

ABSTRACT

Aviation companies provide air transportation services that drive the national economy. The transportation industry has been significantly impacted by Covid-19, ranking as the third most affected sector. The decrease in airline users in Indonesia can be attributed to changes in consumer perceptions regarding policies, services, health, fear, social responsibility, and other factors. Therefore, the decision to purchase Citilink tickets is influenced by Service Quality, Brand Image, and Brand trust. The objective of this research is to investigate the impact of changes in user perception on Citilink ticket purchasing decisions in Indonesia following the Covid-19 pandemic.

The research is of a quantitative descriptive nature and involved 420 Citilink passengers in Indonesia after the Covid-19 pandemic. Non-probability sampling was used to select the samples, which were then analyzed using SmartPLS 3.2.9.

The research demonstrates that Service Quality, Brand Image, and Brand trust positively and significantly impact Citilink ticket purchasing decisions in Indonesia. To achieve good results, companies should focus on canceling flight cancellations, improving national and international branding, increasing facility completeness, and adjusting claims to actual conditions. Future researchers should pay attention to weak indicators in this study.

Keywords: *Service Quality; Brand Image; Brand trust; Purchase Decision; Citilink.*