

Passenger Loyalty with Airlines Service Quality in Indonesia

Vidyarini Dwita¹, Megawati²

Universitas Negeri Padang, Indonesia

Abstract

The purpose of this study is to understand the impact of the relationship between service quality, passenger satisfaction, airlines image and passenger loyalty of Garuda Indonesia airline. The COVID -19 pandemic has brought major disrupting in many business operations in all industries, particularly the airlines' industry. To this effect, the study analysed airline service quality on passenger satisfaction with health protocol for safety and comfort of its passengers to the destination. The study based on responses from 198 regular passengers during the pandemic. Data were analysed using partial least square structural equation modelling to explain the relationship between variables in this study. The findings reveal service quality, directly and indirectly, affects passenger behaviour through satisfaction on passengers' loyalty. Also, the airlines image as a moderator variable has an impact on passenger loyalty.

Keywords: Airline services; Airline Industry; Passenger Satisfaction; Passenger Loyalty; Service Quality