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RESEARCH ARTICLE

FACTORS CAUSING STUDENT LOYALTY TO THE LOW COST CARRIERS AIRLINE INDUSTRY IN JAKARTA

Makmuri, Bambang Purwoko, Tony Sitinjak and Widarto Rachbini
University of Pancasila, Indonesia.

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Abstract

The aim of this study is to analyze the effect of the implementation of service marketing strategies on student loyalty of LCC users. The student segment consumer contributes a considerable amount to the number of LCC airline users in Indonesia. This research using verifiative and descriptive methods using data analysis tools is descriptive statistics and Structural Equation Modeling (SEM) analysis supported by Lisrel and SPSS software. Aumlah 240 respondents how to sample selection using *judgment sampling* techniques. The results of the study based on descriptive analysis are known that the marketing mix of services, consumer satisfaction, consumer loyalty, consumer confidence and consumer value of students of LCC airline users in general is considered inadequate. The results of the study showed that Service Marketing has an effect on Consumer Satisfaction; Consumer value affects consumer loyalty; Consumer Value affects Consumer Satisfaction; Consumer value affects consumer confidence; Consumer Satisfaction affects Consumer Loyalty; Consumer Satisfaction affects Consumer Confidence; Consumer trust affects consumer loyalty. While the hypothesis that is rejected is that the marketing of services has no effect on consumer loyalty.

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Introduction:-

The object of this research is some national airlines that are classified as *low-cost airlines* (abbreviated **LCC**) are airlines that provide low fares but by removing some of the usual passenger services.

The LCC's choice of national airline in the study refers to the largest number of aircraft owned to date (<https://www.planespotters.net/>), as in Table 1.1.

Table 1.1:- Number of Active Aircraft per Airline.

No.	Name of airline	Number of airplane
1	AirAsia Indonesia	32
2	Sriwijaya Air	61
3	Citilink	58
4	Lion Air	122

Corresponding Author:- Makmuri

Address:- University of Pancasila, Indonesia.

AirAsia Indonesia has two business units in Indonesia namely AirAsia Indonesia and AirAsia Indonesia X. In Indonesia, AirAsia allocates 32 aircraft units of 23 each for AirAsia Indonesia and 9 for AirAsia Indonesia X. All AirAsia Indonesia aircraft use Airbus A320-200 while AirAsia Indonesia X operates 5 Airbus A320-200 and 2 Airbus A330-300 units.

Sriwijaya Air was founded in 2003 and has a fleet of 61 boeing 737 aircraft with an average age of 17.1 years. Nevertheless, the majority of Sriwijaya Air's fleet is relatively young with Boeing 737-800 24 units and Boeing 737-900 2 units. While for the old model, the Boeing 737-500 6 units and Boeing 737-300 5 units.

Citilink is a subsidiary of PT Garuda Indonesia Tbk and was established in 2001 and has a fleet of 58 aircraft with an average age of 5.7 years. Airbus aircraft dominate Citilink's fleet of 58 airbus A320-200 and Airbus A320 respectively.

Lion Air is a private low-cost airline that has a fleet of 112 units and an average age of 6 years. There are two series of aircraft currently used by Lion Air, the Airbus A330 and Boeing 737 as many as 109 units.

Gap Phenomenon

Operasionization of *low-cost carrier* group flight business in Indonesia has not run smoothly. Based on the KnKT Media Release November, 2016 on the knkt.go.id website, among which are marked by:

Low-cost carrier services in Indonesia should be good, the aircraft used should be safe and comfortable. However, a report from the KNKT at the end of 2016 on aviation accidents showed the number of aviation accidents that have occurred since 2010-2016 as in Table 1.2.

Table 1.2:- Flight Accident Data.

Year	Investigation	Accident	Serious Incident	Death	Injuries
2010	18	8	10	5	45
2011	32	19	13	71	103
2012	29	13	16	58	62
2013	34	9	25	2	81
2014	30	7	23	169	44
2015	28	11	17	65	57
2016	41	15	26	5	12
Total	212	82	130	375	404

It is known that since 2010-2016 the number of accidents continues to increase with a total of 212 accidents that killed 375 people and 144 people were injured. Although Indonesia's aviation safety rating shot up to 55th place (in 2017) from 151st position (2014), the tragedy of the plane crash that claimed many victims actually happened again. On Monday, October 29, 2018, the crash of Lion Air flight JT 610 carrying 189 people crashed in Tanjungpakis, Karawang. Lastly, on March 14, 2019, the same type of aircraft Boing 737 MAX 8 crashed on ethiopian *airlines* flight number 302, killing 157 people.

Ticket prices from all LCC airlines in Indonesia starting in early 2019 rose sharply although still below the few highest prices. For students who are financed by parents or families, some of them complain about the price of this ticket. This is allegedly due to the cartel of them. This is still being investigated by KPPU.

The results of marcella (2017) and Rizan (2016) survey of LCC aircraft passengers, stated that loyalty levels are only in mediocre positions, when of course airlines expect high levels of loyalty.

One of the market segments of *Low-cost Carrier* airlines is students who are studying in Jakarta. This research is interesting because of the current situation that ticket prices are rising high, as well as some results of previous research that stated that student loyalty to LCC is relatively low. Therefore, consumer complaints need to be considered, responded to and given the solution.

Passenger characteristics affect the choice of modes of transportation, especially air transportation modes. This is related to the cost or price of airline tickets that are affordable by students. The cost is a function of a number of attributes associated with the road such as distance, free current speed, capacity and speed-of-current relationship (Tamin, 2008).

Prospective passengers with their own characters can choose various means of transportation according to their needs. The preference of passengers for the new alternative by complying with some basic equipment such as ticket integration, price, displacement and travel time (Roman et al, 2014) in Wibowo and Rudiarto (2017).

These various characters are very influential on the choice of the mode itself.

Table 1.3:- Student Passenger Number Data.

No.	Nama Maskapai Penerbangan	Jumlah	
		2019	2020
1	AirAsia Indonesia	10.879	3.000
2	Sriwijaya Air	974.516	150.000
3	Citilink	1.589.794	630.000
4	Lion Air	6.626.211	1.220.000

Based on the data, it is known that passengers with student backgrounds choose LCC flights, this is due to the affordability of prices. In 2020, there is a very drastic decline, this is due to government policies during the Covid-19 pandemic affecting community activities, which have an impact on the decline of airline passengers. As is known the results of research before pandemic Consumer loyalty of air transportation service users is strongly influenced by the affordability of prices and services provided by airlines.

The growth of the LCC article of international routes at CGK-coded airports is claimed to be a success of the Connecting The Destination, Origination, Time & Traffic and Services (DOTS) strategy run by AP II. The strategy also supports the coordination of the provision of flight slots (slot availability), synergy between aviation stakeholders (stakeholders synergy), and ensures the quality of excellent service levels (service quality).

Based on some problems that occurred in LCC airlines with the most number of passengers up to 33.1 million in 2018 and controlled the market share in its class by 34% in 2018 (Praditya, 2019), it can be seen that one of the causes is poor service quality so that customer satisfaction is not achieved. With poor customer satisfaction then there is news in the media about problems that occur automatically will many other consumers who know this, so indirectly this will affect the performance of the airline.

A company will be able to survive in the midst of intense competition if it is able to satisfy its customers. In fact, customer satisfaction is the key to a corporation winning competition and improving its reputation. Therefore, LCC airline is expected to be able to continue to improve its service to the best level so that it can satisfy the airline's own service users and can continue to survive in the midst of current LCC airline competition.

Methodology:-

This research model is a combination of descriptive and verifiative analysis. The population of this study is students at 8 (eight) Universities enrolled in LLDikti Wilfather 3 Jakarta. Jumlah sample of each campus selected 30 students in order to enter in one of the data sample requirements of each campus is normal distribution, so that the research sample of 240 students and sampling techniques is a *side judgment*, i.e. students who 2 times in a row have used LCC airlines again for upcoming holiday travel. The analysis tool used is the Structural Equation *Modelling* (SEM) approach supported by Lisrel and SPSS software.

Results and Discussion:-

Results:-

Respondent Profile

Statistics data jumlah respondents per campus is the same, namely 30 respondents of male sex 85% and women 15%. While Jumlah respondents who use the most airlines are Lion Air which is 50.8% next consecutive Sriwijaya Air 26%, CitiLink 17.1% and Air Asia 5.4%.

Descriptive Analysis of Loyalty

Based on respondents' answers, it is known that the level of respondent achievement in consumer loyalty variables in the category is not good, namely the value of the respondent's achievement rate (TCR) is at intervals of 55% - 64.99%. This shows that consumer loyalty, especially students to the services provided by LCC airlines is not able to create loyalty.

Descriptive Analysis of Consumer Satisfaction

Based on respondents' answers, it is known that respondents' responses to consumer satisfaction variables in categories are not satisfied. This shows that student consumer dissatisfaction with LCC airline services is in the type of aircraft used by the company and the age of the aircraft used to serve consumers for quite a long time.

Descriptive Analysis of Consumer Confidence

The results of each item statement about consumer confidence based on percentage and average have been inferred meaning. Based on respondents' answers, it was concluded that the students lowered the level of trust in LCC airlines that are commonly used.

Descriptive Analysis of Consumer Value

The results of the analysis of customer values based on student background i.e. different universities, different genders and different airlines, only from different universities have a real difference in customer value, others are not significant differences.

Descriptive Analysis of the Service Marketing Mix

The results of the analysis of the marketing mix carried out by companies based on student backgrounds, namely different universities, different genders and different airlines, only from different airlines that have real differences while others do not have significant differences.

Influence Analysis between Variables

Based on the results of the GOF test there is one insignificant research hypothesis because the results of the GOF test for the Absolute Fit Indices criteria are not met. The proposed research model, as in Figure 4.1.

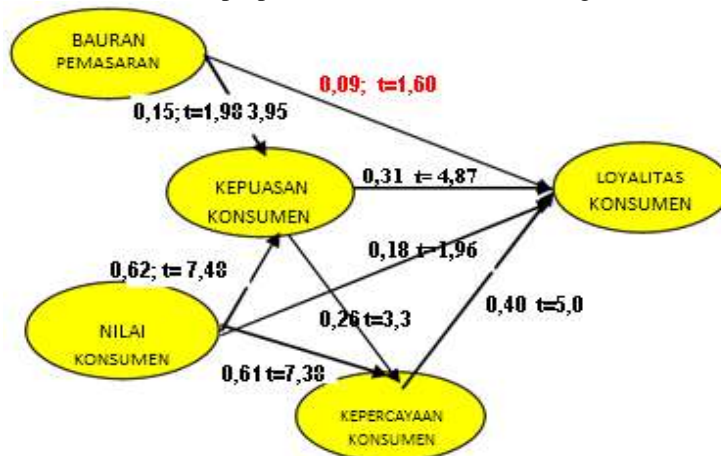


Figure 4.1:- Research Results Model.

The resulting linear regression equation is as follows

Variables that affect trust

$$\text{Trust} = 0.26 * \text{Satisfy} + 0.61 * \text{Value}; R^2 = 0.66$$

Variations in consumer satisfaction values and consumer values explain variations in Trust values of 66%.

Variables that affect consumer satisfaction

$$\text{Satisfy} = 0.15 * \text{ServMark} + 0.62 * \text{Value}, R^2 = 0.53$$

Variations in Service Marketing values and consumer values explain variations in consumer satisfaction values of 53%.

Variables that affect consumer loyalty

$$\text{Loyalty} = 0.40 * \text{Trust} + 0.31 * \text{Satisfy} + 0.087 * \text{ServMark} + 0.18 * \text{Value}; R^2 = 0.76$$

Variations in Trust values, Consumer Satisfaction, Service Marketing and consumer values explain variations in consumer loyalty values of 76%.

Discussion:-

Based on the results of descriptive analysis and influence between variables, in the following section is a strategic discussion for each variable that still has a low assessment, namely: Consumer Loyalty, Consumer Satisfaction and Consumer Confidence.

Consumer Loyalty Variables

Loyalty is the value that consumers get from long-term relationships with companies through products or services consumed because they feel they benefit from the relationship. For airline management, consumer loyalty as a passenger will reduce costs in finding new consumers because with the higher level of loyalty it will facilitate the company in the implementation of its strategy and will create cross transactions.

Based on the results of this study indicated that the level of student consumer loyalty to LCC airlines that are still low should be encouraged in order to increase in various ways, including through direct and indirect causes, namely Service Marketing Management, Consumer Satisfaction, Consumer Value and Consumer Trust supported from several previous studies. Some of the researchers who managed to prove it were restated as follows.

1. Andrian (2015) and Ragab et al. (2018) stated that the Marketing of Aviation Services affects the loyalty of aviation service consumers.
2. Raditha (2015) and Firend and Masoumeh (2014) concluded that the value of airline consumers affects consumer loyalty including:
3. Ragab et al. (2018) and Satyanarayana (2012) stated that airline consumer satisfaction affects consumer loyalty.
4. Chong et al. (2015) and Simarmata et al. (2017) expressed confidence in the influence of consumer loyalty.

Fulfilling the desires and expectations of consumers can create satisfaction in consumers. Satisfaction embedded in the consumer does not hesitate to repeat the purchase of a product or come back to the product provider. Consumers who repeat purchases or come back become important for the company, because a loyal attitude of consumers can help the company, especially LCC airlines to be more developed and advanced. LCC management must instill an important thing in consumers, namely the satisfaction of using LCC flight services because the satisfaction created will make consumers become loyal and return to using the service.

The results stated that student consumer satisfaction has a positive role as a supporter so that student consumer loyalty based on the service marketing mix becomes positive and significant. The entire marketing mix should be considered important to consumers, but the tangible results of what is expected have a proven and expected performance. This is a major challenge for marketing management to realize it.

Consumer Trust Variables

Based on the results of this study indicated that the level of consumer confidence of students in LCC airlines that are still low should be encouraged in order to increase in various ways, including through direct and indirect causes.

1. Based on the results of research Jennifer Chan et al (2011) it is known that the consumer value of aviation services affects directly to the consumer confidence of aviation services.
2. (2016) and Akram et al. (2014) it is known that consumer satisfaction of aviation services directly affects the consumer confidence of aviation services

The results of this study state that consumer value and consumer satisfaction play an important role in strengthening consumer confidence, namely students in the aviation industry. Therefore, the company's marketing management must continue to strive so that the realization of the work program can improve consumer values and consumer satisfaction because it will have an impact on student consumer confidence in the LCC aviation industry. Consumer confidence, especially college students in Jakarta as users of LCC airlines that increase will have an impact on student loyalty and ultimately have a positive impact on the company's progress.

Trust is the feeling of security that consumers have as a result of their interaction with a brand. A positive perception of customer value will have a positive impact on consumer confidence that the brand is reliable and responsible for the interests and safety of consumers. The consumer value of a service brand will logically have a positive influence on student confidence as a user of LCC airline in Jakarta.

Consumer satisfaction is the result of a service provider's success in meeting consumer expectations and definitively influencing changes in attitudes, repurchases and loyalty. Satisfied consumers tend to be loyal consumers, and satisfied consumers will make repurchases. Consumer satisfaction will affect consumer confidence in industrial exchange

relationships. Trust in a brand has an important role to play in creating relationships with its customers. Brand trust is based on their experience with the brand. Experience with brands will be a source for consumers to create trust in the brand and this experience will affect consumer evaluation in consumption, use or satisfaction directly and indirect contact with the brand.

Consumer Satisfaction Variables

Based on the hypothesis test submitted in this research model, the service marketing mix affects consumer satisfaction. That is, student consumers are satisfied with the performance of services provided by LCC-based airlines. But based on the results of this study, the level of student satisfaction with LCC airlines that are still low must be encouraged in order to increase in various ways, including through direct and indirect causes. This contradicts the results of firouzeh and sirion research (2014). Taher et al. (2016) and Akram et al. (2014) which stated that consumer satisfaction of aviation services directly affects the loyalty of aviation service consumers.

The application of the service marketing mix in the aviation industry, especially LCC-based airlines has a positive impact on consumers, especially student segment consumers, where the student segment contributes revenue of 20% of the total users of LCC airlines. With the work of the segment, it will indirectly have an impact on the company's performance. In addition, it is known that consumer value plays a role in the formation of consumer satisfaction. The concept of consumer value indicates a strong relationship to customer or customer satisfaction. Where the concept describes the evaluative consideration of consumers about the product or service consumed. The desired value of the customer is formed when the consumer shapes the perception of how good a product is playing out in a situation of use. Consumers evaluate the usage experience on the same attributes.

The better the value for consumers provided by the company, the more satisfied the service provided by the LCC airline. This means that the value for kosnumen has a positive and significant effect on consumer satisfaction.

Service Marketing Mix Variables

Competition para maskapai penerbangan di pasar penerbangan *Low Cost Carrier* makes alternative select consumers especially high-end student segments, encouraging perusahaan to atkan brand branda dan strengthening brand position in pasar. LCC sebagai salah satu strategi penerbangan di Indonesia menyadarkan masyarakat bahwa sekarang this semua orang bisa melakukan perjalanan menggunakan pesawat udara dengan harga yang terjangkau dan tidak lagi like jaman dahulu dimana penggunaan transportasi udara hanya monopoli orang-orang dari kalangan menengah keatas saja.

The results showed that the marketing mix of services in the LCC-based aviation industry was well executed, but needed improvements related to the set ticket prices, airline officer services, honesty of check-in officers and accurate and often informed information.

Consumer Value Variable

The value of consumer perception has a number of meanings that are not limited to the perspective of economic analysis. The value of kosnumen as the overall assessment of the utility of a product based on its perception of what is received and what is given. Consumer value is the emotional bond that is established between the consumer and the company after the consumer uses the services produced by the company and finds that the product in question provides added value.

Assessments of three indicators on consumer values show that student consumers are not proud to use the LCC airline that is always used; consumers feel LCC airlines are not always pleasant during the trip; and the use of LCC airlines does not improve the self-image.

Conclusion and Recommendations:-

Conclusion:-

Research conclusions based on research objectives, findings and results of discussion, as follows.

1. The service marketing mix plays a role in increasing student satisfaction as consumers of *Low cost carriers* in Jakarta. By applying the service marketing mix, it will create consumer satisfaction. Kosnumen satisfaction is built on the basis of a pleasant experience experienced by consumers. The experience is actually sourced from the elements of the LCC aviation service marketing mix. The marketing mix symbolizes the seller's view of the ordering devices available affecting the buyer. The performance of a good service marketing mix will create consumer satisfaction with the services provided by the company.

2. The service marketing mix plays no role in shaping student loyalty as consumers of *Low cost carriers* in Jakarta. That the application of the service marketing mix in the LCC aviation industry is currently unable to create student loyalty of LCC users.
3. Consumer value is able to create student satisfaction as consumers *low cost carriers* in Jakarta. Consumer value felt by consumers, especially students of LCC users, will form consumer satisfaction.
4. Consumer value is able to create student loyalty as consumers *low cost carriers* in Jakarta. Consumer value is the ratio of the benefits expected by consumers to the sacrifices of consumers to benefit. With the consumer value that students feel as current LCC users can form consumer loyalty.
5. Consumer Values plays a role in creating student confidence as consumers of *Low cost carriers* in Jakarta. Value
6. Consumers have an impact on consumer confidence so it needs to be maintained its role, not to go down but rise. If you have a higher impact, it is expected that the value of the contribution is higher.
7. Consumer satisfaction plays a role in creating student confidence as *low cost carriers* in Jakarta. With the level of satisfaction felt by consumers, it will increase consumer confidence, especially the student segment for the services provided by LCC airlines in Jakarta.
8. Consumer satisfaction creates student loyalty as consumers of *Low cost carriers* in Jakarta. Satisfaction is the conformity between expectation and reality. With the satisfaction shared by consumers (students) for LCC services, it directly forms loyalty to LCC airline services in Jakarta. Loyalty is a manifestation and continuation of consumer satisfaction in using the services provided by the company, as well as to remain a consumer of the company.
9. Consumer confidence plays a role in student loyalty as *low cost carriers* in Jakarta. Trust involves a person's willingness to behave certainly because he believes that his partner in making transactions will give him what he expects. If one party trusts the other, it will be possible to form a positive behavior and good intentions. Therefore, when the consumer has confidence in a particular product or service, the consumer has the intention to repurchase the service.

Management Implications

Efforts to Increase Student Consumer Loyalty

Based on the findings of this study, as input for companies as set out in one of the Objectives of this Research is as follows:

1. LCC airlines need to review the factors that are the direct and indirect cause of low consumer loyalty, namely efforts to increase value.
2. consumer satisfaction, consumer satisfaction and marketing mix programs. The review was conducted on service marketing programs consisting of *product aspects, price, promotion, place, people, process* and *physical evidence*.
3. LCC airlines need to review marketing strategies related to their marketing mix programs. Review based on aspects of market segmentation which includes geographic, demographic, *psychography* and *behavior segments*. Then, the aspects of *target setting* and *positioning*.
4. LCC airlines need to review the marketing programs that have been implemented so far to find out the weaknesses related to the impact on customer values that are still low. The improvement of a marketing program not only impacts the consumer value variables but can also have an impact on other aspects.
5. LCC airlines need to review programmatically and continuously the level of passenger satisfaction so that it is known that its position to be improved because loyalty will be affected.
6. LCC airlines need to review the marketing programs that have been implemented so far to find out the weaknesses related to the impact on consumer confidence.

Efforts to Increase Student Consumer Confidence

LCC airlines need to review the factors that are the direct and indirect cause of low consumer confidence. Company management needs to strive to improve: a) Employee *integrity*, referring to honesty and truth. Competence, related to the technical and interpersonal knowledge and skills that individuals possess; b) Employee consistency, related to reliability in predicting and assessing individuals and being able to handle situations; c) Employee openness, can be seen from referring to the willingness of self-disclosure, honesty to the messages of others; And have good feelings and thoughts.

LCC airlines need to review marketing strategies related to their marketing mix programs if segmentation and one of its target markets is that students are retained.

LCC airlines need to review the marketing programs that have been implemented so far to find out the weaknesses related to consumer value, because consumer value will have an impact on consumer confidence.

Efforts to Improve Student Consumer Satisfaction Based on the findings of this study, as input for Such companies are set out in one of the Purposes of this Research are as follows

LCC airlines need to review the marketing programs that have been implemented so far to find out the weaknesses related to the impact on consumer satisfaction. In the review process will lead to a marketing mix program that can be improved according to the company's capabilities. Reviewing business competition conducted by other rival airlines also needs to be done.

LCC airlines need to review the factors that are the direct and indirect cause of low consumer loyalty. These factors include the marketing mix consisting of 7P as also suggested earlier and aspects of customer value that have low value. LCC airlines need to review marketing strategies related to their marketing mix programs if segmentation and one of its target markets is that students are retained.

Marketing Management Evaluation Efforts

Improvements are also needed for marketing management, especially

It deals with marketing management strategies that are relegated to service marketing mix programs. As the airline industry LCC proposed a decrease in ticket prices became the main thing, because it had an impact on the decrease in customer numbers. Decrease in numbers customers due to the impact of the use of other modes of transportation such as trains and buses as well as the use of cheaper overseas airlines.

Recommendations:-

Based on the results of the discussion of all the findings of this study, which consists of the results of descriptive and causal analysis discussions, then here are the suggestions for LCC Airline Management

Based on the results of the analysis it is known that the performance of the mix

Marketing still has to be improved because it has an impact on student consumer behavior, including regarding delay services, the check-in process at the departure airport, and expensive ticket prices so it is necessary to think about discounts for students.

Low consumer satisfaction is due to its expectations of unmet LCC airline service. Therefore, company management must improve performance while not doing excessive promotions that have an impact on increasing consumer expectations. The results of this study state that consumer loyalty is strongly influenced by consumer satisfaction, therefore, satisfaction must be increased because if consumers are satisfied then loyalty increases, and vice versa.

Consumer confidence will increase when consumer value and customer satisfaction of LCC airlines increases, as a result of consumer confidence will have an impact on loyalty. Therefore, between promotions carried out by the company must be able to adjust to the reality received by consumers.

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