuda Indonesia even if there is a choice of other airlines with lower prices.

Seberapa besar peran pengalaman positif sebelumnya dengan Garuda Indonesia dalam mempengaruhi keputusan Anda untuk terus menggunakan layanan mereka?

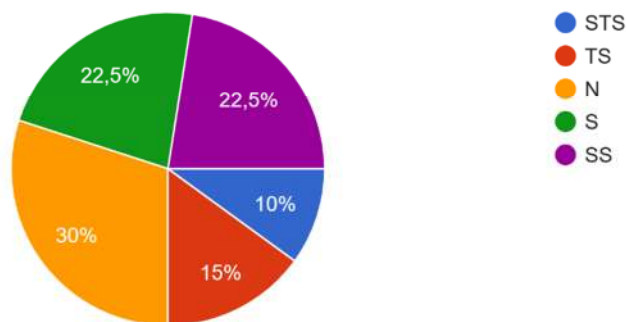
40 jawaban



From the graph, 30% (agree) & (strongly agree) will continue to use Garuda Indonesia airline services.

Seberapa sering Anda memilih Garuda Indonesia untuk perjalanan udara Anda dalam setahun terakhir?

40 jawaban



From the graph, 30% (neutral) customers chose Garuda Indonesia for air travel in the last year.

5.0 conclusion

The conclusion is that the majority of Garuda Indonesia airline users are very interested in this airline because the airline is very efficient in terms of satisfaction and Garuda Indonesia airline service.

6.0. Implications

It can be seen from the graph above that there are some who disagree with Garuda Indonesia's services, as seen in the research results, which show that customers do not agree on how often they use Garuda Indonesia airlines in the last year. This happens due to several factors, namely, flight costs that are not adequate for the customer's finances.

SuggestionIn this research, it would be better for Garuda Indonesia to provide promotions to customers more often or make cheaper flights by adjusting the facilities received by customers and not burden the airline Garuda Indonesia.

7.0 Research limitations

The shortcomings in this research are:

- It still uses one regional environment which cannot indicate the quality of Garuda Indonesia airline service nationally
- The research sample is still limited so it cannot accurately represent customer satisfaction when using Garuda Indonesia airlines.
- The research only uses one monthly flight schedule so it cannot represent the quality of service in one period on the Garuda Indonesia airline

The advantages of this research are:

- Focus more on research into the Adi Sumarmo area so that it can become a reference material in improving the quality of Garuda Indonesia airline service at the airport.
- It could be an overall evaluation material for the Garuda Indonesia airline because there are research results that show that cost is one of the problems for those who want to board the Garuda Indonesia airline.

In this case, it can be seen that the Garuda Indonesia airline is an interesting research subject because the airline has experienced good development and evaluation so that it is often the best airline in Indonesia.

Bibliography

- Budiarto, DS (2019). Quantitative Research Guide: Publication Tricks for Beginners. Yogyakarta: UPY Press.
- Fitzsimmons, J., Fitzsimmons, M., & Bordoloi, S. (2014). Service Management (Vol. 8). New York: The McGraw Hill.
- Ghozali, I. (2009). Multivariate Analysis Application with SPSS Program. Semarang: UNDIP.
- Jasfar. (2012). 9 Keys to Service Business Success. Jakarta: Salemba Empat.
- Karlina, E., Rosanto, O., & Saputra, NE (2019). The Influence of Service Quality and Employee Discipline on Community Satisfaction at the Klender Village Head Office, East Jakarta. Widya Cipta - Secretarial and Management Journal, 3(1), 7-16.
- Kotler, & Armstrong. (2009). Marketing Principles, (Vol. 1). Jakarta: Erlangga.
- Lovelock, C., & John, W. (2011). Marketing Services Perspective 7th edition. Jakarta: Erlangga.
- Lupiyoadi, R. (2013). Services Marketing Management. Jakarta: Salemba Empat.
- Rahardjo, M. (2017). Case Studies in Qualitative Research: Concepts and Procedures. UIN Maulana Malik Ibrahim Malang, 10-22.
- Riyanto, A. (2018). Implications of Service Quality in Increasing Customer Satisfaction at PDAM Cibadak Sukabumi. Ecodemika Journal, 2(1), 117-124.
- Soekidjo, N. (2005). Health Research Methodology. Cimahi: Rineka Cipta.
- Sugiharto, & Sitinjak. (2006). LISREL. Yogyakarta: Graha Ilmu.
- Sugiyono. (2018). Quantitative Research Methods and R&D. Bandung: Alfabeta.
- Sugiyono. (2019). Quantitative Research Methods and R&D. Bandung: Alfabeta.
- Suryabrata, S. (2005). Research methodology. Jakarta: RajaGrafindo.
- Tjiptono, F. (2014). Services Marketing-Principles, Applications, and Research. Yogyakarta: Andi Offset.
- Tjiptono, F. (2016). Service, Quality & Satisfaction. Yogyakarta: Andi.
- Tjiptono, F., & Chandra, G. (2007). Service, Quality Satisfaction. Yogyakarta: Andi Offset.
- Wahid Pure. (2017). Presentation of Qualitative Research Methods. UIN Maulana Malik Ibrahim Malang, 6, 67-72.
- Walizer, M. (1987). Research Methods and Analysis, Volume 2: Searching for Relationships. Jakarta: Erlangga. Aulia Rahma, Luthfia Indah Safitri, Agus Yulianto, Indriyati Indriyati, ANALYSIS OF SERVICE

QUALITY AND SAFETY ON CONSUMER SATISFACTION ON GO-JEK USERS (Vol 5 (2022)).

Monazatul Zebua, Adenan Suhalis, Paulis Raga, Imam Sonny, Suharto Abdul Majid, SISTEM INFORMASI MANAJEMEN DAN LOYALITAS PENGGUNA JASA PADA INDUSTRI MARITIM DI INDONESIA Vol 10, No 3 (2023).

Chyntia Sri Intana, Lingga Lois b, Rr. Endang Wahyuni c, (Amrulloh Ibnu Kholdund, The Effect of Facility and Quality of Service on Passenger Satisfaction at Terminal 3 Airport Soekarno Hatta on The Covid-19 Pandemic) Vol 8, No 2 (2022)

Fajar Adhithia Octoriviano, Juliater Simarmata, Yosi Pahala, Agus Setiawan, Euis Saribanon, PENGARUH CITRA MEREK DAN KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN KARGO DAN DAMPAKNYA ATAS LOYALITAS PELANGGAN PADA PT CITILINK INDONESIA Vol 8, No 2 (2022).

Danisa Aliffiani Mega Putri, Farrel Radhitya Ramadhan, REPURCHASE INTENTION BASED ON PRICE, SERVICE QUALITY AND PASSENGER SATISFACTION (A SURVEY ON CITILINK PASSENGERS, 2022) Vol 5 (2022).

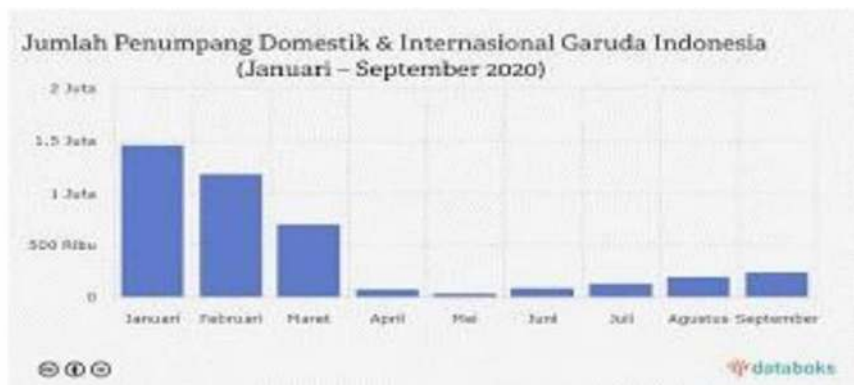
Tables and graphs

Table 1.1

Validity Test (Pearson)

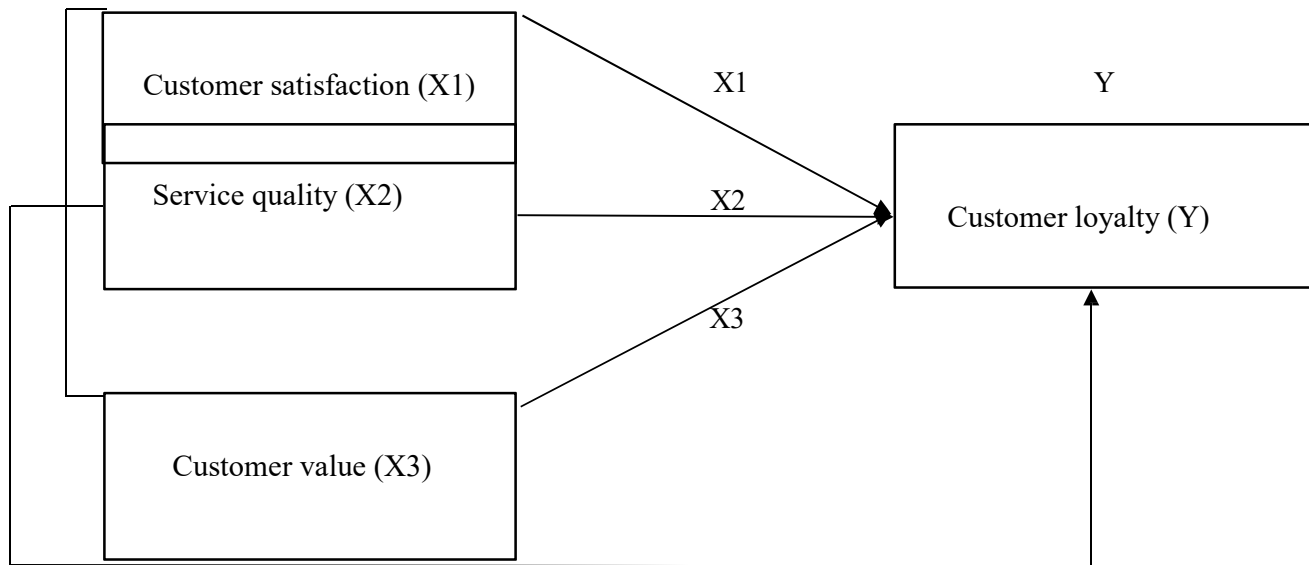
Question No	R count	R Table	Information
1	0.701	0.576	Valid
2	0.665	0.576	Valid
3	0.672	0.576	Valid
4	0.604	0.576	Valid
5	0.622	0.576	Valid
6	0.743	0.576	Valid
7	0.850	0.576	Valid
8	0.580	0.576	Valid
9	0.665	0.576	Valid
10	0.580	0.576	Valid
11	0.671	0.576	Valid
12	0.701	0.576	Valid
13	0.850	0.576	Valid
14	0.626	0.576	Valid
15	0.854	0.576	Valid
16	0.604	0.576	Valid

Graph 1.1



Graph 1.2

Conceptual framework



Framework

Information:

X1 =

Customer Satisfaction X2

= Service Quality

X3 = Customer Value

Y1 = Customer Loyalt