

THE EFFECT OF SERVICE QUALITY AND TICKET PRICES ON CUSTOMER LOYALTY MEDIATED BY CUSTOMER SATISFACTION ON LION AIR AIRLINE

Dinar Dewi Kania¹, Siti Mariyam², Syahla Sahasika Papazian Putri³

¹Faculty of Transportation and Logistics Systems, Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

^{2,3}Faculty of Management and Business, Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia

Corresponding author: dinar.dk@lecturer.itltrisakti.ac.id

Abstract: This investigation aims to test and analyze the effect of service quality and ticket prices on customer loyalty mediated by customer satisfaction. And to test and analyze prices on customer loyalty through customer satisfaction as an intervening variable at Lion Air. The analysis in this investigation used SEM-PLS 4.0 Ver. The outcomes obtained from this investigation are Ticket Price (TP) has a beneficial impact on Customer Satisfaction (CS), CS is proven to impact positively on Customer Loyalty (CL), Service Quality (SQ) has a beneficial impact on CS, TP has an ancillary beneficial impact on CS through CL, SQ has no beneficial impact on CL, SQ has an ancillary beneficial impact on CS through CL, TP has a beneficial impact on CL.

Keywords: *Service Quality, Ticket Price, Customer Loyalty, Customer Satisfaction*

1. Introduction

The aviation industry in Indonesia has experienced rapid development in recent years, this is driven by customer loyalty being one of the key factors that determine the success of a company. Customer loyalty not only reflects consumer satisfaction with the product or service offered, but also describes the customer's tendency to make repeat purchases and recommend the product or service to others. Therefore, understanding the factors that influence customer loyalty is very important for companies.

PT Mentari Lion Air, or commonly known as Lion Air, since its establishment in 1999 has a lion's head logo with wings and a sun that symbolizes the courage and passion of the company to meet the needs of its users. Lion Air, a budget airline with the motto "We Make People Fly", aims to challenge and transform the perception that anybody can travel with them, while still maintaining a strong focus on safety, security, and the quality of their flights (Darmawan et al., 2023).

Service quality and ticket price are two main factors that customers often consider in choosing a product or service. Customers are more likely to remain loyal to a brand that consistently delivers high-quality service since it increases their satisfaction. On the other hand, competitive ticket prices also play a significant role in attracting and retaining customers.

However, the relationship between service quality, ticket price, and customer loyalty is not always direct. In many cases, the link is mediated by the customer's level of satisfaction.

Utami et al. (as cited in Apriliana & Sukaris, 2022) state that "the five dimensions of service quality that companies need to pay attention to are: reliability is when the company is able to provide services or services as promised from time to time, measurable (tangible) means that the services or services offered have the provider's physical facilities, web locations, equipment, personal and real communication materials, responsiveness (responsiveness) is when company employees can provide assistance and are able to provide services quickly, assurance (assurance) is when employees can provide sufficient services including knowledge, courtesy, competence, and trustworthiness, Empathy (empathy) is when the service provider company provides in-depth and personalized attention" (p. 128).

Tjiptono (as cited in Nasution, 2019) states that "Price is a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain ownership rights or use of a good or service" (p. 151). Cashmere and Jakfar (as cited in Nasution, 2019) assert that "Price is an important aspect in marketing mix activities. Price is the amount of money given up in exchange for a good or service" (p. 53). Abdullah and Tantri (as cited in Nasution, 2019) maintain that "Pricing is a problem when companies have to determine prices for the first time" (p. 171).

In this context, Lovelock et al. (as cited in Maburur & Anwar, 2022) assert that customer satisfaction is "the center point of the marketing concept. It is now common for company missions to be based on customer satisfaction, marketing plans, and incentive programs that have customer satisfaction targets and goals, as well as customer communications that voice rewards for achieving customer satisfaction."

With consumer pleasure as a moderating element, this investigation aims to assess the influence of service quality and ticket pricing on customer loyalty. By understanding this relationship, companies can formulate more effective strategies to increase customer satisfaction and loyalty, which in turn can improve overall company performance.

2. Literature Review

Service Quality

Providers of services should strive for excellence in one critical area: service quality. Quality, which encompasses both the aesthetic and functional aspects of a product, is crucial to the business's strategy. If the business wants to become the market leader or at least maintain its current rate of development, this is essential.

Tjiptono (as cited in Christiani & Fatmayati, 2022) defines service quality as "an effort to fulfill the needs and desires of consumers and the accuracy of their delivery in balancing consumer expectations."

Ar-rasyid (2022) examined the effect of service quality of LCC airline Lion Air on passenger satisfaction at Supadio Airport, West Kalimantan Pontianak. The outcomes showed

that the quality of service of LCC airline Lion Air had a favorable and substantial impact on passenger satisfaction.

Zeithaml (as cited Hulu et al., 2024) proposes five main dimensions that constitute the quality of public services, known as SERVQUAL. These dimensions are:

1. Tangibles : Physical structures, equipment, personnel, and communication materials are examples of tangibles
2. Reliability : it may be reliable if you can regularly and accurately provide the service that you promised.
3. Responsiveness : Being responsive means being ready to help them and giving them timely service.
4. Assurance : The staff is very knowledgeable and kind, which makes them easy to trust and feel confident in
5. Empathy : The company prioritises each client's needs and shows genuine concern for their support (Hulu et al., 2024).

Ticket Price

Zhong and Moon (as cited Swari et al., 2024) state that "Price perception is how customers perceive and assess the price of the product or service offered by the company, so that customers compare the value received from their purchase with the price paid. Price perception refers to the way individuals as consumers or customers interpret, assess, and understand the prices of products and services offered by the company. This includes how a person sees whether the price of a product is considered expensive, cheap, fair, or comparable to the benefits or quality provided by the product."

Basu Swastha and Irawan (as cited in Apriyadi, 2017) state that "price is the amount of money (plus some products if possible) needed to get a number of combinations of products and services" (p. 241).

Various scholars have provided definitions of price in the context of marketing. Kotler (as cited in Ekawati & Astutik, 2024) defines price as "the amount of money that consumers have to pay to the seller to get the goods or services they want to buy." Assauri (as cited in Ekawati & Astutik, 2024) emphasizes the unique role of price in the marketing mix, stating that "Price is the only element of the marketing mix that generates sales revenue, while the other elements are just ordinary elements." Expanding on this, Guntur (as cited in Ekawati & Astutik, 2024) offers a more comprehensive definition, describing price as "the amount of money billed for a product and service or the amount of value exchanged by customers to benefit from owning or using a product or service."

Price is the amount of value that consumers exchange for a number of benefits by owning or using a good or service (Sudrajat, 2019).

Kotler (as cited in Silaban & Manihuruk, 2020) identifies three indicators in price perception:

1. Price affordability.

2. Prices that are cheaper than competitors.
3. Price match with product quality. (p. 278).

Customer Loyalty

The unwavering commitment of customers to keep using certain products or services over the long term is what we call customer loyalty.

Albari and Kartikasari (as cited in Swari et al., 2024) state that "Customer loyalty is the behavior of customers to make purchases continuously or repeatedly to satisfy their desires as a form of loyalty to the company that offers the product. Loyal customers will generally purchase the brand even though they are faced with many alternative brands of competing products."

Kotler and Armstrong (as cited in Abdurochman & Tantra, 2023) state that "customer loyalty or customer loyalty, namely keeping consumers loyal and economically acceptable. Loyal consumers will use the company's products / services more and more often. The loss of consumer loyalty can result in a loss of revenue streams for future consumers."

Customer loyalty is a reliable measure for predicting sales growth, and customer loyalty can also be defined based on consistent buyer behavior (Nababan, 2020).

Hawkins and Lonney (as cited in Aulia & Ardiansyah, 2023) propose that there are three dimensions of customer satisfaction:

1. Matching expectations: The supporting facilities obtained are in accordance with what was expected.
2. Price Evaluation: Interested in coming back because of the services provided.
3. Perceived Value: Recommend to friends or close relatives to buy a product or service that has been offered because of the satisfactory service.

Customer Satisfaction

Customer satisfaction with low-cost airline services has many influencing factors. To explore a deeper understanding of customer satisfaction with these airline services, a number of studies have been conducted.

Kristianto (as cited in Violin et al., 2022) states that customer satisfaction encompasses the difference between expectations and perceived performance or results.

Kotler et al. (as cited in Alfajar et al., 2021) state that customer satisfaction is the feeling of pleasure or disappointment that arises in a person as a result of comparing perceived performance against their expectations.

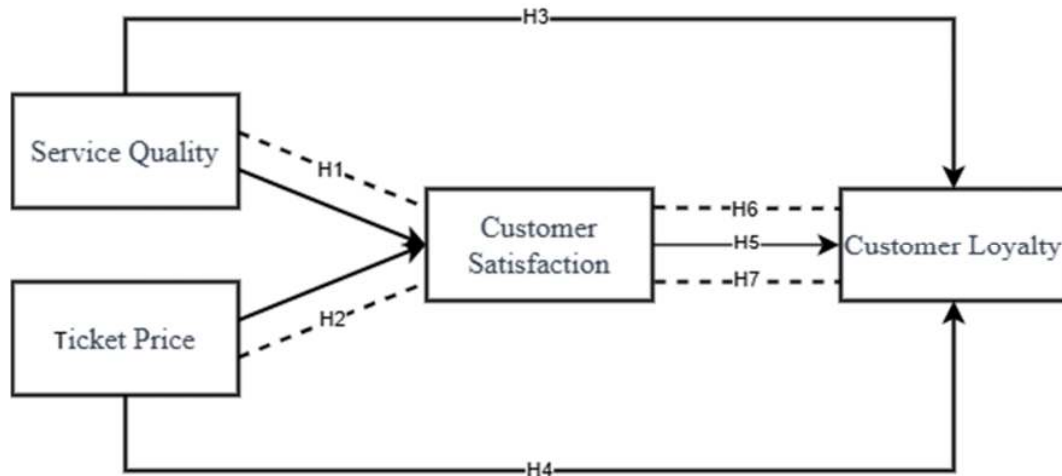
Abdurochman & Tantra (2023b) investigated the impact of airlines service quality and brand image on customer loyalty among LCC airline passengers. Results showed that consumer loyalty was significantly affected by the level of service offered by airlines. although customer loyalty was positively affected, if somewhat, by the brand's image.

Satisfaction is an emotional state, their post-purchase reaction, which can be anger, dissatisfaction, irritation, neutrality, joy, or pleasure (Nababan, 2020).

Tjiptono (as cited in Halimah & Yanti, 2020) defines loyalty in the context of service marketing "as a response that is very closely related to an agreement to uphold the commitment that underlies the continuity of the relationship" (p. 392). Griffin (as cited in Putra, 2018) identifies four characteristics of loyal customers:

1. Making regular repeat purchases.
2. Purchasing across product and service lines.
3. Referring others.
4. Demonstrating immunity to the pull of competitors (p. 31).

2.1 Conceptual Model and Research Hypothesis



Hypothesis 1: Service Quality on Customer Satisfaction

Hypothesis 2: Ticket Prices on Customer Satisfaction

Hypothesis 3: Service Quality on Customer Loyalty

Hypothesis 4: Ticket Prices on Customer Loyalty

Hypothesis 5: Customer Satisfaction on Customer Loyalty

Hypothesis 6: Service Quality on Customer Satisfaction is mediated by Customer Loyalty

Hypothesis 7: Ticket Prices on Customer Satisfaction are mediated by Customer Loyalty

3. Research Method

This investigation uses a quantitative approach. The purpose of this method is to explain the phenomenon using primary data. Primary data was collected through questionnaires distributed to Lion Air users. The variables of this investigation are the effect of service quality and ticket prices on customer loyalty and customer satisfaction as a mediating variable. The sample was calculated using the Slovin formula, using Non-Probability Sampling, namely Accidental Sampling (Convenience) and then analyzed using the PLS-SEM method and SmartPLS version 4.0 software was used to test some of the data. SEM is a multivariate analysis

technique that combines regression analysis (correlation) with factor analysis and aims to examine the relationship between variables in a model and the relationship between indicators and their creation. Quantitative investigation uses numerical data and objective outcome measures and statistical analysis to find meaningful or unusual relationships between variables. The population was drawn based on OAG data until April 2024, when Lion Air had carried passengers totaling 3,408,796 pax. Statistical analysis was conducted on the variables to show significant relationships. In this survey, 139 respondents were Lion Air customers. The respondents were selected from a group of people aged 18 to 45 years, gender, and students and employees. Having people fill out a survey and rate their answers on a Likert scale from 1 to 5. Value 1 = Strongly Disagree (STS), 2 = Disagree (TS), 3 = Undecided (R), 4 = Agree (S), 5 = Strongly Agree (SS). The questionnaire which includes various questions related to the variables studied was prepared using Google Forms. The data obtained from the questionnaire were analyzed using SMART-PLS 4 software and using data analysis methods through SEM-PLS.

Table 1.1 Measurement of Variables

Variable	Operational definition	Items	Source
Service Quality	- Where to do the service - Ability of officers to serve customers - Responding to every customer who wants to get service - Prioritizing the interests of customers - Officers serve with a friendly attitude	- Tangible - Reliability - Responsiveness - Empathy	Zeithaml (as cited in Hulu et al., 2024)
Ticket Price	- Price affordability - Cheaper prices than competitors - Price compatibility with product quality	- Price Acceptance - Price Evaluation - Perceived Value	Silaban & Manihuruk (2020)
Customer Loyalty	- The supporting facilities obtained are in accordance with what is expected - Interested in coming back because of the services provided. - Suggest to friends or close relatives to buy a product or service that has been offered because of satisfactory service.	- Expectation Match - Price Evaluation - Perceived Value	Aulia & Ardiansyah (2023)

Customer Satisfaction

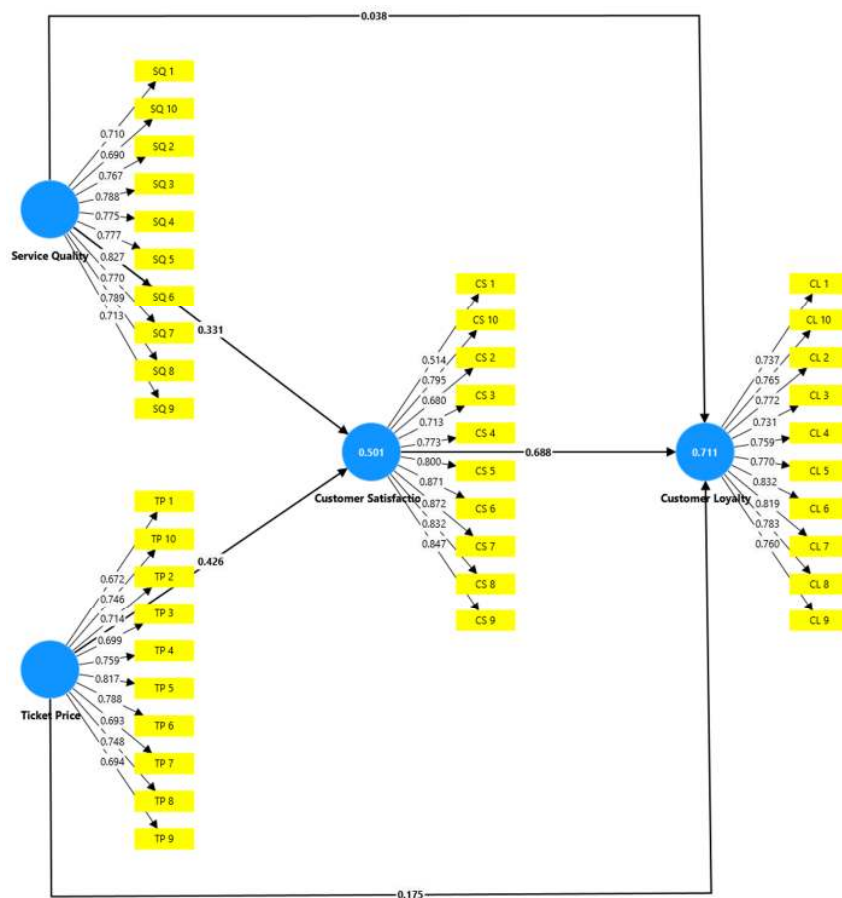
- Repurchase a product or service
- Trying new services offered
- Convey positive things to other consumers
- Invite other consumers to use the service.
- Giving positive feedback

1. Repeat Buying
2. Purchase Across
3. Refers to Other

Halimah & Yanti (2020)

4. Results and Discussion

Graphic Output



Source: SEM-PLS Graphic Output

Construct Reliability and Validity Test

The square root value of Average Variance Extracted (AVE) for service quality (X1) is 0.580, which is higher than the construct correlation values in other latent variables. Similarly, the square root AVE value for the ticket price variable (X2) is 0.539, for the customer satisfaction variable (Y) is 0.604, and for the continuous variable on customer loyalty (Z) is 0.598. All of these values are higher than the construct correlation values on other latent variables. This shows that all variables in this investigation have met the discriminant validity criteria. The indicators on each variable listed in the table have the highest cross loading value compared to indicators on other variables. Consequently, it is reasonable to assume that the indicators used in this research have successfully shown discriminant validity in precisely measuring each variable.

Table 1.2 Construct Reliability and Validity Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Customer Loyalty	0.925	0.927	0.937	0.598
Customer Satisfaction	0.924	0.932	0.937	0.604
Service Quality	0.919	0.922	0.932	0.580
Ticket Price	0.904	0.906	0.921	0.539

Source: SEM-PLS Data

Based on the provided data, we may get the Cronbach Alpha value of the indicator block that assesses the build. A construct is considered dependable if the Cronbach Alpha value exceeds 0.50.

The Cronbach's Alpha value is $0.925 > 0.50$, so Customer Loyalty is (reliable).

Cronbach's Alpha value is $0.924 > 0.50$, then Customer Satisfaction is (reliable).

Cronbach's Alpha value is $0.919 > 0.50$, then Service Quality is reliable (reliable).

Cronbach's Alpha value $0.904 > 0.50$, then Ticket Price is reliable (reliable).

Discriminant Validity

Discriminant validity shows the extent to which a measuring instrument does not correlate with other measuring instruments to ensure that the measuring instrument does not overlap with other constructs. Discriminant validity can be measured using the Heterotrait-Monotrait Ratio of Correlations (HTMT) approach. If the HTMT value is below 0.90, then discriminant validity is considered fulfilled. This means that two theoretically distinct constructs are not highly correlated with each other, indicating that they are unique and separate constructs. The following are the discriminant validity results in this study which show that there are no HTMT values that exceed 0.90 (Rasoolimanesh, 2022). Therefore, discriminant validity results are met for all variables tested.

Table 1.4 Discriminant Validity

	Customer Loyalty	Customer Satisfaction	Service Quality	Ticket Price
Customer Loyalty				
Customer Satisfaction	0.887			
Service Quality	0.657	0.694		
Ticket Price	0.725	0.736	0.821	

Source: SEM-PLS Data

Direct Effect

Direct Effect (DE) is a direct effect that can be seen from the coefficient from one variable to another variable.

Table 1.4 Direct Effect

	Original sample (O)	T statistics (O/STDEV)	P values	Result
CS -> CL	0.688	12.102	0.000	Accepted
SQ -> CL	0.038	0.605	0.546	Rejected
SQ -> CS	0.331	2.625	0.010	Accepted
TP -> CL	0.175	2.026	0.045	Accepted
TP -> CS	0.426	3.661	0.000	Accepted

Source: SEM-PLS Data

Explanation using the hypothesis sequence:

1. Service Quality (SQ) has a beneficial impact on Customer Satisfaction (CS) with t statistics 2.625 (p=0.010).
2. Ticket Price (TP) has a beneficial impact on Customer Satisfaction (CS) with t statistics 3,661 (p=0,000).
3. Service Quality (SQ) has no beneficial impact on Customer Loyalty (CL) with t statistics 0.605 (p=0.546).
4. Ticket Price (TP) has a beneficial impact on Customer Loyalty (CL) with t statistics 2.026 (p=0.045).
5. Customer Satisfaction (CS) is proven to have a beneficial impact on Customer Loyalty (CL) with t statistics 12.102 (p=0.000).

Indirect Effect

Indirect Effect (IE) is a sequence of paths through one or more intermediary variables.

Table 1.5 Indirect Effect

	Original sample (O)	T statistics	P values	Result
SQ -> CS -> CL	0.227	2.698	0.008	Accepted
TP -> CS -> CL	0.293	3.329	0.001	Accepted

Source: SEM-PLS Data

Explanation using the hypothesis sequence:

1. Service Quality (SQ) has an ancillary beneficial impact on Customer Satisfaction (CS) through Customer Loyalty (CL) with t statistics 2.698 (p=0.008).
2. Ticket Price (TP) has an ancillary beneficial impact on Customer Satisfaction (CS) through Customer Loyalty (CL) with t statistics 3.329 (p=0.001).
- 3.

H1 Service Quality affects Customer Satisfaction

The outcomes showed that, service quality has a positive and significant effect on customer satisfaction. This shows that Lion Air has provided good service to customers. this can be seen from the ability of officers to serve customers who make customers interested in coming back because of the services provided and the desires of consumers and the products offered. Officers are quick to respond to consumer complaints or orders. Maramis (2018) and Tombeng (2019) both found that service quality has a positive and significant effect on customer satisfaction (as cited in Ramadhan et al., 2023).

H2 Ticket Prices affects Customer Satisfaction

The outcomes showed that, ticket prices have a positive and significant effect on customer satisfaction. The cheaper the ticket price given to customers will further increase customer satisfaction.

Anggraini and Budiarti (as cited in Rahma, 2021) found that the ticket price variable has a significant effect on customer satisfaction.

H3 Service Quality has no effects on Customer Loyalty

The research results show that service quality has no effect on customer loyalty. This condition occurs because, even though service quality is good, other factors such as ticket prices, product preferences, or emotional relationships may play a greater role in influencing customer loyalty. For example, customers may prefer lower prices or have strong preferences for certain products regardless of service quality.

Additionally, emotional connections, such as brand affinity or personal experiences, can

influence a customer's decision to remain loyal. Therefore, even if service quality is high, these other factors may reduce its influence on customer loyalty. This is in line with investigation conducted by Agiesta et al. (2021) which states that service quality has no effect on customer loyalty.

H4 Ticket Prices affects Customer Loyalty

The outcomes showed that ticket prices have a positive and significant effect on customer loyalty. Kotler and Armstrong (as cited in Widya, 2019) state that "price can be narrowly defined as the amount of money charged for a product or service." Price can also be broadly defined as the amount of value that consumers exchange for the benefits of owning and using a product or service that allows a company to earn a reasonable profit by being paid for the customer value it creates.

H5 Customer Satisfaction affects Customer Loyalty

The outcomes showed that, Customer satisfaction has a positive and significant effect on customer loyalty. Lion Air prioritizes customer satisfaction, satisfied customers will recommend a product or service to other consumers.

Customer loyalty can be defined as consumer loyalty to a product or service, where the consumer will make repeat purchases, even on an ongoing basis, of the product or service.

The above statement is in accordance with Semaranata's investigation (2022) that satisfaction has a positive and significant influence on customer loyalty. The outcomes of this investigation are supported by Lorensia & Ningrum (2023), who showed that customer satisfaction has a positive and significant effect on customer loyalty.

H6 Service Quality affects Customer Satisfaction mediated by Customer Loyalty

The outcomes showed that, service quality has a beneficial impact on customer satisfaction with mediated customer loyalty in this investigation is proven. This is in line with investigation which states that service quality affects customer satisfaction (Sulistyawati & Seminari, 2015). Regata & Kusumadewi (2019) found that service quality, when mediated by customer satisfaction, has a beneficial impact on customer loyalty. Their investigation demonstrates the interconnected nature of these factors in shaping customer behavior. Service quality has a significant effect on customer satisfaction and loyalty, so that any increase in service quality will have an impact on increasing customer loyalty. Customer satisfaction also partially has a significant effect on loyalty.

H7 Ticket Prices affects Customer Satisfaction mediated by Customer Loyalty

The outcomes showed that ticket prices have a positive effect on customer satisfaction mediated by customer loyalty, and this was proven. Utama & Fatmayati (2022) stated that ticket prices affect customer satisfaction. Ma'ruf & Ambarsari (2023) state that ticket prices affect customer loyalty. This is in line with their finding that ticket prices also affect customer

satisfaction.

Service quality and ticket prices were also shown to have a significant effect on customer satisfaction, which in turn affects customer loyalty. However, the indirect effect through customer satisfaction is smaller than the direct effect of service quality and ticket price on loyalty. This suggests that customer satisfaction mediates the relationship, but the direct effect remains more dominant.

5. Conclusion

Based on the analysis and discussion of the effect of Service Quality and Ticket Prices on Customer Loyalty mediated by Customer Satisfaction, it can be concluded from this investigation that Service Quality and Ticket Prices have a significant influence on Lion Air Customer Loyalty, where Customer Satisfaction works as an intermediary. Therefore, it can be concluded that to increase Customer Loyalty, Lion Air should continue to improve Service Quality and offer competitive Ticket Prices. Customer Satisfaction is proven to be the main factor that mediates the relationship between Service Quality and Customer Loyalty, so airlines should focus on increasing Customer Satisfaction to maintain loyalty. The investigation results are as follows:

1. Service Quality (SQ) was found to have a positive and significant impact on Customer Satisfaction (CS), as indicated by a sample origin value of 0.331 and a p-value of 0.010. Since the coefficient path criteria require a p-value < 0.05 , the relationship between the two variables is statistically significant. This suggests that SQ has a favorable and substantial effect on CS.
2. Ticket Price (TP) was found to have a positive and significant impact on Customer Satisfaction (CS), as indicated by a sample origin value of 0.426 and a p-value of 0.000. Since the coefficient path criteria require a p-value < 0.05 , the relationship between the two variables is statistically significant. This suggests that TP has a favorable and substantial effect on CS.
3. Service Quality (SQ) was found to have a positive and significant impact on Customer Loyalty (CL), as indicated by a sample origin value of 0.038 and a p-value of 0.546. Since the coefficient path criteria require a p-value < 0.05 the relationship between the two variables is statistically rejected. This suggests that SQ does not have a favorable and substantial effect on CL.
4. Ticket Price (TP) was found to have a positive and significant impact on Customer Loyalty (CL), as indicated by a sample origin value of 0.175 and a p-value of 0.045. Since the coefficient path criteria require a p-value < 0.05 the relationship between the two variables is statistically significant. This suggests that TP has a favorable and substantial effect on CL.
5. Customer Satisfaction (CS) was found to have a positive and significant impact on Customer Loyalty (CL), as indicated by a sample origin value of 0.668 and a p-value of 0.000. Since the coefficient path criteria require a p-value < 0.05 the relationship

between the two variables is statistically significant. This suggests that CS has a favorable and substantial effect on CL.

6. Service Quality (SQ) was found not to have a positive & significant impact on Customer Satisfaction (CS) through Customer Loyalty (CL), as shown by the original sample value of 0.227 and a p-value of 0.008 because the path coefficient criterion requires a p-value $< 0,05$ the relationship between the two variables is statistically significant. This shows that SQ has a good indirect impact on CS and creates increased CL.
7. Ticket Price (TP) was found to have a positive & significant impact on Customer Satisfaction (CS) through Customer Loyalty (CL), as indicated by the original sample value of 0.293 and a p-value of 0.001 because the coefficient path criteria require a p-value < 0.05 the relationship between the two variables is statistically significant. This indicates that TP has a good indirect impact on CS and creates increased CL.

6. Implications

Given that the outcomes of this investigation highlights the importance of service quality and ticket price on customer loyalty, with customer satisfaction as a mediating factor. For airlines such as Lion Air, these results suggest that improving service aspects such as schedule reliability, in-flight comfort, and response to complaints can significantly improve customer satisfaction, thereby positively contributing to customer loyalty. However, this investigation also has limitations as it only focuses on a few variables without considering other external factors that may affect customer loyalty, such as changes in market conditions or competition. In addition, competitive ticket prices in accordance with the value offered have been shown to play an significant role in customer satisfaction and customer loyalty. However, the limitations of this investigation in reaching customer segments with different price preferences should be addressed in future research. Recognizing that customer satisfaction is the bridge between service quality, ticket price, and customer loyalty, airlines can design more targeted strategies to improve customer experience. Using customer data to customize service and pricing strategies is an important step in ensuring that airlines continue to meet customer expectations. However, investigation limitations regarding the data used, such as the lack of longitudinal data that can demonstrate satisfaction and loyalty over time, are areas that require further development. By addressing these limitations, airlines like Lion Air can more effectively build its loyal customer base in the future.

7. Research Limitations

The sample of Lion Air users in this investigation only includes customers from certain geographical areas and service users from a certain number of airlines. This condition may hinder the generalization of investigation results to a wider population, especially in other regions or sectors.

In the data collection process, the information provided by respondents through questionnaires has limitations regarding the depth of data obtained. Respondents may not provide completely correct answers or understand questions in different ways, which may

affect the validity of the data obtained.

This investigation was conducted over a limited period of time, so it only covers customer perceptions at one point in time. Because customer loyalty and customer satisfaction can change over time, the outcomes obtained may not fully reflect long-term dynamics.

The measurement of customer satisfaction in this investigation is based on each person's perception, which is subjective and can vary from one customer to another. This variation has the potential to affect the interpretation of results regarding the role of customer satisfaction as a mediator of customer loyalty.

References

- Abdurochman, A. F., & Tantra, T. (2023a). THE EFFECT OF AIRLINE SERVICE QUALITY AND BRAND IMAGE ON LOW COST CARRIER AIRLINE PASSENGER LOYALTY. *Scientific Journal of Management, Economics, & Accounting (MEA)*, 7(2), 1327-1345.
- Abdurochman, A. F., & Tantra, T. (2023b). THE EFFECT OF AIRLINES SERVICE QUALITY AND BRAND IMAGE ON CUSTOMER LOYALTY OF LOW-COST CARRIER AIRLINE PASSENGERS. *Scientific Journal of Management, Economics, & Accounting (MEA)*, 7(2), 1327-1345.
- Agiesta, W., Sajidin, A., & Perwito, P. (2021). The effect of service quality and customer satisfaction on customer loyalty for Bandung Raya local ka. *Scientific Journal of Management, Economics, & Accounting (MEA)*, 5(2), 1653-1664.
- Alfajar, F., Tawil, M., Mustainah, M., & Polii, J. J. (2021). The effect of service quality on customer satisfaction at Makassar Jeans House, Palu City. *Cenderawasih: Journal of Administration and Management Public Literation (Jamil)*, 1(1), 37-50.
- Apriliana, A., & Sukaris, S. (2022). Analysis of Service Quality at Cv. Singoyudho Nusantara. *Journal of Maneksi (Economic Management and Accounting)*, 11(2), 498-504.
- Apriyadi, D. (2017). Analysis of the effect of punctuality, facilities and ticket prices on train passenger satisfaction at Purwosari station. *Magistra*, 29(99), 73-77.
- Ar-rasyid, D. R. (2022). The Effect of Lion Air LCC Service Quality on Passenger Satisfaction at Supadio Airport, West Kalimantan Pontianak. *Journal of Citizenship*, 6(1), 1477-1480.
- Aulia, S., & Ardiansyah, A. (2023). The Effect of Service Quality on Patient Satisfaction at the Sinar Winaya Medika Sagalaherang Clinic. *The World of Business Administration Journal*.
- Christiani, L., & Fatmayati, F. (2022). The Effect of Punctuality and Service Quality on the Reputation of Lion Air Aviation Company at Komodo Airport Labuan Bajo, East Nusa Tenggara. *Journal of Citizenship*, 6(1), 274-283.
- Darmawan, K. W., Benedict, L., Sinaga, M. A., & Sahara, S. (2023). ANALYSIS OF SERVICE QUALITY OF LION AIRLINES. *JEBIMAN: Journal of Economics, Business, Management and Accounting*, 1(4), 254-263.

- Ekawati, D. A., & Astutik, S. P. (2024). The Effect of Ticket Prices on Passenger Loyalty to Lion Air Airlines at Mopah Merauke Airport. *El-Mal: Journal of Islamic Economics & Business Studies*, 5(2), 618-635.
- Halimah, M. A., & Yanti, R. D. (2020). The effect of pricing strategies on customer loyalty for special express products for corporate partners of the Purwokerto Post Office. *Ecoment Global Journal*, 5(1), 70-79.
- Hulu, O. B., Fuadi, F. K., & Rizki, A. M. (2024). SERVICE QUALITY OF ONONAZARA VILLAGE GOVERNMENT KECAMATAN TUGALA OYO DISTRICT NIAS UTARA (Good Governance Paradigm in Public Services). *Moderate: Scientific Journal of Government Science*, 10(1), 164-173.
- Lorensia, S., & Ningrum, N. K. (2023). The Effect of Service Quality and Trust on Customer Loyalty with Customer Satisfaction as an Intervening Variable at Gojek in Yogyakarta. *Economist: Journal of Economics and Business*, 7(2), 816-825.
- Mabrur, A. K., & Anwar, A. (2022). The effect of service quality on customer satisfaction at Tirta Ompo Drinking Water Regional Company, Soppeng Regency. *JBMI (Journal of Business, Management, and Informatics)*, 19(2), 143-159.
- Ma'ruf, T. K. A., & Ambarsari, N. A. (2023). THE EFFECT OF TICKET PRICES AND BRAND IMAGE ON CITILINK AIRLINE PASSENGER LOYALTY AT ADI SOEMARMO SOLO INTERNATIONAL AIRPORT. *Aerospace Flight Attendant: Journal of Public Relations, Services, Tourism*, 5(2), 167-172.
- Nababan, E. W. (2020). *THE EFFECT OF SERVICE QUALITY AND SATISFACTION LEVEL ON CUSTOMER LOYALTY AT THE SEA IMPORT DEPARTMENT OF PT DSV TRANSPORT INDONESIA BRANCH JAKARTA 2020* [Electronic Thesis or Dissertation]. <http://repository.itltrisakti.ac.id>.
- Nasution, M. A. (2019). The effect of price and product quality of medical devices on consumer purchasing decisions at pt. Dyza sejahtera medan. *Warta Dharmawangsa*, 13 (1).
- Putra, C. (2018). *THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AND LOYALTY*.
- Rahma, A. (2021). *THE EFFECT OF TICKET PRICE AND SERVICE QUALITY ON CUSTOMER SATISFACTION OF PANDANWANGI TRAIN SERVICE USERS AT KETAPANG BANYUWANGI STATION*.
- Ramadhan, M., Anwar, S. M., & Hasbi, A. R. (2023). The Effect of Product Quality and Service Quality on Consumer Satisfaction at Aroma Malaja Restaurant. *THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT THE AROMA MALAJA RESTAURANT*, 7(2), 365-369.
- Regata, R., & Kusumadewi, N. M. (2019). *THE EFFECT OF SERVICE QUALITY ON CUSTOMER LOYALTY MEDIATED BY CUSTOMER SATISFACTION*.

- Silaban, P. H., & Manihuruk, B. K. (2020). *The Effect of Price Perceptions, Promotion and Service Quality on Online Airplane Ticket Purchasing Decisions on the Tiket Site. com (Case Study of the Medan City Community)*.
- Sudrajat, A. (2019). *The Effect of Ticket Price Perceptions on Service Quality and Its Impact on Customer Satisfaction at NAM Air* [Electronic Thesis or Dissertation].
<http://repository.itltrisakti.ac.id>.
- Sulistiyawati, N. M. A., & Seminari, N. K. (2015). *THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION OF INDUS UBUD GIANYAR RESTAURANT*.
- Swari, D. A. D. I., Atmaja, N. P. C. D., & Manek, D. (2024). THE MEDIATING ROLE OF CUSTOMER SATISFACTION ON THE EFFECT OF SERVICE QUALITY AND PRICE PERCEPTION ON CUSTOMER LOYALTY (PTA CUSTOMERS STUDY ON THE INFLUENCE OF PT. PELITA AIR SERVICE DENPASAR). *VALUES*, 5(1), 147-159.
- Utama, M. A., & Fatmayati, F. (2022). The Effect of Service Quality and Ticket Prices on Nam Air Airline Customer Satisfaction at Supadio Pontianak International Airport. *Journal of Citizenship*, 6(1), 2013-2022.
- Violin, V., Hasan, S., & Sufri, M. (2022). The Effect of Low-Cost Carrier Concept and Service Quality on Customer Satisfaction and Loyalty at Lion Airlines in Indonesia. *Journal of Management Science (JMS)*, 3(1), 150-160.
- Widya, S. (2019). *THE EFFECT OF SERVICE QUALITY AND PRICE ON CONSUMER LOYALTY OF SERVICE USERS PT. TIARA AL-FIKRI TOUR AND TRAVEL*.
- Rasoolimanesh, S. M. (2022). Discriminant Validity Assessment in PLS-SEM: A Comprehensive Composite-Based Approach. *Journal of Data Analysis Perspectives*, 3(2), 1-8.