

ABSTRACT

The level of passenger loyalty is very important for airlines when viewed from the aspect of airlines service quality and brand image due to the increasing number of airlines in Indonesia especially for LCC airlines and also the increasing number of passengers using air transportation services. This study was conducted to determine the impact of airlines service quality on customer loyalty, the impact of brand image on customer loyalty on LCC airline passengers, and the effect of airlines service quality and brand image on customer loyalty on LCC airline passengers. The methods that used in this study are quantitative methods and the uses non-probability sampling with purposive sampling of 385 people who have used three LCC airlines, namely Lion Air, AirAsia, and Citilink. The analysis was done by descriptive analysis, and classical assumption test, multiple linear regression analysis, partial hypothesis test (T-test), simultaneous hypothesis test (F-test), and determination coefficient test. This study shows the results that airlines service quality has a positive and significant impacts on customer loyalty, while brand image has a positive but insignificant impact on customer loyalty of LCC airline passengers. In addition, the results also show that there is an impact of airlines service quality (X1) and brand image (X2) on customer loyalty (Y) of 12.11%.

Keyword: Airlines Service Quality, Brand Image, Customer Loyalty, Low-cost Carrier