

**THE INFLUENCE OF SERVICES QUALITY ON BRAND
IMAGE AND CUSTOMER SATISFACTION IN AIRLINES
SERVICES**

(SURVEY OF THE GARUDA INDONESIA PASSENGER DOMICILED IN
MALANG, EAST JAVA)

UNDERGRADUATE THESIS

Submitted as Prerequisite for Bachelor Degree Faculty Administrative Science of
Universitas Brawijaya

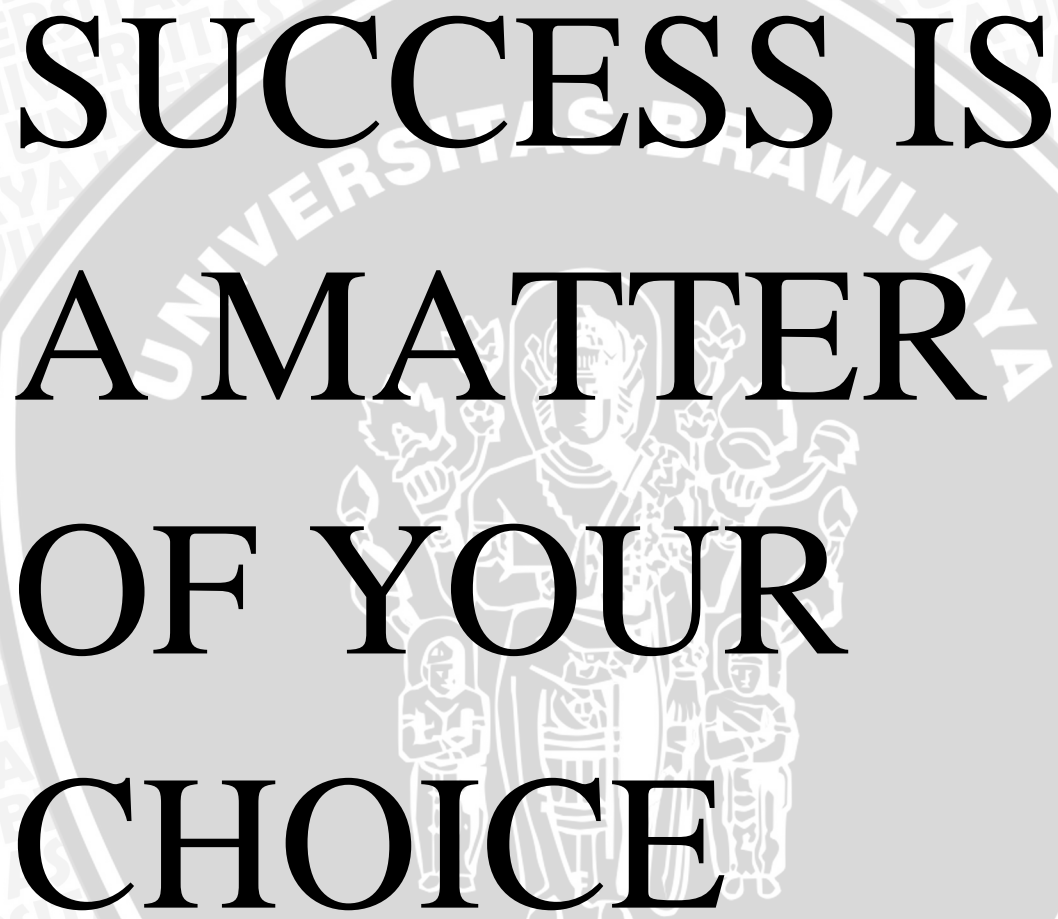
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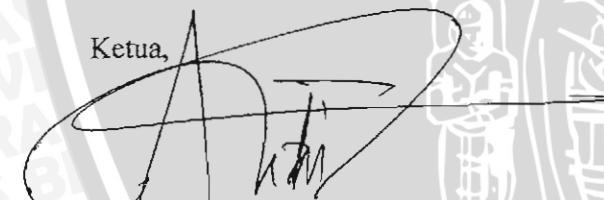
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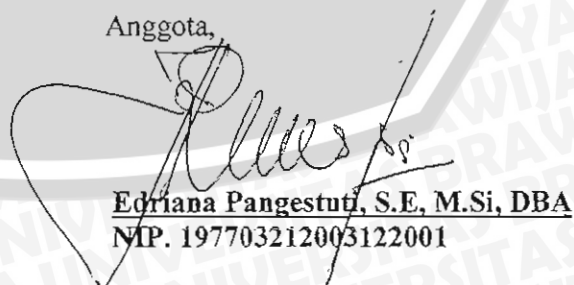
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ABSTRACT

Radhitya Adhitama, 2017, Business Administrative Science Majoring in Marketing Management, Administrative Science Faculty, Brawijaya University Malang, **The Influence of Services Quality on Brand Image and Customer Satisfaction (Survey of the Garuda Indonesia Passenger Domiciled in Malang East Java)**, Andriani Kusumawati S.Sos, M.Si, DBA and Yusri Abdillah, S.Sos, M.Si, Ph.D.

This research objectives are to: (1) examine the influence of Service Quality on Brand Image, (2) examine the influence of Service Quality on Customer Satisfaction, (3) examine the influence of Brand Image on Customer Satisfaction.

This research used explanatory research with quantitative approach. The variables of this research are Service Quality, Brand Image and Customer Satisfaction. Total sample were 138 passenger of Garuda Indonesia Domiciled in Malang East Java who have been using Garuda Indonesia Airlines in the past year and it elected by Purposive Sampling Technique. Data were collected valid and reliable by the answer of respondent's questionnaire and analyzed by Descriptive and Path analysis.

The result of path analysis showed that: (1) Service Quality has significant influence on Brand Image; (2) Service Quality has significant influence on Customer Satisfaction; (3) Brand Image has significant influence on Customer Satisfaction. Therefore, Garuda Indonesia Airlines should maintain and improve service quality and a good brand image in order to provide customer satisfaction.

Key Word : Service Quality, Brand Image and Customer Satisfaction.

RINGKASAN

Radhitya Adhitama, 2017, Ilmu Administrasi Bisnis Jurusan Manajemen Pemasaran, Fakultas Ilmu Administrasi, Universitas Brawijaya Malang. **Pengaruh Kualitas Pelayanan terhadap Citra Merek dan Kepuasan Pelanggan dalam layanan penerbangan (Survei pada Pelanggan Garuda Indonesia yang berdomisili di Malang Jawa Timur).** Andriani Kusumawati, S.Sos, M.Si, DBA and Yusri Abdillah, S.Sos, M.Si, Ph.D.

Penelitian ini bertujuan untuk: (1) Pengaruh Kualitas Pelayanan terhadap Citra Merek, (2) Pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan, (3) Pengaruh Citra Merek terhadap Kepuasan Pelanggan.

Jenis penelitian ini dilakukan menggunakan penelitian eksplanatori dengan pendekatan kuantitatif. Variabel yang digunakan dalam penelitian ini adalah Kualitas Pelayanan, Citra Merek dan Kepuasan Pelanggan. Jumlah sampel pada penelitian ini adalah 138 responden dari pelanggan Garuda Indonesia yang berdomisili di Malang Jawa Timur yang pernah menggunakan maskapai Garuda Indonesia dalam satu tahun terakhir dan terpilih oleh teknik purposive sampling. Data yang dikumpulkan valid dan reliable oleh jawaban kuesioner responden dan dianalisa menggunakan deskriptif dan analisis jalur.

Hasil penelitian menunjukkan bahwa: (1) Kualitas Pelayanan memiliki pengaruh signifikan terhadap Citra Merek; (2) Kualitas Pelayanan memiliki pengaruh signifikan terhadap Kepuasan Pelanggan; (3) Citra Merek memiliki pengaruh signifikan terhadap Kepuasan Pelanggan. Maka dari itu maskapai Garuda Indonesia Harus menjaga dan meningkatkan kualitas pelayanan serta citra merek yang baik agar tetap bisa memberikan kepuasan pelanggan.

Kata Kunci: *Kualitas Pelayanan, Citra Merek, Kepuasan Pelanggan*

FOREWORD

The writer would like to express his gratitude to Allah SWT for the blessing to finish this undergraduate thesis. Shalawat greetings for our guidance Rasulallah SAW who always uphold Islamic values which until now can be enjoyed by all people around the world. This thesis submitted as prerequisite for bachelor degree in Administrative Science Faculty. This thesis entitled “The Influence of Service Quality on Brand Image and Customer Satisfaction (Survey of the Garuda Indonesia Passenger domiciled in Malang East Java)”.

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The writer know that the undergraduate thesis is not perfect. For everyone who read this thesis, the writer need your critic and suggestions to make this thesis better. Finally this study is expected to be useful for the readers, especially for student of Marketing Management department.

Malang, 03 Maret 2017

Radhitya Adhitama



TABLE OF CONTENT

TITLE OF PAGES	i
MOTTO	ii
UNDERGRADUATE THESIS APPROVAL	iii
BOARD OF APPROVAL	iv
MINOR THESIS ORIGINALITY STATEMENT	v
ABSTRACT	vi
RINGKASAN	vii
FOREWORD	viii
TABLE OF CONTENTS	x
LIST OF TABLES	xiv
LIST OF FIGURES	xv
APPENDIX	xv
 CHAPTER I INTRODUCTION.....	 1
A. Background.....	1
B. Problem Formulation.....	7
C. Research Objective.....	7
D. Research Contribution.....	7
E. Systematic Discussion.....	8
 CHAPTER II LITERATURE REVIEW.....	 10
A. Empirical Framework.....	10
1. Previous Research.....	10
a. Park <i>et al</i> (2005).....	10
b. Sondoh et al (2007).....	11
c. Chien and Hsiung (2011).....	12
d. Archana and Subha (2012).....	12
e. Geraldine and David U (2013).....	14
f. Hussain <i>et al</i> (2014).....	15
g. Shahroudi and Naimi (2014).....	16
h. Kalaiarasan <i>et al</i> (2015).....	17
B. Theoretical Framework.....	23
1. Service Quality.....	23
a. Definition of service quality.....	23
b. Dimension of service quality.....	23
2. Brand Image.....	25

a. Definition of Brand Image.....	25
b. Dimension of brand image	26
3. Customer Satisfaction.....	26
a. Definition of Customer Satisfaction	26
b. Satisfaction Measurement.....	28
c. Factors determining the level of satisfaction	28
C. Relation between Variable	31
1. Relationship between service quality and brand image.....	31
2. Relationship between service quality and customer satisfaction	32
3. Relationship between brand image and customer satisfaction	34
D. Research Model and Hypothesis	35
CHAPTER III RESEARCH METHODS.....	37
A. Types of Research	37
B. Research Location	37
C. Variable operation and Measurement Scale	38
D. Population and Sample	44
E. Sample Technique	46
F. Data Collection Technique	46
G. Validity and Reliability	47
H. Data Analysis.....	51
CHAPTER IV FINDING AND DISCUSSION	54
A. General description of location.....	54
1. Company History	54
2. Company Location	57
3. Company Vision and Mission	58
B. Respondent characteristic.....	58
1. Frequency distribution based on gender	58
2. Frequency distribution based on age	59
3. Frequency distribution based on occupation	61
4. Frequency distribution based on education level	61
5. Frequency distribution based on status.....	62
6. Frequency distribution based on airline often used	63
7. Frequency distribution based on frequency used of Garuda Indonesia in the past year	63
8. Frequency distribution based on class type often used.....	64
9. Frequency distribution based on GFF ownership.....	65
10. Frequency distribution based on average income.....	65

11. Frequency distribution based on purpose using Garuda Indonesia.....	66
12. Frequency distribution based on reason choosing Garuda Indonesia.....	67
C. Frequency distribution overview of Variable.....	68
1. Service Quality variable	68
2. Brand Image variable.....	77
3. Customer Satisfaction variable.....	81
D. Result of Path analysis.....	85
1. Path coefficient of Service Quality on Brand Image	85
2. Path coefficient of Service Quality on Customer Satisfaction	86
3. Path coefficient of Brand Image on Customer Satisfaction	87
4. Path coefficient of Service Quality on Brand Image and Customer Satisfaction	88
5. Path Analysis result diagram	89
6. Assessment Model	91
E. Discussion and Research result	89
1. The influence of Service Quality on Brand Image	91
2. The influence of Service Quality on Customer Satisfacion	93
3. The influence of Brand Image on Customer Satisfaction	96
CHAPTER V CLOSING	98
A. Conclution	98
B. Suggestion	99
REFEERENCE	100

TABLE LIST

TABLE 1. Best ten airlines in the world by skytrax agency	5
TABLE 2. Top best award airlines in Indonesia	5
TABLE 3. Previous Research	19
TABLE 4. Total passenger in Abdulrahman Saleh Airport.....	38
TABLE 5. Operational Definition.....	42
TABLE 6. Likert Scale	44
TABLE 7. Validity test result	49
TABLE 8. Reliability test result.....	51
TABLE 9. Respondent characteristic based on gender.....	58
TABLE 10. Respondent characteristic based on age	60
TABLE 11. Respondent characteristic based on occupation	61
TABLE 12. Respondent characteristic based on education level	62
TABLE 13. Respondent characteristic based on status	62
TABLE 14. Respondent characteristic based on airlines often used	63
TABLE 15 Respondent characteristic based on frequency used of Garuda Indonesia in the past year	64
TABLE 16. Respondent characteristic based on type class often used	64
TABLE 17. Respondent characteristic based on GFF ownership.....	65
TABLE 18. Respondent characteristic based on average income	66
TABLE 19. Respondent characteristic based on purpose using Garuda Indonesia	67
TABLE 20. Respondent characteristic based on reason choosing Garuda Indonesia	67
TABLE 21. Frequency distribution from variable service quality	76
TABLE 22. Frequency distribution from variable brand image	81
TABLE 23. Frequency distribution from variable Customer Satisfaction	85
TABLE 24. Result of Service quality coefficient on brand image	86
TABLE 25. Result of Service quality coefficient on customer satisfaction	86
TABLE 26. Result of Brand image coefficient on customer satisfaction	87

FIGURE LIST

FIGURE 1 Establishment of Satisfaction / Dissatisfaction Consumers.....	29
FIGURE 2 Hypothesis model	36
FIGURE 3 Path diagram of service quality, brand image and customer satisfaction	52
FIGURE 4 Path analysis diagram result of Service quality, brand image and customer satisfaction.....	89

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APPENDICES LIST

Appendix 1 Sampel calculation by using Machine and Chambell formulas.....	105
Appendix 2 Questionaire.....	108
Appendix 3 Respondent identity	116
Appendix 4 Tabulation questionnaire	122
Appendix 5 Validity and Reliability test.....	126
Appendix 6 Respondent identity frequency answer.....	135
Appendix 7 Respondent frequency variable answer.....	143
Appendix 8 Path analysis.....	147
Appendix 9 Letter of confirmation research	155
Appendix 10 Curriculum Vitae	156



CHAPTER I

INTRODUCTION

A. Background

In the globalization era, transportation become very important and it is a tool to assist mobility. Air transport is a very effective form of transportation rather than land and water transportation in long distance travel. It is because the travel time required is fewer than land and water transportation. However, air transportation is a type of transportation that is relatively expensive because the cost of fuel needed is more than the land and water transportation.

Based on the data from the Statistics Indonesia (bps.go.id), the total passenger traffic in Indonesia during 2015 reached 82.44 million, increased 13.65% compared to the same period in 2014 (Q3) amounted to 72.54 million people. The number of domestic air transport passenger traffic in 2015 reached 68.78 million, an increase of 16.74% compared with previous year, which was 58.92 million passenger. Meanwhile, the number of international passenger traffic in 2015 reached 13.66 million, increased by 0.27% compared with last year, which stood at 13.62 million people. The high economic growth bolstered by the number of middle class population continues to increase, which has the potential to drive the use of air transport services. Moreover, the industrial market of aviation services in Indonesia is growing rapidly along with the rise of Low Cost Carrier (LCC) segment.

In order to cope with fierce competition in aviation industry, customer service becomes the priority in all aspects. Consumers will seek the services of a company that can provide the best service for them. These conditions make the service as a factor which takes precedence, and therefore the company strives to provide the best service to its customers in various ways. Starting from mass services to the individual premium services for passenger, the airlines have different type of service according to the need of passenger. Companies with a high service acclamation will have better value that can be used as a strategy to fulfill customer needs.

The increasing intensity of competition in the aviation industry requires every company to always pay attention to the needs and wishes of the customers as well as trying to meet what they expect in a way that is more satisfying than the competition. A service company could win the competition by consistently delivering high quality service compared with other competitors and higher than customers expectation Kotler (2002:231). Good service quality could attract more customers in order to increase company profit. Customers whose satisfied with the services will have a positive impact on the experience in using airline

Positive experience will give an impression to consumers in choosing a brand. The brand image that show has to be able to elevate the company to become better, through the encouragement of the media, brand image would be easy to get. Positive and negative images of consumers' perspective in measuring the company's ability in providing the services. The effort to boost up the brand image that is in line with

customers' satisfaction can be a huge opportunity in fulfilling the service quality. According to Hussain *et al* (2014), service quality, perceived value, and brand image have a significant positive impact on customer satisfaction. The identification of brand image of branded product/service will help practitioner to establish effective marketing strategies. Meanwhile, according to Sondoh *et al* (2007), the importance of brand image were positively related to overall satisfaction. The result implied that marketer should focus on brand image which means having positive perception in the mind of consumer.

The positive perception is expected to increase satisfaction to the customer. Customer Satisfaction were level of someone feelings after comparing product/service performance that felt with the expectation Kotler *et al* (2000:50). More over the companies should look at what the customers need and want. Companies have to learn the characteristics of their competitors, such as ranging from services, facilities offered, and the type of service thus the company could provide better service than their competitors. In addition, the company also had to improve their quality of services because it was the main factor in built a positive brand image. Kotler and Keller (2007) defined that customers satisfaction as the degree of customers' attitude towards feeling happy or disappointed on any services or goods to what customers expect with what customers get.

One of the full service airlines was Garuda Indonesia. In 2013, Garuda Indonesia earned the award for The World's Best Ten Airlines by SkyTrax. The award has

managed Garuda Indonesia in getting the world's-recognized five star airlines title. Along with the vision and mission in 2013, Garuda Indonesia got passenger choice award 2013 "Best in Asia and Australia" by the institution of Airline Passenger Experience Association (www.apex.com). As time goes on, improving service quality provided by the airline of Garuda Indonesia getting better. After a less favorable performance in 2014, Garuda Indonesia managed to reverse the condition and made several positive accomplishments. Proven in 2015 Garuda Indonesia awarded "Airlines with the cleanest aircraft cabin" by Skytrax agency (www.airlinequality.com). In the presence of the awards prove that the quality has given to the company to customers has been very beneficial.

In the same year, Garuda Indonesia was also managed to catch the award "Premium Asean Airlines" by the agency Frost and Sullivan (www.garuda-indonesia.com/files/pdf/investor-relations/report/2015) as the airline which takes in the satisfaction level of customer high enough. Despite of the price sensitivity, many people are still concerned with comfort and safety in using the airline services. More over with the growing market, airlines should be more courageous and meticulous in running its marketing strategy to provide different quality of services. Brand image that is maintained from 2013-2015 as the best ten airlines proves that Garuda Indonesia is eligible to be the object of research.

SkyTrax is World Airline Awards who are coveted Quality accolades for the world airline industry. Travellers from across the globe take part each year in the world's

largest airline passenger satisfaction survey to decide the award winners. The World Airline Awards are a global benchmark of airline excellence, and widely known as the Passengers Choice awards (worldairlinesaward.com). every years Skytrax agency giving 100 airlines award in any nomination. The ten airlines that reach the best ten Airlines in the world according to Skytrax and Top best domestic airlines. It can be seen in the following table:

Table 1 Best ten airlines according skytrax agency

No	Airlines	Rank			
		2015	2014	2013	2012
1	Qatar Airways	1	2	2	1
2	Singapore Airlines	2	3	3	3
3	Cathay Pacific Airways	3	6	6	4
5	Emirates	5	1	1	8
6	Etihad Airways	6	7	7	6
7	ANA All Nippon Airways	7	4	4	5
8	Garuda Indonesia	8	8	8	11
9	Eva Air	9	12	12	13
10	Qantas Airways	10	10	10	15

Source: Skytrax 2015 (www.airlinequality.com Acces in 27 Mei 2016)

Based on the data from skytrax, Garuda Indonesia obtained 11th rank in 2012, in the next year the airline got 8th position and also in 2014 and 2015. Garuda Indonesia

succed to maintain its brand and quality to stable in ten world best airlines according to skytrax.

Table 2 Top Best Award Domestic airlines

No	Airlines	Rank			
		2015	2014	2013	2012
1	Garuda Indonesia	1	1	1	1
2	Lion Air	2	2	2	2
3	Air Asia	3	3	3	3
4	Citilink	4	5	8	-
5	Merpati Airlines	-	6	6	6
6	Batavia Air	-	-	5	4

Sources : Top Brand Award (http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_index_2015_fase_1 access in october 6th 2016)

Based on data from top best award domestic airlines Garuda Indonesia always got 1st rank in 2012-2015 which means the domestic passenger trust the brand and satisfied with the services. The research will be conducted in Malang, because Malang is an area that is a potential in various tourism fields. Garuda Indonesia in Malang not as a first mover. The airlines who operates in Malang start from Merpati Nusantara airlines who operates in 1994 and then following by the others. Along with the development city, Malang became a tourism city and grow up therefore Malang is appropriate to be research location.

Malang is a one of three destination that Garuda Indonesia take a part as a route in east java regional. Thus, it is a challenge for Garuda Indonesia to pay attention to the service quality, brand image and customer satisfaction, so the passengers will be satisfied for using the airline. Based on background above, the researcher give the title for the research "The Influence of Service Quality on Brand Image and Customer Satisfaction in Airlines Services (Survey of the Garuda Indonesia Passenger domiciled in Malang, East Java).

B. Problem Formulation

1. Does Service Quality influence Brand Image ?
2. Does Service Quality influence Customer Satisfaction ?
3. Does Brand Image influence Customer Satisfaction ?

C. Research Objectives

1. To examine the influence of Service Quality on Brand Image.
2. To examine the influence of Service Quality on Customer Satisfaction.
3. To examine the influence of Brand Image on Customer Satisfaction.

D. Research Contribution

Research contribution describes the uses and benefits of the research for the society and lays out in accordance with the formulation of research problems to society and lays accordance with the formulation and research purpose. In addition, in this study, the contribution that are expected of researchers:

1. Academic Aspect

For consideration or reference to other researchers or those who needs information about the influence of Service Quality on Brand Image and Customer Satisfaction in Garuda Indonesia Airlines Services.

2. Practical Aspect

a. For Garuda Indonesia

The results of the study are expected to provide useful information in the implementation and development of marketing concentration in the future.

b. For customer

The result of the study are expected to provide useful information for customer who using Garuda Indonesia as their partner of airlines.

E. The Systematic Discussion

Systematic discussion formed to obtain a full overview of the discussion in the form of chapters, as follows:

CHAPTER I : INTRODUCTION

The chapter outlines the background, problem formulation, research contribution, and systematic discussion.

CHAPTER II : LITERATURE REVIEW

The chapter describes the various theories regarding the minor thesis selected title. Service Quality, Brand Image and Customer Satisfaction.

CHAPTER III : RESEARCH METHODS

The chapter describes the type of research, research sites, source data, data collection techniques, and instruments research and data analysis.

CHAPTER IV : RESEARCH AND DISCUSSION

Explaining data presentation considers general description of research location, description of general respondent, description about distribution of respondent answer, analysis result and discussion.

CHAPTER V : CONCLUSION AND SUGGESTION

This chapter consists of conclusion of this whole research and suggestion for company and further researcher

CHAPTER II

LITERATURE REVIEW

A. Empirical Framework

1. Previous Research

a. Park *et al* (2005)

The research titled is “Investigating the Effects of Airline Service Quality on Airline Image and Passengers’ Future Behavioral Intentions: Findings from Australian International Air Passengers”. The study investigates how individual dimensions of airlines service quality determine airlines image and passengers future behavioral and investigates the effects of individual dimensions of airlines service quality. The variables of the research consist of service quality, airlines image, and passenger behavioral. The survey was conducted at the international terminal (T1) of Sydney Airport in September 2003. Sampling was done by data gathering from Australian international passengers who had admitted to having been on at least one international flight in the past twelve months.

A total of 600 questionnaires were distributed to Australian international passengers. From the 600 questionnaires, 554 completed questionnaires were collected and 53 questionnaires were incomplete. Hence, 501 questionnaires were used for data analysis. The population defined 600 respondent from international terminal of Sydney. The research method is quantitative method. The result is the

dimension of in-flight service and the dimension of convenience and accessibility were each found to have a positive effect on airlines image, which was directly related to Australian international air passengers' future behavioral intentions.

Firstly, this study has mainly focused on economy class passengers. Compared to economy class passengers, not many first class and business class passengers were contacted. The effect of individual service dimensions could be different between the first class, business class, and economy class. Secondly, this study was limited in the context of airlines services for international passengers.

b. Sondoh et al (2007)

The research title is “ The Effect of Brand Image on Overall Satisfaction and Loyalty Intention in the Context of Color Cosmetic” The purpose of this study is to examine the effect of brand image benefits on customer satisfaction and loyalty intention in the context of color cosmetic product. The variable of the research consist of brand image, overall satisfaction and loyalty intention. The samples in the study focused on female consumers as female s tend to be well known users (no matter light, medium or heavy) of this product category. Convenience sampling was used in this study. Data was collected using structured questionnaire and were personally administered

The study sample is 97 Female consumers from Malaysia. The research result showed that Brand Image positively related to Overall Satisfaction, Overall Satisfaction does influences Customers loyalty and Brand image have positive influence on Customer Loyalty. The limitation of the research is small sample size

used limit the ability to generalize what is found in this study to the general industry (i.e. not enough to capture the images of the brand particularly the benefits.

c. Chien and Hsiung (2011)

The research titled is A study on the relations between the brand image and customer satisfaction in catering businesses. This research aims to analyze the relations between brand image and customer satisfaction in catering industry. This research was undertaken according to domestic and international scholars' literatures on brand image and customer satisfaction. The overall customer satisfaction was the dependent variable and three brand images, including brand value, brand characteristics, and brand association, were the independent variables. The samples contained the consumers who had the consuming experiences in the chain stores of a catering business.

Questionnaires were distributed in the major business areas in Taipei City. With convenience sampling, 360 questionnaires were distributed and 264 were valid with the retrieval rate(73.33%). , The result of this research is brand value and brand characteristics as a brand image presented positive relations to customer satisfaction, while brand association did not reveal notable relations. In addition, some demographic variables appeared interference on brand image and customer satisfaction in catering industry.

d. Archana and Subha (2012)

The research title is "A Study on Service Quality and Passenger Satisfaction on Indian Airlines". The purpose of this research is to examine the underlying forces of

service quality influences on passengers satisfaction in aircraft transport. The variables of this research consist of Service Quality and Passenger satisfaction. The study examines which dimensions have a positive influence on service quality and which dimensions have the most and least important impact on service quality in international air travel, as perceived by airlines passengers. The study covers a sample of 270 respondents and the survey was conducted at the Chennai international terminal of TamilNadu during May-June 2011.

Sampling is done by interviewing randomly selected passengers, at different times of the day, on every day of the week, over a four week period. This study analyzed the data from passengers of three classes, economy, business and premium. The results suggest that there are different factors of in-flight service quality that are important according to the customer seat class. The dimensionality of perceived service quality in international air travel was explored and three dimensions were identified. These dimensions include in-flight service, in-flight digital service and back-office operations.

The findings reveal that these three dimensions are positively related to perceive service quality in international air travel and of these dimensions, cuisines provided, seat comfort safety are the most important dimension in in-flight service quality. Personal entertainment is the most important dimension as perceived by airlines passengers in in-flight digital service quality. Online ticket booking is another dimension in back-office operations. In addition, the findings indicate that passengers satisfaction on different airlines companies on basis of the services delivered. The

study entails that airlines marketing managers has to develop various policies to provide guaranteed quality services to passengers.

Airlines service dimensions were found to have significant and positive influences on airlines image and passenger satisfaction intentions. In this study, passengers are satisfied to the service provided and overall facilities delivered by the airlines companies. The passengers are satisfied with the services quality delivered in in-flight service, in-flight digital service and back office operations. From three kinds of class of journey options, the passengers are highly rated to 9W airlines. While analyzing demographic profile of the passengers, educated and high income passengers are using flights more frequently.

e. Geraldine and David U (2013)

The research titled is Effects of Airline Service Quality on Airline Image and Passengers' Loyalty: Findings From Ark Airnigeria Passengers. The paper investigates how individual dimensions of Arik airline service quality determines airline image and passengers' loyalty to the airline. The data was collected from a total of 600 respondents by the administration of a well structured questionnaire based on the SERVQUAL scale to determine their level of satisfaction on the attributes of airline service quality. Factor analysis was carried out on the data collect and three major service quality dimensions were factored out as variables to be used. Pearson correlation coefficient was determine to ascertain the significant relationship between the service quality dimensions and the airline image. Also a relationship was further determined between the airline image and the passengers loyalty to the airline.

Result from the analysis proved that there existed a strong statistically significant relationship between the service quality variables and the airline image, indicating that the quality the service the airline offers has a positive relationship with the airline image and the airline image also has a positive relationship with the passengers repeat patronage. The limitation of the research are The research only focus on arik airlines domestic passenger in Murtala Mohammed International Airport Lagos Departure Wing.

f. Hussain *et al* (2014)

The research title is “Service Quality and Customer Satisfaction of a UAE-based airline: An empirical investigation”. The paper investigates the linkages among service quality, service provider image, customer expectations, perceived value, customer satisfaction and brand loyalty in a Dubai-based airlines. The variable of the research is service quality and customer satisfaction. The research uses 253 respondent from Dubai Intenational airport. The research uses a quantitative method and uses structure equation modeling.

The data analysis suggests that service quality, perceived value, and brand image have a positive significant impact on customer satisfaction, which can in turn lead to brand loyalty. Theoretical and managerial implications are discussed. This paper contributes to the understanding of customers’ satisfaction by determining the dimensions of airlines service quality, which in turn provides practical insights for airlines managers into how to improve airlines service quality. This research initiative examined exactly what goes to make up passengers satisfaction as well as how

satisfied customers were with the services provided by the airlines under consideration. The study was conducted within a non-Western context and, as such, as far as the authors are aware, provides one of the first descriptions of Dubai's airlines passengers.

The study has contributed to the knowledge of customers' satisfaction and service quality in a specialized area of the airlines industry and this contribution should be seen in the light of certain limitations. Despite the good fit of the service quality model and the customer satisfaction model identified in this research, the data collected concerned just one airline, raising questions about the generalizability of the results.

g. Shahroudi and Naimi (2014)

The research title is "The Impact of Brand Image on Customer Satisfaction and Loyalty Intention (Case Study : Consumer of Hygiene Product)". The purpose of this study is to investigate the impact of brand image on customer satisfaction and loyalty intention, and to this, consumers of hygiene products (in the city of Rasht). The variables of this research consist of brand image, customer satisfaction and customer loyalty. The study sample is 384 of hygiene product consumer. Sampling technique is done by purposive sampling.

This study, in aspect of objective and goal is applied research and in aspect of implementation is survey one. Data collection in this research is through causal and its method of data collection is a field method. And to test hypothesis, t- test and to evaluate and analyzing model the structural equation modeling approach has been

used. The research obtained results and performed statistical analysis there is no reason to reject two hypotheses of three research hypotheses, that are the impact of brand image on customer satisfaction, and the impact of customer satisfaction on loyalty intention; and the hypothesis of the impact of brand image on customer loyalty intention rejected; In other words, this research has not found a direct relationship between brand image and customer loyalty intention, rather the brand image due to customer satisfaction will affect customer loyalty intention.

h. Kalaiarasan *et al* (2015)

The research title is “A Study on Service Quality on Customer Satisfaction in Low Cost Airline Industries.” The research identifies the important factor contributing on service quality low cost airlines towards customer satisfaction and determines the relationship between service quality customer satisfaction and service environment, employee approaches, efficiency of the services and demographic factor. The research method of this study is quantitative method. The variable is service quality and customer satisfaction. The target population for the study were the passengers who are living in Kedah and Penang. Total of 300 Questionnaires were distributed directly and also via online to the targeted respondent through Google drive.

The study has shown that effective factors on the service quality are service environment, employee approach, efficiency of services and consumer behavioral intention. All the hypothesis were significant. The results were analyzed by using correlation, coefficient and regression. Dependent variable and independent variable

are related with each other with service environment which is the main factor that influencing service quality in low cost airlines. Low cost airlines should emphasis on service environment in order to attract more customers in future.

The study was applied in a smaller scope which is lower cost airline passengers which located in Kedah and Penang. Due to that, there are insufficient information collected from the respondents. The study recommends how the low-cost airlines can improve their service quality by providing great service in order to maintain their sustainability in a long-term perspective and also keep high level of customers' loyalty. The research scope was limited to a certain demographical group and only flights within Geographical Kedah & Penang were addressed in the survey. Next, only flights with low cost airlines have been taken into consideration in the survey. The study may motivate lower cost airlines service providers and future researchers to persist improve of their knowledge on the service quality developments. It may help to lead the airlines industries to renew their service quality policies and providing good quality services to defense with the competitors.

Table 3 Previous Research

No	The Researcher	Title of the Research	Purpose	Research Method	Variables	Sample / Population	Result	Limitation
1	Jin – Woo Park, Rodger Robertson and Cheng Lung Wu (2005)	Investigating the Effects of Airline Service Quality on Airline Image and Passengers' Future Behavioral Intentions: Findings from Australian international air passengers	The purpose of this study is to investigate how individual dimensions of airline service quality determine airline image and passengers' future behavioral intentions	Quantitative Research	1.Service Quality 2. Airline Image 3.Passenger Behavioral	The sample are 600 respondent from international terminal of Sydney Airport	The dimension of in-flight service and the dimension of convenience and accessibility were each found to have a positive effect on airline image, which was directly related to Australian international air passengers' future behavioral intentions	1. The study has mainly focused on economy class passengers. 2.The study was limited in the context of airline services for international passengers
2	Stephen L Sondoh, Maznah Wan Omar, Nasbiah Adul Wahid, Ishak Ismail and Amran Harun (2007)	The Effect of Brand Image on Overall Satisfaction and Loyalty Intention in the Context of Color Cosmetic	To examine the effect of brand image benefits on customer satisfaction and loyalty intention in the context of color cosmetic product	Quantitative Research	1.Brand image 2.Customer Satisfaction 3.Customer Loyalty	97 Female consumers from Malaysia	1.Brand Image positively related to Overall Satisfaction 2.Overall Satisfaction does influences Customers loyalty 3.Brand image have positive influence on Customer Loyalty	Small sample size used limit ability to generalize what is fund in this study to the general industry.

Continuance From Table 3

No	The Researcher	Title of the Research	Purpose	Research Method	Variables	Sample / Population	Result	Limitation
3	Lin Chien and Hsiung (2011)	A study on the relations between the brand image and customer satisfaction in catering businesses	This research aims to analyze the relations between brand image and customer satisfaction in catering industry.	Quantitative Research	1.Brand Image 2.Customer Satisfaction	The sample is 360 consumers in the chain stores of a catering business in Taipei City.	The results show that brand value and brand characteristics as brand image presented positive relations to customer satisfaction, while brand association did not reveal notable relations	The research subject choose steak as hygiene product with good service and reasonable price.
4	Archana and Subha (2012)	A Study On Service Quality And Passenger Satisfaction On Indian Airlines	The study examines the underlying forces of service quality influences on passengers" satisfaction in aircraft transport	Quantitative Research	1.Service Quality 2. Passenger Satisfaction	The sample are 270 Respondent from India	1.The results suggest that there are different factors of in-flight service quality that are important according to the customer seat class. 2.Three dimensions are positively related to perceive service quality in international air travel and of these dimensions, Cuisines provided, seat comfort safety are the most important dimension in in-flight service quality	The research only investigate the impact of the in-flight service quality on passenger satisfaction in domestic

Continuance From Table 3

No	The Researcher	Title of the Research	Purpose	Research Method	Variables	Sample / Population	Result	Limitation
5	Okeudo Geraldine and Chikwendu David U (2013)	Effects of airline service quality on airline image and passengers' loyalty: Findings from Arik Air Nigeria passengers	This paper investigates how individual service quality attributes under specified dimension rendered by Arik Airline determine the image of the airline and passengers' loyalty to the airline	Quantitative Research	1.Service Quality 2.Airline Image 3.Passenger Loyalty	The sample are 600 respondent from the Arik air carrier.	1. The result proved that there existed a strong statistically significant relationship between the service quality variables and the airline image, indicating that the quality of the service the airline offers has a positive relationship with the airline image 2. The airline image also has a positive relationship with the passengers repeat patronage.	The research only focus on arik airlines domestic passenger in Murtala Mohammed International Airport Lagos Departure Wing
6	Rahim Hussain, Amjad Al Nasser and Yomna K. Hussain (2014)	Service quality and customer satisfaction of a UAE-based airline: An empirical investigation	The purpose of the research is to investigate the linkages among service quality, service provider image, customer expectations, perceived value, customer satisfaction and brand loyalty in a Dubai-based airline.	Quantitative Research	1. Service Quality 2.Customer Satisfaction	253 respondent from Dubai	1. Service quality, perceived value, and brand image have a positive significant impact on customer satisfaction	The data collected concerned just one airline, raising questions about the generalizability of the results

Continuance From Table 3

No	The Researcher	Title of the Research	Purpose	Research Method	Variables	Sample / Population	Result	Limitation
7	Kambiz Shahrudi and Seyedeh Safoura Naimi (2014)	The Impact of Brand Image on Customer Satisfaction and Loyalty Intention (Case Study : Consumer of Hygiene Product)	The purpose of the research is to investigate the impact of brand image on customer satisfaction and loyalty intention, and to this, consumers of hygiene products (in the city of Rasht)	Quantitative Research	1. Brand Image 2.Customer Satisfaction 3.Customer Loyalty	384 consumers of hygiene products in Racht	1. Brand Image has influence Customer Satisfaction 2. Customer Satisfaction is proven influence on loyalty Intention 3. Brand image on Customer loyalty intention rejected;	The study focus on manufacture of hygien product
8	Kalaipiriyaa Kalaiaarasan, Santhi Appannan and Barathy Doraisamy (2015)	A Study on Service Quality on Customer Satisfaction in Low Cost Airline Industries	To determine the factors that influence in service quality on customer satisfaction in low-cost airline industries	Quantitative Research	1. Service Quality 2.Customer satisfaction	300 respondents from Kedah and Penang	The result indicates that service environment is the main factor contributes to determine the customer satisfaction	The study was applied in a smaller scope which is lower cost airline passengers which located in Kedah and Penang.

B. Theoretical Framework

1. Service Quality

a. Definition of service quality

Service quality can be defined as how far the difference between reality and expectations of customers for the services they receive. Service quality can be determined by comparing the perceptions of customers for the services they receive. Service quality reflects a response made by the company in terms of customer service. The presence of good service quality can be made as an added value to the company. Meanwhile, according to Tjiptono (2001), service quality is the expected level of excellence and control over the level of excellence to meet customer desires. Kotler and Keller (2009:143) said that quality is the totality of features and characteristics of the products or services that depend on its ability to satisfy stated or implied needs.

b. Dimensions of service quality

Service Quality (servqual) is a multi-item scale that can be used to measure customer perceptions of the quality of service that includes five dimensions (Zeithaml, 2004), namely:

1) Tangible

Tangible is the ability of a company to demonstrate its existence to external parties. Appearance and abilities of physical infrastructure companies and the state of

the surrounding environment is tangible proof of the services provided by the company.

2) Reliability

The ability to provide the promised service with immediate, accurate and satisfactory. Performance should be in accordance with customer expectations, which means punctuality, the same service to all customers without error, sympathetic attitude and high accuracy.

3) Responsiveness

The ability of the airlines to assist and provide services quickly and accurately to customers by delivering information that is clear. Allowing customers to wait without any apparent reason causing a negative perception in the quality of service.

4) Assurance

Giving guarantee and knowledge, courtesy and the ability of the company's employees to gain confidence of the customers to the service company that has several components among other things:

- a) Communication, which continuously provide information to customers in the language and use words that clear so that customers can easily understand in addition the company should be fast and responsive in addressing complaints and complaints made by customers.
- b) The need for collateral for a trust given to customers, believability or the nature of honesty. Embed trust, provide good credibility for the company in the future.

- c) Security, the existence of a trust from the customer care services received. Of course, the performance provides a guarantee maximal trust
- d) Competence that is on the skills and necessary in order to provide service to customers can be implemented optimally.
- e) Courtesy , in the service of the existence of a moral value held by the company in providing services to customers. Politeness would guarantee compensation offered to customers in accordance with the conditions and circumstances.

2. Brand Image

a. Definition of Brand Image

Brand image is consumer perception about a brand based on experience. According to Biels (1992), that the image of brand can be described as having three contributing sub images; the image of the provider of the product/service, or corporate image; the image of the user; and the image of the product/service itself. Corporate image not only adds value but also creates a halo effect for all of a company product. Better image that is owned by a company, will make their product easy to acceptable by consumers. User image is the reason that leads. People tend to purchase product/service and to be a customer of company that have an image or matching with their personal.

According to Kotler and Keller (2009:406), image is a number of beliefs, ideas, and the impression held by someone about an object. In essence, brand image is a description or impression that inflicted by a brand in consumer mind. Placement

brand image in the minds of consumers must be done continuously to keep the brand image created stronger and accepted positively.

b. Dimension of Brand Image

According to Keller (1993: 3) Brand Image have three dimension such as:

1) Strength of brand association

Depending on how information is entered into the consumer memory and how it is to survive as part of the brand image.

2) Favourability of brand association

The success of a marketing process often depends on the process of creating a favorable brand association, where consumers can trust in a given attribute they can satisfy the needs and desires of consumers.

3) Uniqueness of brand association

A brand must have a competitive advantage that is the reason for the consumer to choose a particular brand. The uniqueness of brand associations can be based on product attributes, product functionality or image enjoyed by consumers.

According to Kotler (2001: 401), the image must be built through all available media as well as sustainable and the message can be delivered through the emblem, or visual media, the atmosphere, as well as events.

3. Customer Satisfaction

a. Definition of Customer Satisfaction

Customer satisfaction is a condition where consumer expectations able to fulfill the product (Kotler & Armstrong, 1999). The marketing activities of the company in

principle will lead to the creation of superior value that will be given to the customer.

The creation of superior value will generate a level of satisfaction which declared results of the comparison of the performance of products / services received and expected (Kotler, 1997). According to Sumarwan (2003), satisfaction are level of feeling after comparing the performance / outcome as experienced with expectations. So, the level of satisfaction are difference between the perceived performance with expectations.

Customer satisfaction is tickle or someone disappointment which emerged after comparing between the perception to performance of a product with the expectations.

When described as follows:

- 1) If performance below expectation, consumer become dissatisfied
 - 2) If performance equal to expectation, consumer will be satisfied
 - 3) If performance beyond expectation, consumer will be very satisfied or very happy
- (Kotler, 2007).

Based on expert opinions above that customer satisfaction is a function of expectations and performance that customers evaluate the performance of the products / services that match or exceed consumer expectations. Overall customer satisfaction has three antecedent, perceived quality, perceived value, and customer expectations. In general, customer expectations are approximate beliefs about what customers will receive when he/she buys or consumes a product / service. While the perceived performance is the customers' perception of what they received while and

after consuming the products purchased. Knowing the satisfaction level is necessary, which is conducted to determine the extent of service quality.

b. Satisfaction Measurement

Kotler (2002) explained that the instruments which can be used to measure customer satisfaction, among others:

1) Complaint and Suggestion Systems

Customer centered organization provide sample opportunity for the customer to submit suggestion and complaint, for example by providing a suggestion box, provide a comment card and so forth. This information can provide ideas and advice to the company and allow it to react with a responsive and quick to resolve the problem.

2) Customer Satisfaction Survey

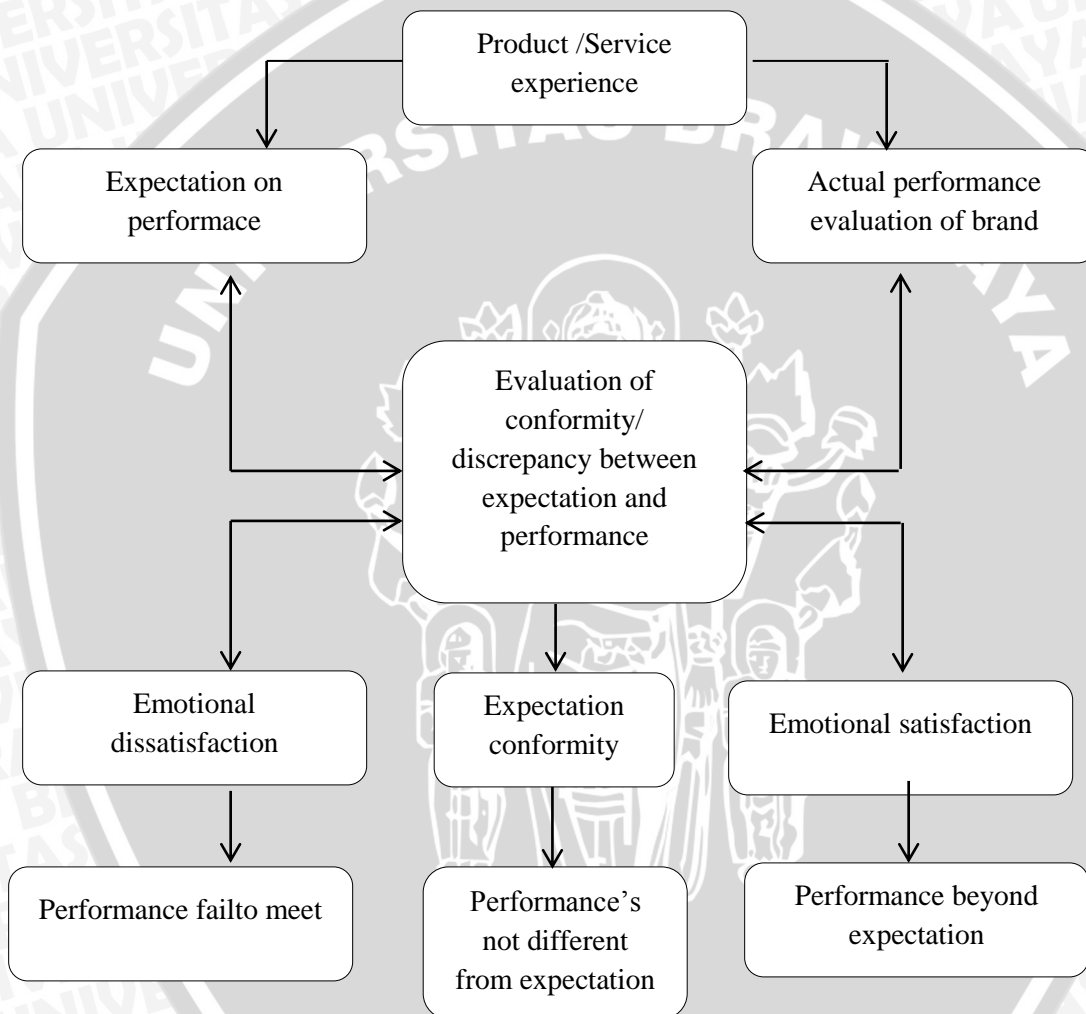
This method can be done by mail, telephone or personal interview. Through the survey company will obtain feedback and direct feedback from customer and also give a positive signal that companies pay attention to the customer.

c. Factors determining the level of satisfaction

Tjiptono (2011) says, a number of theories and conceptual models have been proposed and used to explain factors that affect customer satisfaction. Tjiptono (2011) stated in his conceptual model of customer satisfaction which one Disconfirmation Expectancy Model. Disconfirmation Expectancy model developed in

the 1970s defines customer satisfaction as the evaluation results where experience felt at least as good as expected. Sistematically this model shows in the picture below

Figure 1 Establishment of Satisfaction / Dissatisfaction Consumers



Source: Woodruff, Cadotte and Jenkins (1983), adapted by Mowen (1995) in Tjiptono (2011)

According to Lupiyoadi (2001), there are five main factors that must be considered by companies in determining the level of customer satisfaction, namely:

1) Quality Products

Customers will be satisfied if the assessment showed that the quality of products that they use. Rational consumers always demand a quality product to each of the sacrifices made to obtain the product. In this case, a good quality product will provide added value in the minds of consumers.

2) Service quality

The quality of services, especially in services, customers will be satisfied if they get good service or as expected. A satisfied customer will demonstrate the possibility of returning buy the same product. Satisfied customers tend to give the perception of the company's products.

3) Emotional

Customers will feel proud and gain confidence that other people would be amazed to them by using products with certain brands that tend to have higher levels of satisfaction. Satisfaction that came not because of the quality of the product but the social value or self esteem that make customers be satisfied with a particular brand.

4) Price

Products that have the same quality but set a relatively cheap price would give a higher value to its customers.

5) Costs

Customers do not need to incur additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service.

C. Relationship between variable

1. Relationship between Service Quality and Brand Image

According to Tjiptono (1999), the company's reputation is part of corporate image concept and its part of total services quality concept. Zeithaml (1988: 8) argues that the perceived quality of a product or service is closely related to the reputation associated with the brand name. The service quality that is well maintained will have a significant impact on the brand image of a service company where the brand image acquired by the mind of consumers. Keller (2003) suggests that the creation of customer perception that the company makes products and high service quality will affect the customers' perception of corporate image, and vice versa. Good service quality provide a substantial contribution to the reputation of the brand that has an impact on what is given in the company's fulfillment service to consumers becomes an important record for the brand in the present.

Park *et al* (2005) stated that there is significant positive relationship between service quality and brand image on the research, the positive effect of service quality directly influence on airline image and passenger satisfaction.

2. Relationship between Service Quality and Customer Satisfaction

Impact of service quality on customer satisfaction has a very important role, because service providers are engaged in the transportation need to know what will

and desires of customers in using these services. In all businesses, especially service businesses, attitude and service are an aspect that is very important and decisive in the decision. Kotler and Armstrong (2008:498) argue that a service company to win the competition by consistently delivering high-quality service compared to competitors and higher than the expectations of customers. After receiving the service, customers compare services received under the expected service, then the customer is not interested anymore to their providers. If the services received exceed the expectations, then customers will use the providers again.

Quality becomes very closely related to the satisfaction of customers' opinions Cronin and Taylor cited by Tjiptono (2005:209) that satisfaction is helping customers to revise their perceptions of service quality. According to Bitner, Oliver and Parasuraman cited by Tjiptono (2005:208) that customer satisfaction with the experience of certain services will lead to an evaluation of the overall attitude towards the service quality at all times. Service quality plays an important role in the development of the company in the future. Archana and Subha (2012) support the relationship between service quality and customer satisfaction on their research titled "A study on Service Quality and Passenger Satisfaction on Indiana Airlines" resulted a significant effect of service quality in passenger satisfaction.

Based on these opinions can be concluded that the service quality has an important relationship to the customer satisfaction and it is impacting to the customer which is a form of customer loyalty for a product or service that is considered successfully meet the needs and desires of customers. The importance of customer satisfaction and

loyalty can strengthen the relationship between satisfaction and service quality. The more quality products and services provided by the company then customer satisfaction will be perceived higher. Service quality and satisfaction, according to Tjiptono (2005:54) have a close relationship with the customer satisfaction. Quality gives a boost to the customer to establish a strong relationship with the company.

The SERVQUAL model Parasuraman *et al* (1988) suggests that the differences between customers' expectations about the performance of a general class of service providers and their assessment of the actual performance of a specific firm in that class results in perceptions of quality. So that the first step in satisfying customers is to determine the level of customer service through service quality assessment. But is there a consensus among researchers, as they argue over whether high degree of service quality always brings about satisfaction

The relationship between service quality and customer satisfaction has been proven from past researches related from their definitions to their relationships with other aspects in business. Some authors have agreed to the fact that service quality determines customer satisfaction. Parasuraman *et al.*, (1985) concluded that higher levels of perceived service quality, then customer satisfaction will be greater. This is due to perceived quality as the ability to decide about perfection or the superiority of the entity, or also a form of attitude, a thorough evaluation in the long term.

3. Relationship between Brand image and Customer Satisfaction

Brand Image allow consumers to recognize, evaluate quality of the product, and may cause the risk of purchasing low. Consumers generally prefer famous brands despite the price offered is more expensive (Tjiptono, 2014). Brand image is the thing that sticks in the minds of customers through perceptual associations that are formed based on the assessment going to a brand company's customer (Kotler, 2005: 59).

Relations between customer satisfaction and brand image theory expressed by Na, Marshall, and Keller in Sondoh, *et al*, (2007) that influence of brand image is very important to consumer satisfaction. If consumers can feel a brand functional benefits and reliable products, the results are perceived by the consumer and good prestige value, then the consumer will be satisfied with a product or service. According to Hasan (2013: 216) that a brand who has a strong and positive image will be able to make the customer feel more satisfied with the products that have been purchased. Shahroudi and Naimi (2014) stated that there is significant relationship between brand image and customer satisfaction. Some studies have found that, ideal brand image always contribute customer satisfaction, in order to develop loyal customer principle.

Overall, image can generate value in terms of helping customer to process information, differentiating the brand, generating reason to buy, give positive feelings and providing a basis for extetions Aaker (1991). Creating and maintaining image of the brand is an important part of a firms marketing program Roth (1995) and branding strategy Keller (1993); Aaker (1991). Therefore, it is very important to

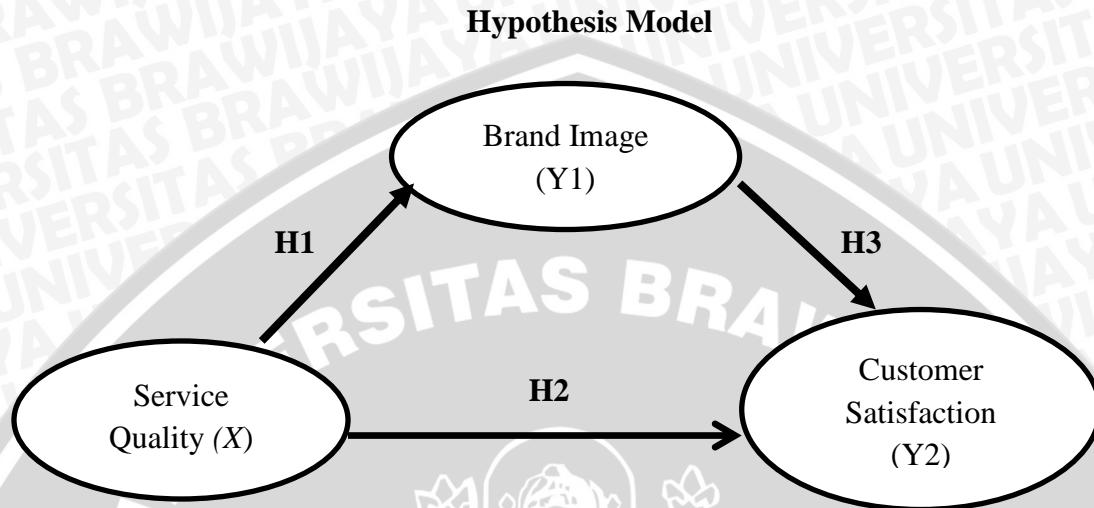
understand the development of image formation and its consequences such as satisfaction and loyalty.

Regarding the relation variable between brand image and customer satisfaction Aaker (1991) and Rory (2000) in Chien and Hsiung (2011:7734) pointed out that, with the construction of good brand image, customer were likely to increase the satisfaction of usage, and would like to recommend to others. In addition Gensch (1978) in Chien and Hsiung (2011:7734) considered brand image as having more influence on the purchase intention and the satisfaction of customer while the product attribute was not easily defined. When the customer's self - image was more similar to the brand image, customer satisfaction would be affected Graeff (1996) in Chien and Hsiung (2011:7734). Related to the type of relation, Romaniuk and Sharp (2003) in Chien and Hsiung (2011:7734) found that there is a positive relation between brand image and customer satisfaction.

D. Research model and Hypothesis

The study illustrates precisely the phenomenon to be studied. The phenomenon can be described accurately by using a concept. The use of the concept in describing the phenomenon under study can simplify the idea, so the concept will be related each other. The hypothesis according to Nazir (2011: 151) is a temporary answer to a research problem that must be verified through empirical research. The relationship of variables that involved in the study showed a relationship between variables existing research model and hypotheses can be seen in Figure 2.

Figure 2



Source : Author

H1: Service Quality influence on Brand Image

H2: Service Quality influence on Customer Satisfaction

H3 : Brand Image influence on Customer Satisfaction

CHAPTER III

RESEARCH METHOD

A. Types of Research

The research used explanatory research, meaning that the research describes the relationship between variables. According to Singarimbun and Effendi (2006:5) explanatory research is the research that explained about causal relation between variables through hypothesis testing. The approach used in the study is a quantitative approach because these approaches more emphasis on the objective measurement to social phenomena. According Sugiyono (2011:8), "the quantitative research method can be interpreted as a method of research that is based on the philosophy of positivism, is used to examine the population and the particular sample, as data collection using research instrument, the analysis of quantitative data / statistics, with the aim to test a hypothesis that has been set. The research look for how much effect of independent variable to dependent variable.

B. Research Location

Research location is the place where the research takes place. Location of the research was in Malang, East Java Indonesia. The reason behind choosing Malang as research location are because of the passenger of airlines service growing significantly due to several factors: first, Malang is an education area, many student from outside the region are using air transportation. Second, Malang is one of the most favorite tourist destination so it will contribute to the economics of region. Total

passenger in 2013 of Abdulrahman Saleh Airport consist of 526,038 passenger, while in 2014 consist of 619,782 passenger, it was increased 1.8% in 2014. Based on the data, total passengers in 2015 consist of 713,711 passenger and increase 15.15% in 2015. It can be conclude that passenger in Malang has increased from year to year with significant number, therefore Malang is appropriate to be research location.

Table 4 Total passenger in Abdulrahman Saleh Airport

Total passenger in Abdulrahman Saleh Airport		
2013	2014	2015
526,038	619,782	713,711

Source: Malang local transport document 2015 (www.dishub.malangkota.go.id)

C. Variable, Operational Definition and Measurement Scale

1. Variables

Variables research is an attribute or the nature or value of a person, object or activity which may have certain variations defined by the researchers to learn and then drawn conclusions (Sugiyono, 2012: 61).

a. Independent Variables

Independent variable in the research consists of variable, namely:

1) Service Quality (X.1)

Service quality is an opinion of Garuda Indonesia customer about the suitable expectation for service obtained. Service quality can be measure through five indicator below:

a) Tangible

Physical evidence includes the company's ability to provide facilities by Garuda Indonesia to external parties, which can be seen or touched. There are items that include on tangible items such as:

- (1) Convenience cabin interior
- (2) Easy and fast check in facility
- (3) Wide and comfortable seat position

b) Reliability

Reliability is the company's ability to provide service and speed in working as promised services accurately and reliably with some statement item, namely:

- (1) Comfortable operation hours
- (2) Departure on schedule
- (3) Arrival on schedule

c) Responsiveness

Willingness to help customers and provide appropriate service. The indicator would be consist such as:

- (1) Provide clear information
- (2) Willingness to help passenger demand
- (3) Flight attendant response to passenger request

d) Assurance

Knowledge, the ability of employees to convey trust and confidence to its customers so that customers feel safe or secure. The indicator appears several items those are:

- (1) Trust in the airlines
- (2) Safety airlines
- (3) Comfortable airlines

e) Empathy

Personal attention or understanding to customers. The indicator would be consist of three such as:

- (1) Employee ready to response specific need
- (2) Friendly welcome from flight attendant
- (3) Individual attention to customer

b. Dependent variables

Dependent variables in the research consist of variable, namely:

2) Brand Image (Y.1)

Brand image is an impression that owned by customer on the brand image of company and as a part of development strategy.

a) Strength of Brand Association

How information is entered into the consumer memory and how it survives as part of the brand image. The following indicator appears several items such as:

- (1) Garuda Indonesia brand already famous

- (2) On time airlines
- (3) Competence airlines in services

b) Favorability of Brand Association

Favorability of brand association which consumers can trust in a given attribute and satisfy the needs and desires of consumers. The indicator would be show such as:

- (1) Variation selection of flight class
- (2) Fulfill passenger pride
- (3) Service quality are well preserved

c) Uniqueness of Brand Association

The uniqueness of brand associations can be based on product attributes, product functionality or image enjoyed by consumers. The following indicator appears several items those are:

- (1) Competence cabin crew
- (2) Inflight entertainment
- (3) Provide meals and drink

3) Customer Satisfaction (Y.2)

A person's perception when comparing the performance of a service with what customers expect. This variable measures the level of service performance and the company's response to the performance of the company. Customer satisfaction can be measured through two indicators below:

a) Satisfied with performance

- (1) Satisfied with the service of Garuda Indonesia
- (2) Satisfied with the response of Garuda Indonesia
- (3) Satisfied with the quality assurance of service

b) Suitable with expectation

- (1) Services suitable with expectation
- (2) Facility suitable with expectation
- (3) Response suitable with expectation

2. Operational Definition of Variables

Table 5 Operational Definition of Variables

Variable	Indicator	Item
Service Quality (Zeithaml 2004)	Tangible	<ol style="list-style-type: none"> 1. Convenience cabin interior 2. Easy and fast check in facility 3. Wide and comfortable seat position
	Reliability	<ol style="list-style-type: none"> 1. Comfortable operation hours 2. Departure on schedule 3. Arrival on schedule
	Responsiveness	<ol style="list-style-type: none"> 1. Provide clear information 2. Willingness to help passenger demand 3. Flight attendant response to passenger request
	Assurance	<ol style="list-style-type: none"> 1. Trust in the airline 2. Safety airline 3. Comfortable airline

Continuance From Table 5

Variable	Indicator	Item
Service Quality (Zeithaml 2004)	Empathy	<ol style="list-style-type: none"> 1. Employee are ready to help the specific need of passenger 2. The stewardess gave a friendly welcome 3. Individual attention to Garuda Indonesia customers
Brand Image (Keller 2008)	Strength of Brand Association	<ol style="list-style-type: none"> 1. Garuda Indonesia brand already famous 2. On time airlines 3. Competence airlines in services
	Favorability of Brand Association	<ol style="list-style-type: none"> 1. Variation selection of flight class 2. Fulfill passenger pride 3. Service quality are well preserved
	Uniqueness of Brand Association	<ol style="list-style-type: none"> 1. Competence cabin crew 2. In-flight entertainment 3. Provide meals and drink
Customer Satisfaction	Satisfy with performance	<ol style="list-style-type: none"> 1. Satisfied with the service of Garuda Indonesia 2. Satisfied with the response of Garuda Indonesia 3. Satisfied with the quality assurance of service
	Suitable with expectation	<ol style="list-style-type: none"> 1. Services suitable with customer expectation 2. Facility suitable with customer expectation 3. Response suitable with customer expectation

3. Measurement Scale

Data measurement technique in the research is using Likert scale. According to Sekaran (2006:31) measuring subject's agreement or disagreement can be done using the statement that is shown in the scale. This process can be achieved by using Likert scale which is giving value to subject's answer to the item or question that will be given.

Table 6 Likert Scale

No	Respondents answer	Score
1	Very Agree (SS)	5
2	Agree (S)	4
3	Neutral	3
4	Disagree (TS)	2
5	Very Disagree (STS)	1

Source: Sekaran (2006:31)

D. Population and Sample

1. Population

According to Sekaran (2006: 121), population refers to a whole group of people, events, or things of interest that you want to investigate. More specifically, the entire population is the object of research that has the appropriate characteristics. The population in this research consists of some criteria:

- a. Passenger of Garuda Indonesia domiciled in Malang.
- b. Aged 17 years and over.
- c. Have been using Garuda Indonesia in the past 12 month.
- d. Have been using economy class of Garuda Indonesia.

2. Sample

Samples are part of the number and characteristics possessed by the population to be observed Sugiyono (2009). In the study, samples taken were passenger of Garuda Indonesia domiciled in Malang whose numbers are unknown. The technique used to determine the number of samples in this research is to use the formula Machin and Champbell (1987:89)

$$U' \rho = \frac{1}{2} \ln \frac{1 + \rho}{1 - \rho}$$

$$n = \frac{Z_{1-\alpha}^2 + Z_{1-\beta}^2}{U' \rho^2} + 3$$

Information:

- U_p = Standardized Normal Random Variable Corresponding to Particular Value of the Correlation Coefficient ρ
- $U' \rho$ = Initial Estimate Of U_p
- n = Sample size
- $Z_{1-\alpha}$ = Prices were obtained from the standard normal distribution table with a predetermined alpha
- $Z_{1-\beta}$ = The price obtained from the standard normal distribution table with a predetermined beta
- ρ = The smallest correlation coefficient is expected to be detected significantly.

Based on the consideration that the lowest expected value of r will be obtained through this paper is $\rho = 0.30$; $\alpha = 0.05$ (5%) on the testing of two-way and $\beta = 0.05$ (5%); the obtained n (minimum) = 138 So the sample in this study were 138 people.

E. Sample Technique

The sampling technique used in the research is purposive sampling. Purposive sampling is a sampling method that takes into account certain characteristics that are considered relevant or can represent the object to be researched (Arikunto, 2013: 183).

F. Data Collection Technique

1. Data Sources

According to Arikunto (2002:102), primary data is data that obtained through direct observation and interviews with the subject and based on a list of questions prepared. In the research, data sources used are primary data which is sourced from a questionnaire distributed to respondents from airport, sales operation area and travel agent.

2. Data Collection Method

The selected data collection techniques are questionnaires collecting data from the respondents. According to Sekaran (2006:67), questionnaire is the way to collect data by distributing the list of question to respondents. Questionnaire contains questions and statements related to the research variables, which will be answered by the respondent in accordance with their respective experiences.

3. Data Collection Instrument

The research instrument was a tool used in the research data collection activities. According to Arikunto (2006: 149) research instruments are tools used by researchers in data collection for research activities to become systematic. In this study, the research instruments used were questionnaires. Questionnaire are a number of written questions were arranged in a structured and given to the respondents.

G. Validity and Reliability Test

1. Validity Test

Validity test used to determine the ability of the instrument to measure what should be measured according to the specific situation and goals. A research instrument in this case is a questionnaire that is valid if the statements in the questionnaire are able to reveal something that will be measured by the questionnaire. Validity test is done by using analysis of indicators, wherein each of the values obtained for each indicator will be correlated with the total value of all the indicator variables. The study is using Pearson Product Moment Correlation technique to test the validity of the instrument (Arikunto 2006: 170). The formula used is as follows:

$$r_{xy} = \frac{n \sum XY - \sum X \sum Y}{\sqrt{n \sum X^2 - (\sum X)^2} \sqrt{n \sum Y^2 - (\sum Y)^2}}$$

Information:

r : Correlation coefficient independent variables and the dependent variable

n : Number of sample

X : Item / Question

y : Total variable

After the value of r (called the r count) is obtained, then compare the calculations between r count with r set ($r \geq 0,3$). If r count is 0.3 or more, then the instrument used is valid Asnawi and Masyhuri (2011: 169)

2. Reliability Test

Reliability tests showed an understanding that an instrument is trustworthy enough to be used as a means of collecting data for the instrument is good (Arikunto, 2006: 178). Siregar (2014: 87) explains that reliability aims to determine the extent to which the measurement results will remain consistent, if the measurement is done twice or more the same symptoms with the same measuring devices as well. An instrument is said to be reliable if the results of value greater than or equal to the critical value that is equal to 0.6 ($r \geq 0,6$). In the study, the reliability of the measurement is done by using Cronbach Alpha formula (Arikunto, 2006: 196):

$$r_{11} = \frac{k}{k-1} \left(1 - \frac{\sigma_b^2}{\sigma_1^2} \right)$$

Information :

r : Instrument Reliability

k : Number of Question item

σ_b^2 : Number of Variants Item

σ_1^2 : Variants Total

3. Result of Validity and Reliability Test

Validity test is done to the items on the statement of the questionnaire by calculating the correlation coefficients of each statement with a total score obtained then compared with the critical number r product moment. The purpose of validity test is to see the results of a variable or statement filed to represent all the information that should be measured. A questionnaire will be reliable if the respondent's answer to the statement is consistent or stable over time. Validity test of each variable item performed by SPSS 21 for windows.

The result of validity test showed that all the item above of 0.3 so the questionnaire are valid. Reliability test result can be seen in Table 8, based on Table 8 a result of reliability test and the Alpha Cronbach above 0.6 so all the item are reliable.

Table 7 Result of validity test

Research Variable	Indicator	r Count	Sig.	Information
Service Quality	X1.1	0.479	0.000	Valid
	X1.2	0.561	0.000	Valid
	X1.3	0.540	0.000	Valid
	X1.4	0.466	0.000	Valid
	X1.5	0.594	0.000	Valid
	X1.6	0.615	0.000	Valid
	X1.7	0.599	0.000	Valid
	X1.8	0.621	0.000	Valid

Continuance From Table 7

Research Variable	Indicator	r Count	Sig.	Information
	X1.9	0.605	0.000	Valid
	X1.10	0.534	0.000	Valid
	X1.11	0.597	0.000	Valid
	X1.12	0.564	0.000	Valid
	X1.13	0.576	0.000	Valid
	X1.14	0.587	0.000	Valid
	X1.15	0.529	0.000	Valid
Brand Image	Y1.1	0.603	0.000	Valid
	Y1.2	0.544	0.000	Valid
	Y1.3	0.638	0.000	Valid
	Y1.4	0.395	0.000	Valid
	Y1.5	0.543	0.000	Valid
	Y1.6	0.702	0.000	Valid
	Y1.7	0.646	0.000	Valid
	Y1.8	0.612	0.000	Valid
	Y1.9	0.577	0.000	Valid
Customer Satisfaction	Y2.1	0.660	0.000	Valid
	Y2.2	0.608	0.000	Valid
	Y2.3	0.671	0.000	Valid
	Y2.4	0.701	0.000	Valid
	Y2.5	0.577	0.000	Valid
	Y2.6	0.658	0.000	Valid

Source : Appendix 5

Table 8 Result of Reliability

No.	Variabel	Cronbach Alpha Coefficient	Information
1	Service Quality (X)	0.847	Reliable
2	Brand Image (Y1)	0.757	Reliable
3	Customer Satisfaction (Y2)	0.720	Reliable

Source : Appendix 5

H. Data Analysis Technique

1. Descriptive Analysis

Descriptive statistical analysis is the analysis of raw data information into a form that is easily understood or easily interpretable. The main purpose of this statistical analysis was to determine the factors causing a problem and then create a program to resolve the problems found in the field. Usually forms of interpretation can be a frequency table, graph or text that facilitates the process of subsequent analysis. According to Sugiyono (2009: 147) The method that used to analyze data by way of describe or depict the data that has been collected as it is without intending to apply general conclusions or generalizations

2. Path Analysis

In the study, path analysis was used to determine a causal relationship, with the aim of explaining the direct result and indirect result of a set of variables, as the cause variable to another variable that is variable as a result. Path Analysis according Ali Muhidin (2006: 259) argues that the path analysis is used when theory that we believe

face with issues related causality. The aim is to explain the direct and indirect result of variables, as variables cause the other variable is variable result. Methods of data analysis used in the research is path analysis because researchers wanted to determine whether there is influence between the Service Quality on the brand image and customer satisfaction. Model path analysis is as follows:

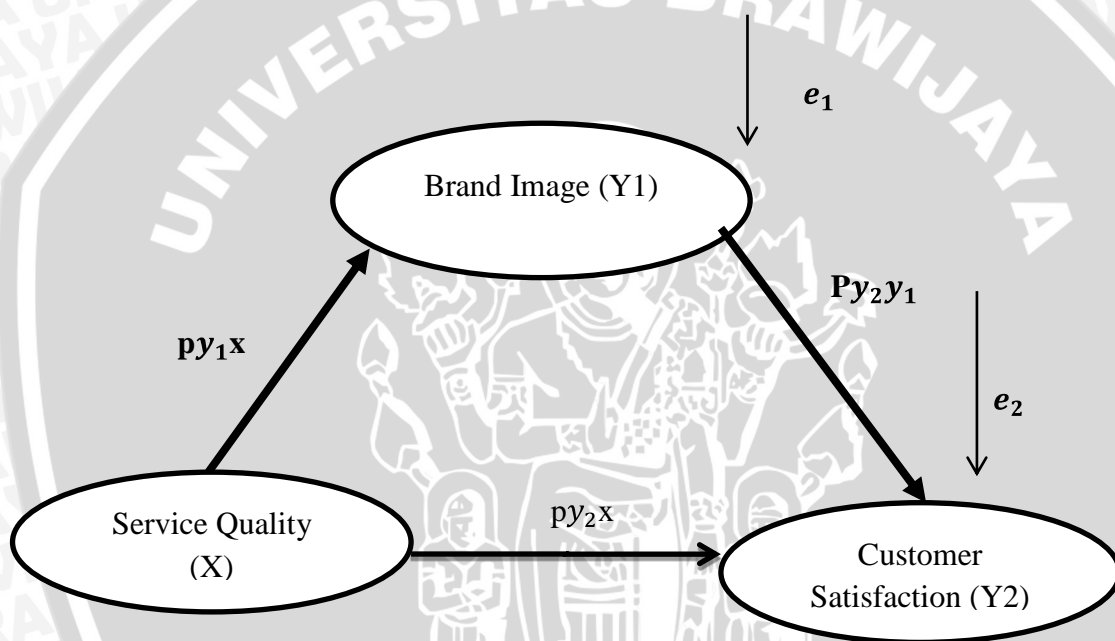


Figure 2 Path variable diagram Service Quality, Brand Image and Customer Satisfaction

Information:

X as independent variable Service Quality

Y1 as dependent variable Brand Image

Y2 as dependent variable Customer Satisfaction

e is another variable that affects outside research

Path diagram in Figure 3 has two structural equations. Structural equation can be seen below:

a. $Y_1 = \beta_{YX} X + e$

b. $Y_2 = \beta_{Y_2Y_1} Y_1 + \beta_{Y_2X} X + e$

UNIVERSITAS BRAWIJAYA



CHAPTER IV

RESEARCH FINDING AND DISCUSSION

A. General Description of Location

1. Company history

Garuda Indonesia is a company engaged in air transport services under the supervision of the ministry of transportation. PT Garuda Indonesia (Persero) Tbk (herein after referred as “the Company”) was established based on Notarial Deed No. 137 dated March 31, 1950 of Raden Kadiman. The deed was approved by the Minister of Law of the Republic of Indonesia in his Decision Letter No. J.A.5/12/10 dated March 31, 1950 and published in the State Gazette of the Republic of Indonesia No. 30 dated May 12, 1950, Supplement No. 136. The Company was previously a State Company, based on Deed No. 8 dated March 4, 1975 of Notary Soeleman Ardjasmita, S.H., and has changed into a state-owned limited liability company pursuant to Government Regulation No. 67 in 1971. This change was published in the State Gazette of the Republic of Indonesia No. 68 dated August 26, 1975, supplement No. 434. As of today, the Company’s Articles of Association has been amended several times, with the latest amendment based on Deed No. 3 dated May 15, 2015 of Notary Aulia Taufani, S.H., in Tangerang, regarding the amendment of Article 5 paragraph 2a and Article 15 paragraph 2.b.4 on the privilege right of Series A Dwiwarna Shares and obligation of the Board of Commissioners.

The amendment has been approved and registered by the Ministry of Law and Human Rights of the Republic of Indonesia through its Decision Letter No. AHU-10385.40.21.2014 dated December 30, 2014. Over the course of time and its business development, the Company's fleet continued to expand in which the airline had its first hajj flight to Mecca in 1956 and then expanded its scheduled flight to Europe in 1965 with Amsterdam being the final destination. The next two decades marked a significant point in the history of the Company in which it underwent revitalization and restructuring across the Company's structure and operational activities so as to enter the open competition era in both national and international aviation industry. In this process, the Company focused on training and competence development of its employees through the establishment of employee training center, namely Garuda Indonesia Training Center (GITC) located in West Jakarta. In addition, Garuda Indonesia also established Aircraft Maintenance Center, Garuda Maintenance Facility AeroAsia (GMFAA) at the Soekarno-Hatta International Airport in the same time frame.

Later, the era of '90s and early millennium has also become an important chapter for the Company in terms of business growth. Both era served as Garuda Indonesia's years of planning in which the airline began to draw up a long-term strategy and form a new management. Therefore, these years were filled with strategic measures, evaluation, efficiency improvement, and renewal. As the nation's flag carrier, Garuda Indonesia never ceased in honing excellence and self-improvement, among others by

consistently trying to achieve the best security and safety standards. Upon this commitment,

Garuda Indonesia became the only Indonesian airline which obtained certification of IATA Operational Safety Audit (IOSA) Operator in 2008. Three years later, as the Company getting mature, Garuda Indonesia has opened a new chapter by waltzing as a public company after holding Initial Public Offering of 6,335,738,000 shares to the public on February 11, 2011. The shares were listed on Indonesia Stock Exchange on February 11, 2011 with the ticker code GIAA. The moment of shares listing was an important milestone for Garuda Indonesia after successfully completing its business transformation through hard work and dedication of all parties. Along with the increasing performance and growing existence in national and global aviation industry, Garuda Indonesia has received several national and international awards.

In 2013, Garuda Indonesia was awarded “The World’s Best Economy Class” and “Best Economy Class Airline Seat”, and was ranked 7th in “The World’s Top 10 Airlines” and “Best Airline in Central Asia and Australasia” (“Best in Region: Asia and Australasia”) on “Passenger Choice Award 2013”. Garuda Indonesia was crowned as one of seven five-star airline in the world in 2014. In 2015, Garuda Indonesia was awarded as “The World’s Best Cabin Crew” for two consecutive years.

In addition to the glorious achievement, Garuda Indonesia’s steps in the realm of international flights were also increasingly steadily since joining the airline alliance as part of its international network expansion program. Upon joining the SkyTeam, Garuda Indonesia’s service users could connect to 1,064 destinations in 178 countries

served by all SkyTeam member airlines with a total of more than 15,700 flights per day. In addition, service users of Garuda Indonesia also provided with direct access to the best 564 SkyTeam lounges around the world. In addition, Garuda Indonesia also has codeshare agreement with 21 international airlines in East Asia, Southeast Asia, Saudi Arabia, Europe, and the United States.

Entering the 70th year in the aviation industry, Garuda Indonesia has come a long way since 1949. In its lengthy journey as a state-owned airline, Garuda Indonesia continues to transform from the first national carrier to become one of the world-class airline that provides various domestic and international flight. As of 2015, Garuda Indonesia has 7 (seven) subsidiaries which focus on business supporting products/services, namely PT Aero Wisata, PT Abacus Distribution Systems Indonesia, PT Garuda Maintenance Facility Aero Asia, PT Aero Systems Indonesia, PT Citilink Indonesia, PT Gapura Angkasa, and Garuda Indonesia (GIH) France. In its daily operations, Garuda Indonesia is supported by 8,248 employees, including 177 students who join management trainee program across head office and branch office.

2. Company Location

Garuda Indonesia head office located in Management Building 2nd Floor Garuda City Soekarno-Hatta International Airport Cengkareng 19120 Indonesia. Branch office malang located in Jl. Letjen Sutoyo Malang, Jawa Timur 65141.

3. Company Vision and Mission

Vision from Garuda Indonesia Airlines is A strong distinguished airline through providing quality services to serve people and goods around the world with Indonesian hospitality. Mission from Garuda Indonesia Airlines is The flag carrier of Indonesia that promotes Indonesia to the world, supporting national economic development by delivering professional air travel services.

B. Respondent Characteristic

Respondents in the study was the customer of Garuda Indonesia domiciled in Malang, East Java aged 17 years and over, knowing how to fill out the questionnaire and ever used the airline of Garuda Indonesia during the past year. The study was conducted on 138 respondents through the questionnaire. Characteristics of respondents are prepared based on gender, age, occupation, education, status, airlines often used, ever used the airline Garuda Indonesia in the past year, type of flight class used, member of GFF, income, purpose of used Garuda Indonesia and the reason for used Garuda Indonesia. The characteristics are described as follows:

1. Frequency Distribution of Respondent Based on Gender

Table 9 Frequency Distribution Based on Gender

Gender	Respondent Total (People)	Percentage (%)
Male	81	58,69
Female	57	41,31
Total	138	100

Source : Appendix 6

Based on data from Table 9 the information can be seen that from 138 respondent, 85 people are male (58,69%), while female respondent are 53 people (41,31%). It can be conclude that respondents who dominated in the research were male with 85 people (58,69%).

2. Frequency Distribution of Respondent Based on Age

From the result of spreading and filling the questionnaire by customers Garuda Indonesia, found the data on the age of customers Garuda Indonesia who were respondents in the study. Table 10 show the data 138 respondents by age. Age distribution will be divided into eight grade levels. To determined the class interval use the formulas of struges.

$$K = 1 + 3,3 \log n$$

Information :

K : Number of Interval Class

n : Number of data observation

log : logaritma

$$K = 1 + 3,3 \log 138$$

$$= 8,01 \text{ rounded into 8 class}$$

Determine the length of interval :

$$C = \frac{\text{Highest Class} - \text{Lowest Class}}{\text{Number of Class}}$$

$$C = \frac{61-19}{8} = 5,25 \text{ rounded into } 5$$

Table 10 Frequency Distribution of Respondent Based on Age

Age (Years)	Number of respondent (People)	Percentage (%)
19-23	8	5.80
24-28	14	10.14
29-33	18	13.04
34-38	30	21.74
39-43	22	15.94
44-48	24	17.40
49-53	10	7.25
54-58	7	5.07
59-63	5	3.62
Total	138	100

Source : Appendix 6

Information from the Table 10 show the characteristics of respondents based on the age showed that the lowest age of 18 years old and the highest was 63 years old.

The dominant age who became a passenger divided into three big group, the first is 34 up to 38 years old, second is 39 up to 43 years old and the last is 44 up to 48 years old. It can be concluded that the majority of respondents in the research came from different of age especially in the age range is 34 up to 48 years and the lowest age of passenger in the range of 59 up to 63 years old with the number of 5 passengers.

3. Frequency Distribution of Respondent Based on Occupation

Table 11 Frequency Distribution of Responden Based on Occupation

Occupation	Number of respondent (People)	Percentage (%)
Government Employees	14	10.1
State owned enterprise	22	15.9
Private employees	59	42.8
Academician	1	0.7
Entrepreneurship	22	15.9
Housewife	11	8.0
Student	7	5.1
Others	2	1.4
Total	138	100

Source: Appendix 6

Table 11 show respondent distribution based on occupation. From 138 respondent, the highest frequency of passenger occupation is private employees 42.8% with the number of 59 passenger. The lowest frequency of passenger occupation is academician that only one passenger (0.7%). From these data, it can be concluded that passenger of Garuda Indonesia come from different occupation. Based on Tabel 8 can be conclude that the most respondent are work in private sector.

4. Frequency Distribution of Respondent Based on Education Level

Table 12 show research result related respondent distribution based on level of education. The result of research showed the characteristics of respondents based on educational background show the lowest background was Doctorial Degree 1.4% with the number of 2 respondent and the highest educational background was

bachelor degree 82.6% with the number of 114 respondent. From these data, it can be concluded that the customers of Garuda Indonesia are educated people.

Table 12 Frequency Distribution of Respondent Based on Education Level.

Educational	Number of respondent (People)	Percentage (%)
Junior High School	-	-
Senior High School	4	2.9
Bachelor Degree	114	82.6
Master Degree	18	13.0
Doctorial Degree	2	1.4
Others	-	-
Total	138	100

Sources: Appendix 6

5. Frequency Distribution of Respondent Based on Status

Table 13 show the results of research on the distribution of respondents by status. Result showed that 116 respondents (84.1%) were married. Respondents who are not married were 22 respondents (15.9%). It can be conclude that most of passenger Garuda Indonesia were married.

Tabel 13 Frequency Distribution of Respondent Based on Status

Status	Number of respondent (People)	Percentage (%)
Married	116	84.1
Single	22	15.9
Total	138	100

Sources: Appendix 6

6. Frequency Distribution of Respondent Based on Airlines often used

Tabel 14 Frequency Distribution of Respondent Based on Airlines often used

Airlines	Number of respondent (People)	Percentage (%)
Garuda Indonesia	83	60.1
Sriwijaya	14	10.1
Air Asia	7	5.1
Lion Air	11	8.0
Citilink	23	16.7
Others	-	-
Total	138	100

Sources: Appendix 6

Table 14 show the result of research on the distribution of respondents by airlines that were often used. The result of research showed the characteristics of respondents based on Airlines often used, the highest frequency of passenger were often used Garuda Indonesia 60.1% with the number of 83 passenger. While the other passenger who consist of 55 passanger 39.1 were often used other airlines (Sriwijaya, Air Asia, Lion Air, Citilink and others). It can be concluded that the majority of respondent were often used Garuda Indonesia Airlines as their partner of flight.

7. Frequency Distribution of Respondent based on Frequency used of Garuda Indonesia Airlines in the past year

Table 15 show the results of research on the distribution of respondents based on frequency used of Garuda Indonesia airlines. The result showed that 54 respondents (39.1%) using more than three time. While the 27 respondent (19.6%) using three

times in the past year , followed by 31 respondent (22.5%) using twice in the past year and the last is a number of 26 respondent (18.8%) using once in the past year. Based on the explanation, it can be conclude that the majority of respondents is using more than three times in the past year using Garuda Indonesia Airlines.

Table 15 Frequency Distribution of Respondent Based on Frequency use of Garuda Indonesia Airlines in the past year

Frequency	Number of respondent (People)	Percentage (%)
Once	26	18.8
Twice	31	22.5
3 Times	27	19.6
>3 Times	54	39.1
Total	138	100

Sources: Appendix 6

8. Frequency Distribution of Respondent Based on the Type of Class that often used

Table 16 Frequency Distribution of Respondent Based on the type of Class

Flight Class	Number of respondent (People)	Percentage (%)
First Class	-	-
Business Class	-	-
Economy Class	138	138
Total	138	100

Sources: Appendix 6

Distribution of respondents based on type of class that often used in the study is 100% using economy class.

9. Frequency Distribution of Respondent Based on Garuda Frequent Flyer (GFF) ownership.

Table 17 Frequency Distribution of Respondent Based on Garuda Frequent Flyer (GFF) ownership.

Membership	Number of respondent (People)	Percentage (%)
Member of GFF	60	43.5
Non member	78	56.5
Total	138	100

Sources: Appendix 6

Table 17 show the results of research on the distribution of respondents based on having GFF (Garuda Frequent Flyer). The result showed that 60 respondents were Member of GFF (43.5%). While the 78 respondents were Non member (56.5%). Based on the explanation, it can be concluded that the majority of respondents were non member of GFF. The result is related with the Table 16 that passenger use economy class and non member of GFF its because for official travel tickets were determined by the company it self.

10. Frequency distribution of Respondents Based on the average income of respondents

Distribution of respondents based on income in the research were classified into five levels of income. Following the results of the average monthly income of the respondents. The result of research found that 2 respondent have the average income less than Rp. 1.500.000 (1.4%) in this context the income source were from the

monthly allowance from the student. Respondent who have average income more than Rp 1.500.000 up to Rp 2.500.000 is 7 respondent (5.1%), there were 7 respondent who have average income more than Rp 2.500.000 up to Rp 3.500.000 (5.1%). Respondent who have average income more than Rp 3.500.000 are 122 respondent (88.4 %). Based on the explanation it can be concluded that most of the respondent having average income more than Rp 3.500.000 in a month.

Table 18 Frequency Distribution of Respondents Based on the Average Income of Respondents

Income	Number of respondent (People)	Percentage (%)
≤ Rp 1.500.000	2	1.4
> Rp 1.500.000 – Rp 2.500.000	7	5.1
> Rp 2.500.000 – Rp 3.500.000	7	5.1
> Rp 3.500.000	122	88.4
Total	138	100

Sources: Appendix 6

11. Frequency Distribution of Respondent Based on Purpose of using Garuda Indonesia

Table 19 show the result of research on the distribution of respondents based on level of education. The results showed that eight respondents used Garuda Indonesia for business purpose (58.7%). Furthermore, there were 25 respondents used for family purposes (18.1%). In further response there were 20 respondents who used Garuda Indonesia for a holiday (14.5%). There are 5 respondents for purposes of study / academic (3.6%). While there were 7 respondent used Garuda Indonesia for

medical purposes (5.1%). Based on the explanation in Table 9 known that most respondents used Garuda Indonesia for business purpose

Table 19 Frequency Distribution of Respondent based on Purpose of using Garuda Indonesia

Purpose of using Garuda Indonesia	Number of respondent (People)	Percentage (%)
Business	81	58.7
Family	25	18.1
Holiday	20	14.5
Study/Academic	5	3.6
Medical Reason	7	5.1
Total	138	100

Sources: Appendix 6

12. Frequency Distribution of Respondents by Reason for choosing Garuda Indonesia

Table 20 Frequency Distribution of Respondents by Reason for choosing Garuda Indonesia

Reason using Garuda Indonesia	Number of respondent (People)	Percentage (%)
Prestige	33	23.9
Price	9	6.5
Nationalism	15	10.9
Lifestyle	10	7.2
Comfort	34	24.6
Safety	23	16.7
Adjustable Schedule	5	3.6
On time	9	6.5
Total	138	100

Sources: Appendix 6

Table 20 show the results of research on the distribution of respondents based on Reason for Choosing Garuda Indonesia. The result showed that 33 respondents who used Garuda Indonesia for reasons of prestige (23.9%). Furthermore, there are 9 Respondents who used Garuda Indonesia because of the price (6.5%), while there were 15 respondents who used Garuda Indonesia for reasons of nationalism (10.9%). Furthermore, there were 10 respondents who used Garuda Indonesia for Lifestyle (7.2%). While the other 34 respondent (24.6%) used Garuda Indonesia for comfort, a number of 23 respondent (16.7%) have safety reason, followed by a number of 5 respondent (3.6%) choosed adjustable schedule as a reason and 9 respondent (6.5%) choosed on time as a reason. Based on the explanation, it can be concluded that most respondents used Garuda Indonesia for prestige and comfort reasons.

C. Frequency distribution overview of variable

1. Service Quality variable

Frequency distribution from variabel Service Quality consist of five indicators and fiveten item such as Tangible, Reliability, Responsiveness, Assurance and Empathy can be seen in table 21. The answer result of respondent from the questionnaire as follow.

a. Tangible Indicator (X_1)

Based on Table 21, it can be seen that the item statement about Garuda Indonesia cabin interior design were very convenient, respondents with strongly agree answer consist of 45 respondents (32.46%), respondent with agree answer consist of 87

respondents (63,%), respondent with neutral answer consist of 6 respondents (4.3%), and no respondent with disagree and strongly disagree answer. It show the physical evidence is important in determining the airline, especially on items of Garuda Indonesia cabin interior design are very convenient, a number of 131 respondents (95.6%) agree and strongly agree with the statement, and average item 4.28. It can be concluded that with an average of 4.28 items respondents strongly agree with the statement given.

According to the Table 21, it can be seen that the item statement about easy and fast check-in facility, respondents with strongly agree answer consist of 43 respondents (31.2%), respondent with agree answer consist of 81 respondents (58.7%), respondent with neutral answer consist of 14 respondents (10.1%), and no respondents who answered disagree and strongly disagree. It show that easy and fast check-in facility as an important component, as many as 124 respondents (89.9%) answered agreed and strongly agree with average item 4.21. The answer show that the respondents agree with the statement given.

Regarding to wide and comfortable seating position item, respondents with strongly agree answer consist of 44 respondents (31.9%), respondent with agree answer consist of 84 respondents (60.9%), respondent with neutral answer consist of 9 respondents (6.5%), respondent with disagree answer consist of 1 respondent (0.7%) and no respondent who answered strongly disagree. It shows that wide and comfortable seating position are very necessary physical evidence in the Garuda Indonesia airlines indicated by 128 respondents (92.8%) answered agree and strongly

agree with average item 4.23. Average item indicates that the respondents agreed with the statement given. Tangible items on the overall indicator gained an average indicator value of 4.24, which means that the respondents agree with the statement submitted in the questionnaire study.

b. Reliability Indicator (X_2)

Based on Table 21, it can be seen comfortable operation hours items, respondent with strongly agree answer consist of 44 respondents (31.9%), respondents with agree answer consist of 84 respondents (60.9%), respondent with neutral answer consist of 9 respondents (6.5%), respondent with disagree answer consist of 1 respondent (0.7%) and no respondent who strongly disagree with the item. It shows that Comfortable operation hours is proof the reliability owned Garuda Indonesia airlines, it is evidenced by the answers of 128 respondents agree and strongly agree (92.8%), with an average item of 4.18. It can be concluded that with the average item of 4.18, respondents agreed with the statement given.

The following item of Garuda Indonesia aircraft departing on schedule, respondent with strongly agree answer consist of 44 respondents (31.9%), respondent with agree answer consist of 87 respondents (63.%), respondent with neutral answer consist of 7 respondents (5.1%) and no respondent disagree or strongly disagree. It means that the most of the customers in the research agree with Garuda Indonesia aircraft departing on schedule, an average of 4.26 items. This shows that the majority of customers agree and strongly agree with Garuda Indonesia

aircraft departing on schedule as many as 127 respondents (94.9%). It showed that the average value of item 4.26 of respondents agree and strongly agree with the statement given.

Furthermore, the item regarding Garuda Indonesia aircraft arrived on schedule, respondent with strongly agree answer consist of 48 respondents (34.8%), respondents with agree answer consist of 73 respondents (52.9%), respondent with neutral answer consist of 17 respondents (12.3%) and no respondent disagree or strongly disagree. This statement shows that the majority of customers agree with Garuda Indonesia aircraft arrived on schedule as many as 121 respondents (87.7%) agreed and strongly agree, an average of 4.22 items. The average value of 4.22 indicates that the item of respondents agreed with the statement given. Overall item on indicators of Reliability obtain the average value of the indicator of 4.22, which means that respondents agree with the statement submitted in the questionnaire study.

c. Responsiveness Indicator (X_3)

According to Table 21, it can be seen that the item Garuda Indonesia provide clear information to the passengers, respondent with strongly agree answer consist of 48 respondents (34.8%), respondent with agree answer consist of 75 respondents (54.3%), respondent with neutral answer consist of 14 respondents (10.1%), respondent with disagree answer consist of 1 respondent (0.7%) and no respondents stated strongly disagree. This shows that the majority of customers agree with Garuda Indonesia provide clear information to the passengers indicated by a number of 123

respondents (89.1%) answered agree and strongly agree with the average of item 4.23. It can be concluded that the average value of item 4.23 of respondents agreed with the statement given.

Furthermore, the item Garuda Indonesia employees are willing to help passengers, respondent with strongly agree answer consist of 49 respondents (35.5%), respondent with agree answer consist of 81 respondents (58.7%), respondent with neutral answer consist of 8 respondents (5.8%) and no respondent with disagree and strongly disagree answer. This indicates that the responsiveness of the item Garuda Indonesia employees are willing to help passengers who owned by Garuda Indonesia Airlines evidenced by customer response as many as 130 respondents (94.2%) agree and strongly agree with the average of 4.29 items. These can be concluded that the average value of 4.29 indicates that the item of respondents agreed with the statement given.

In the Table 21, it can be seen that the item Garuda Indonesia flight attendants competent in responding passenger demand, respondent with strongly agree answer consist of 46 respondents (33.3%), respondent with agree answer consist of 83 respondents (60.1%), respondent with neutral answer consist of 9 respondents (6.55%) and no respondent with disagree and strongly disagree answer. These shows that the item of Garuda Indonesia flight attendants competent in responding passenger demand has a very positive impact on consumers' desire for 129 respondents (93.4%) agree and strongly agree with the average of 4.26 items. These showed that the respondents agreed with the statement given. Overall item on indicators of

responsiveness obtain the average indicator of 4.26, which means that the respondents agree with the statement submitted in the questionnaire study.

d. Assurance Indicator (X_4)

Based on Table 21, it can be seen that items believe track record as an international carrier of Garuda Indonesia, respondent with strongly agree answer consist of 49 respondents (35.5%), respondent with agree answer consist of 81 respondents (58.7%), respondent with neutral answer consist of 8 respondents (5.8%) and no respondents with disagree and strongly disagree answer. It shows that the guarantee by Garuda Indonesia is still high, it proves by the agree and strongly agree answers of respondents with a number of 130 respondents (94.2%) with the average of 4.29 items. The average value of 4.29 indicates that respondents agree with a given statement.

Furthermore, the item of Garuda Indonesia is safe airlines, respondent with strongly agree answer consist of 56 respondents (40.6%), respondent with agree answer consist of 75 respondents (54.3%), respondent with neutral answer consist of 7 respondents (5.1%) and no respondent with disagree and strongly disagree answer. These shows that the guarantee by Garuda Indonesia is still high, proves by the answers of respondents agree and strongly agree as many as 127 respondents (94.9%), with the average of 4.35 items. The answer shows that with an average value of 4.35 item known that the respondents agreed with the statement given.

The next item is Garuda Indonesia airline is comfortable, knowned that respondent with strongly agree answer consist of 55 respondents (39.9%), respondents with agree answer consist of 79 respondents (57.2%), respondent with neutral answer consist of 4 respondents (12.9%) and no respondents who disagree and strongly disagree. These show that the guarantee is a very important aspect evidenced by responses from 134 respondents agreed and strongly agree (97.1%), with the average of 4.36. These can be concluded that the average value of 4.36 of respondents approve all statements. Overall item on indicators of Assurance obtain the average indicator of 4.33, which means that the respondents agree with the statement submitted in the questionnaire study.

e. Empathy Indicator (X_5)

Based on Table 21, it can be seen that the of items Garuda Indonesia employees are ready to help the specific needs of passengers, respondent with strongly agree answer consist of 40 respondents (29%), respondent with agree answer consist of 92 respondents (66.7%), respondent with neutral answer consist of 6 respondents (4.3%) and no respondents with disagree and strongly disagree answer. These shows that the indicator empathy owned by Garuda Indonesia airlines is good enough for 132 respondents (95.7%) answered agree and strongly agree with the average of 4.24 items. The average yield of these items shows that the respondents agreed with the statement given.

The next item is stewardess gave a friendly welcome, respondent with strongly agree answer consist of 45 respondents (32.6%), respondent with agree answer consist of 87 respondents (63%), respondent with neutral answer consist of 6 respondents (4.3%) and no respondents with disagree and strongly disagree answer. These shows that the stewardess was very friendly in terms of passengers welcomed, a number of 132 respondents (95.7%) answered agree and strongly agree with the average of 4.28 items. The answer shows that the respondents agree with the statements given.

Furthermore, the item individual attention to Garuda Indonesia customers can be seen. Respondent with strongly agree answer consist of 34 respondents (24.6%), respondent with agree answer consist of 88 respondents (63.8%), respondent with neutral answer consist of 15 respondents (10.9%), respondent with disagree answer consist of 1 respondent (0.7%) and no respondents with strongly disagree answer. This shows that Garuda Indonesia Airlines had high empathy to the needs of passengers with 122 respondents (88.4%) agree and strongly agree with the average of 4.12 items. These can be concluded that the average of 4.12 items shows that the respondents agreed with the statement given. Overall item on indicators of empathy obtain the average indicator of 4.21, which means that the the respondents agree with the statement submitted in the questionnaire study.

Based on Service Quality Table 21 variables obtained grand mean of 4.25.

The figure means the overall respondents agreed with the statement proposed in the

questionnaire study. It also means that the customer agrees to the overall service quality of Garuda Indonesia airlines.

Table 21 Frequency distribution from Variabel Service Quality

Indicator	Item	1		2		3		4		5		Item mean	Indicator mean
		SDA		DA		N		A		SA			
		f	%	F	%	f	%	f	%	f	%		
1	X1.1	0	0.00	0	0.00	6	4.3	87	63	45	32.6	4.28	4.24
	X1.2	0	0.00	0	0.00	14	10.1	81	58.7	43	31.2	4.21	
	X1.3	0	0.00	1	0.7	9	6.5	84	60.9	44	31.9	4.23	
2	X1.4	0	0.00	1	0.7	9	6.5	84	60.9	44	31.9	4.18	4.22
	X1.5	0	0.00	0	0.00	7	5.1	87	63	44	31.9	4.26	
	X1.6	0	0.00	0	0.00	17	12.3	73	52.9	48	34.8	4.22	
3	X1.7	0	0.00	1	0.7	14	10.1	75	54.3	48	34.8	4.23	4.26
	X1.8	0	0.00	0	0.00	8	5.8	81	58.7	49	35.5	4.29	
	X1.9	0	0.00	0	0.00	9	6.5	83	60.1	46	33.3	4.26	
4	X1.10	0	0.00	0	0.00	8	5.8	81	58.7	49	35.5	4.29	4.33
	X1.11	0	0.00	0	0.00	7	5.1	75	54.3	56	40.6	4.35	
	X1.12	0	0.00	0	0.00	4	12.9	79	57.2	55	39.9	4.36	
5	X1.13	0	0.00	0	0.00	6	4.3	92	66.7	40	29.0	4.24	4.21
	X1.14	0	0.00	0	0.00	6	4.3	87	63	45	32.6	4.28	
	X1.15	0	0.00	1	0.7	15	10.9	88	63.8	34	24.6	4.12	
Grand Mean variable of Service Quality												4.25	

Information : 1: Strongly Disagree; 2: Disagree; 3: Neutral 4: Agree; 5: Strongly Agree

X_{1.1}: Garuda Indonesia cabin interior design are very convenient; X_{1.2}: Easy and fast Check-in Facility X_{1.3} : Wide and comfortable seating position; X_{1.4} : Comfortable Operation hours ; X_{1.5} : Garuda Indonesia aircraft departing on schedule; X_{1.6}: Garuda Indonesia aircraft arrived on schedule; X_{1.7} : Garuda Indonesia provide clear information to the passengers; X_{1.8}: Garuda Indonesia employees are willing to help passengers; X_{1.9}: Garuda Indonesia flight attendants competent in responding passenger request; X_{1.10}: Believe track record as an international carrier of Garuda Indonesia; X_{1.11}: Garuda Indonesia is safe airline; X_{1.12}: Garuda Indonesia is comfortable airline; X_{1.13}: Garuda Indonesia Employees are ready to help the specific needs of passengers; X_{1.14}: The stewardess gave a friendly welcome; X_{1.15}: Individual attention to Garuda Indonesia customers;

Source : Appendix 7

2. Brand Image Variable

Brand image variable have three indicator such as Strength of brand association, Favorability of brand association and Uniqueness of brand association. Overall indicator consists of nine items statements given to the respondent to answer. Results from respondents regarding brand image variables are presented in Table 22.

a. Strength of brand association indicator ($Y_{1.1}$)

Based on Table 22, it can be seen hat the item statement about Garuda Indonesia are already famous brand, respondent with strongly agree answer consist of 59 respondents (42.8%), respondent with agree answer consist of 72 respondents (52.2%), respondent with neutral answer consist of 6 respondents (4.3%). There is no respondent with disagree and strongly disagree answer. It shows that Garuda Indonesia are already famous brand item proved by agree and strongly agree statement of 131 respondents (95%) with an average of 4.37 items. The answer shows that the respondents agreed with the statement given

Second items are Garuda Indonesia are on time airlines, respondent with strongly agree answer consist of 41 respondents (29.7 %), respondent with agree answer consist of 85 respondents (61.6%), %, respondent with neutral answer consist of 12 respondents (8.7%). There is no respondent with disagree and strongly disagree answer. It shows that Garuda Indonesia on time airlines item proved by agree and strongly agree statement of 126 respondents (91.3%) with an average of 4.21 items. The answer shows that the respondents agreed with the statement given.

Third items are competent airlines in service section, respondent with strongly agree answer consist of 55 respondents (39.9%), respondent with agree answer consist of 79 respondents (57.2%), respondent with neutral answer consist of 4 respondents (2.9%). There is no respondent with disagree and strongly disagree answer. It shows that Competent airlines in service section item proved by agree and strongly agree statement of 134 respondents (97.1%) with an average of 4.37 item. The answer shows that the respondents agreed with the statement given. Overall, the indicators from strength of brand association receives an average indicator of 4.31, which means that the respondents agree with the statement submitted in the questionnaire study.

b. Favorability of brand association indicator ($Y_{1.2}$)

Based on Table 22, it can be seen that the item statement about variation selection of flight class, respondent with strongly agree answer consist of 32 respondents (23.2%), respondent with agree answer consist of 93 respondents (67.4%), respondent with neutral answer consist of 11 respondents (8.0%), respondent with disagree answer consist of 2 respondents (1.4%). There is no respondent with strongly disagree answer. It shows that variation selection of flight class item proved by agree and strongly agree statement of 125 respondents (90.6%) with an average of 4.12 item. The answer shows that the respondents agreed with the statement given

Second item are fulfill a sense of customer pride in using Garuda Indonesia, respondent with strongly agree answer consist of 45 respondents (32.6 %),

respondent with agree answer consist of 81 respondents (58.7%), respondent with neutral answer consist of 11 respondents (8.0%), respondent with disagree answer consist of 1 respondent (0.7%). There is no respondent with strongly disagree answer. It shows that fulfill a sense of customer pride in using Garuda Indonesia item proved by agree and strongly agree statement of 121 respondents (91.3%) with an average of 4.23 items. The answer shows that the respondents agreed with the statement given

Third item are service quality of Garuda Indonesia are well preserved, respondent with strongly agree answer consist of 44 respondents (31.9%), respondent with agree answer consist of 89 respondents (64.5%), respondent with neutral answer consist of 4 respondents (2.9%). There is no respondent with disagree answer, and respondent with strongly disagree answer consist of 1 respondent (0.7%). It shows that Service Quality of Garuda Indonesia are well preserved item proved by agree and strongly agree statement of 133 respondents (96.4%) with an average of 4.26 items. The answer shows that the respondents agreed with the statement given

Overall the indicators of favorability of brand association receives an average indicator of 4.20, which means that the respondents agree with the statement submitted in the questionnaire study

c. Uniqueness of brand association

Based on Table 22, it can be seen that the item having a competent cabin crew, respondent with strongly agree answer consist of 41 respondents (29.7%), respondent with agree answer consist of 86 respondents (62.3%), respondent with neutral answer consist of 11 respondents (8.0%). There is no respondent with disagree and strongly

disagree answer. It shows that having a competent cabin crew item proved by agree and strongly agree statement of 127 respondents (62.3%) with an average of 4.21 items. The answer shows that the respondents agreed with the statement given

Second item are providing in flight entertainment, respondent with strongly agree answer consist of 44 respondents (31.9%), respondent with agree answer consist of 85 respondents (61.6%), respondent with neutral answer consist of 9 respondents (6.5%). There is no respondent with disagree and strongly disagree answer. It shows that providing in flight entertainment item proved by agree and strongly agree statement of 129 respondents (93.5%) with an average of 4.23 items. The answer shows that the respondents agreed with the statement given

Third item are providing meals during the flight, respondent with strongly agree answer consist of 62 respondents (44.9%), respondent with agree answer consist of 75 respondents (54.3%), respondent with neutral answer consist of one respondent (0.7%). There is no respondent with disagree answer and strongly disagree answer. It shows that providing meals during the flight item proved by agree and strongly agree statement of 137 respondents (99.2%) with an average of 4.44 items. The answer shows that the respondents agreed with the statement given. Overall the indicators of uniqueness of brand association receives an average indicator of 4.3, which means that the respondents agree with the statement submitted in the questionnaire study.

Based on Brand Image variables in Table 22, variables obtained grand mean of 4.27. The figure means the overall respondents agreed with the statement proposed

in the questionnaire study. It also means that the customer agrees to the overall Brand image of Garuda Indonesia airline.

Tabel 22 Frequency distribution of Brand Image variable

Indicator	Item	1		2		3		4		5		Item mean	Indicator mean
		SDA		DA		N		A		SA			
		f	%	f	%	f	%	f	%	f	%		
1	Y1.1	0	0.00	0	0.00	6	4.3	72	52.2	59	42.8	4.37	4.31
	Y1.2	0	0.00	0	0.00	12	8.7	85	61.6	41	29.7	4.21	
	Y1.3	0	0.00	0	0.00	4	2.9	79	57.2	55	39.9	4.37	
2	Y1.4	0	0.00	2	1.4	11	8.0	93	67.4	32	23.2	4.12	4.20
	Y1.5	0	0.00	1	0.7	11	8.0	81	58.7	45	32.6	4.23	
	Y1.6	1	0.7	0	0.00	4	2.9	89	64.5	44	31.9	4.26	
3	Y1.7	0	0.00	0	0.00	11	8.0	86	62.3	41	29.7	4.21	4.3
	Y1.8	0	0.00	0	0.00	9	6.5	85	61.6	44	31.9	4.25	
	Y1.9	0	0.00	0	0.00	1	0.7	75	54.3	62	44.9	4.44	
Grand Mean variable of Brand Image												4.27	

Information : 1: Strongly disagree; 2: Disagree; 3: Neutral 4: Agree; 5: Strongly Agree

Y_{1.1}: Garuda Indonesia brand are already famous; Y_{1.2}: Garuda Indonesia are on time airline Y_{1.3}: Competent airlines in service section; Y_{1.4}: Variation selection of flight class; Y_{1.5}: Fulfill a sense of customer pride in using Garuda Indonesia; Y_{1.6}: Service Quality of Garuda Indonesia are well preserved; Y_{1.7}: Having a competent cabin crew; Y_{1.8}: Providing in flight entertainment; Y_{1.9}: Providing meals during flight;

Source : Appendix 7

3. Customer Satisfaction frequency variable

Customer satisfaction variable have two indicator such as satisfied with performance and suitable with expectation. Overall indicator consists of six items statements given to the respondent to answer. Results from respondents regarding brand image variables are presented in Table 23.

a. Customer Satisfaction indicator ($Y_{2.1}$)

Based on Table 23, it can be seen that the item customers are satisfied with Garuda Indonesia service, respondent with strongly agree answer consist of 63 respondents (45.7%), respondent with agree answer consist of 73 respondents (52.9%), respondent with neutral answer consist of 1 respondent (0.7%). There is no respondent with disagree answer and respondent with strongly disagree answer consist of 1 respondent (0.7%). It shows that Customers are satisfied with Garuda Indonesia service item proved by agree and strongly agree statement of 136 respondents (98.6%) with an average of 4.42 items. The answer shows that the respondents agreed with the statement given

Second item customers are satisfied with Garuda Indonesia, respondent with strongly agree answer consist of 42 respondents (30.4%), respondent with agree answer consist of 91 respondents (65.9%), respondent with neutral answer consist of 5 respondents (3.6%). There is no respondent with disagree and strongly disagree answer. It shows that Customers are satisfied with Garuda Indonesia item proved by agree and strongly agree statement of 133 respondents (96.3%) with an average of 4.26 items. The answer shows that the respondents agreed with the statement given

Third item are customers are satisfied with the quality assurance of service, respondent with strongly agree answer consist of 43 respondents (31.2%), respondent with agree answer consist of 89 respondents (64.5%), respondent with neutral answer consist of 6 respondents (4.3%). There is no respondent with disagree answer and

strongly disagree answer. It shows that Customers are satisfied with the quality assurance of service item proved by agree and strongly agree statement of 132 respondents (95.7%) with an average of 4.26 items. The answer shows that the respondents agreed with the statement given.

Overall the indicators of satisfied with performance receives an average indicator of 4.31, which means that the respondents agree with the statement submitted in the questionnaire study.

b. Satisfied with expectation indicator ($Y_{2.1}$)

Based on Table 23, it can be seen that the item of services provided by Garuda Indonesia suitable with customer expectations, respondent with strongly agree answer consist of 38 respondents (27.5%), respondent with agree answer consist of 96 respondents (69.6%), respondent with neutral answer consist of 4 respondents (2.9%). There is no respondent with disagree and strongly disagree answer. It shows that Services provided by Garuda Indonesia appropriate with customer expectations item proved by agree and strongly agree statement of 134 respondents (97.1%) with an average of 4.24 items. The answer showed respondents agreed with the statement given

Second item are facilities provided by Garuda Indonesia suitable with customer expectations, respondent with strongly agree answer consist of 49 respondents (35.5%), respondent with agree answer consist of 87 respondents (63.0%), respondent

with neutral answer consist of 2 respondents (1.4%). There is no respondent with disagree and strongly disagree answer. It shows that Facilities provided by Garuda Indonesia appropriate with customer expectations item proved by agree and strongly agree statement of 136 respondents (98.5%) with an average of 4.34 items. This shows that the respondents agreed with the statement given

Third item are response provided by Garuda Indonesia suitable with customer expectations, respondent with strongly agree answer consist of 57 respondents (41.3%), respondent with agree answer consist of 75 respondents (54.3%), respondent with neutral answer consist of 6 respondents (4.3%). There is no respondent with disagree and strongly disagree answer. It shows that Responsiveness provided by Garuda Indonesia appropriate with customer expectations item proved by agree and strongly agree statement of 132 respondents (95.6%) with an average of 4.37 items. This shows that the respondents agreed with the statement given. Overall the indicators of suitable with expectation receives an average indicator of 4.31, which means that the respondents agree with the statement submitted in the questionnaire study.

Based on Customer Satisfaction variable in the Table 23, variables obtained grand mean of 4.31. The figure means the overall respondents agreed with the statement proposed in the questionnaire study. It also means that the customer agrees to the overall Customer satisfaction of Garuda Indonesia airline.

Table 23 Frequency distribution of customer satisfaction variable

Indicator	Item	1		2		3		4		5		Item mean	Indicator Mean
		SDA		DA		N		A		SA			
		f	%	f	%	f	%	f	%	f	%		
1	Y2.1	1	0.7	0	0.00	1	0.7	73	52.9	63	45.7	4.42	4.31
	Y2.2	0	0.00	0	0.00	5	3.6	91	65.9	42	30.4	4.26	
	Y2.3	0	0.00	0	0.00	6	4.3	89	64.5	43	31.2	4.26	
2	Y2.4	0	0.00	0	0.00	4	2.9	96	69.6	38	27.5	4.24	4.31
	Y1.5	0	0.00	0	0.00	2	1.4	87	63.0	49	35.5	4.34	
	Y1.6	0	0.00	0	0.00	6	4.3	75	54.3	57	41.3	4.37	
Grand Mean variable of Customer Satisfaction												4.31	

Information : 1: Strongly Disagree; 2: Disagree; 3: Neutral 4: Agree; 5: Strongly Agree

$Y_{2,1}$: Customers are satisfied with Garuda Indonesia service ; $Y_{2,2}$: Customers are satisfied with Garuda Indonesia response; $Y_{2,3}$: Customers are satisfied with the quality assurance of service; $Y_{2,4}$: Services provided by Garuda Indonesia suitable with customer expectations ; $Y_{2,5}$: Facilities provided by Garuda Indonesia suitable with customer expectations; $Y_{2,6}$: Response provided by Garuda Indonesia suitable with customer expectations

Source: Appendix 7

D. Result of Path Analysis

1. Path coefficient of Service quality on brand image

The test results, influence of service quality on brand image can be seen in

Table 24. The research hypotheses tested were as follows:

H_1 : Service quality significance influence on Brand image

The influence of service quality on brand image show with beat coefficient in the amount of 0.544, t_{count} a number of 7.559 with probability of 0,000 ($p < 0.05$) so the decision is H_0 rejected. Thus the hypothesis of service quality significantly

influence on customer satisfaction are accepted. Huge influence of service quality variables which consists of tangible, reliability, responsiveness, assurance, and empathy are known from the coefficient of determination (*R-square*) in the amount of 29,6% while the other variables outside the research model amount of 71.4%.

Table 24 Result of Service quality path coefficient on brand image

Independent Variable	Dependent Variable	Beta	t	p-value	Info
Service Quality	Brand Image	0.544	7.559	0.000	Sig.
R square (R^2) = 0.296					
n = 138					

Source: Appendix 8

2. Path analysis coefficient of Service Quality on Customer Satisfaction

The test results, influence of service quality on customer satisfaction can be seen in Table 25. The research hypotheses tested were as follows:

H_2 : Service quality significance influence on customer satisfaction

Tabel 25 Result of Service Quality coefficient path on customer Satisfaction

Independent variable	Dependent variable	Beta	t	p-value	Info
Service Quality	Customer Satisfaction	0.308	3.736	0.000	Sig.
R square (R^2) = 0.353					
n = 138					

Source: Appendix 8

The influence of service quality on customer satisfaction show with beat coefficient in the amount of 0.308, t_{count} a number of 3.736 with probability of 0.000 ($p < 0.05$) so the decision is H_0 rejected. Thus the hypothesis of service quality significantly influence on customer satisfaction are accepted. Huge influence of service quality variables which consists of tangible, reliability, responsiveness, assurance, and empathy are known from the coefficient of determination (R-square) amount of 35,3% while the other variables outside the research model amount of 64.7%.

3. Brand Image coefficient path on Customer Satisfaction

The test results, influence of brand image on customer satisfaction can be seen in Table 26. The research hypotheses tested were as follows:

H_3 : Brand image significance influence on customer satisfaction

Table 26 Result of Brand image coefficient path on customer satisfaction

Independent variable	Dependent variable	Beta	t	p-value	Info
Brand Image	Customer Satisfaction	0.367	4.452	0.000	Sig.
R square (R^2) = 0.353					
n = 138					

Source : Appendix 8

The influence of brand image on customer satisfaction show in beta coefficient in amount of 0.367, t_{count} a number of 4.452 with probability of 0.000 ($p < 0.05$) so the decision is H_0 rejected. Thus the hypothesis of brand image significantly influence on customer satisfaction are accepted. Huge influence of brand image variables which consists of strength of brand association, favorability of brand association and uniqueness of brand association are known from the coefficient of determination (R-square) amount of 35.3% while the other variables outside the research model amount of 64.7%.

4. Service quality coefficient path on Brand Image and Customer Satisfaction

$$\begin{aligned}\text{Direct effect (DE)} &= PY2X \\ &= 0.308\end{aligned}$$

$$\begin{aligned}\text{Indirect effect (IE)} &= PY1X \times PY2Y \\ &= 0.554 \times 0.367 \\ &= 0.203\end{aligned}$$

$$\begin{aligned}\text{Total effect (TE)} &= PY2X + (PY1X \times PY2Y) \\ &= 0.308 + 0.203 \\ &= 0.511\end{aligned}$$

The calculation show that Direct Effect (DE) of service quality variable on brand image in the research are PY2X in the amount of 0,308. Indirect effect (IE) of service quality variable on brand image and customer satisfaction in the amount of 0.203 and then the Total effect (TE) with formulas $DE+IE$ are $=0.308+0.203=0.511$

5. Path analysis result diagram

The result of path coefficients calculation obtained in the research, resulted path coefficient between variables as described in Figure 6

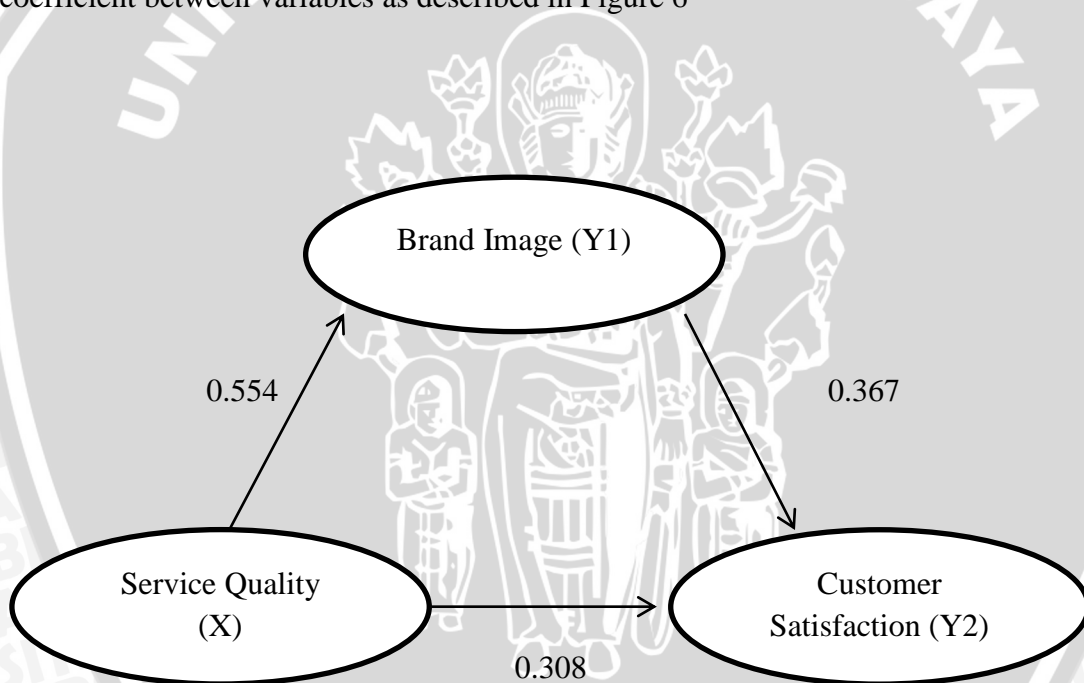


Figure 3. Path analysis diagram of Service Quality, Brand Image and Customer Satisfaction variable

Based on the calculation that have been done, the research result path analysis between variable that explain in the figure 3. Variable coefficient of service quality on brand image in the amount of 0,554. Variable coefficient of Brand image on

customer satisfaction in the amount of 0,367. Variable coefficient of service quality on customer satisfaction in the amount of 0.308.

Based on the results described previously, it can be concluded that the direct effect between variables have a greater influence than the indirect effect with a percentage of 30.8% it means that with existence of service quality provide satisfactory service especially related with responsiveness and assurance. It is because most of the customers have a reason to use Garuda Indonesia airline for their responsiveness and assurance of service provided by Garuda Indonesia airline are very professional. Using the airlines that provide guarantee and requirements of different customers make more selective in choosing air transportation. It can be concluded that the Garuda Indonesia airline as one of the airlines that have very good service quality and supported by a well-known brand image internationally and have an excellent track record. Supporting by the ministry and a good brand image, customers would choose the type of airline that is well tested as well as with a wide range of facilities provided will make consumers choose Garuda Indonesia airline as air transport in a wide variety of needs.

Path analysis result diagram on figure 3 has following the equation:

- a. Sub Structural I: $Y_1 = 0.554$
- b. Sub Structural II: $Y_2 = 0.308 + 0.367$

6. Assessment Model

Assessment model in the research are measured by using determination coefficient (R^2) in both equation. Assessment calculation of the model hypotheses as follows:

$$\begin{aligned}
 R^2_{\text{model}} &= 1 - (1 - R_1^2) (1 - R_2^2) \\
 &= 1 - (1 - 0.296) (1 - 0.353) \\
 &= 1 - (0.704) (0.647) \\
 &= 1 - 0.455 \\
 &= 0.545 \text{ or } 54.50\%
 \end{aligned}$$

The result of assessment model calculation in the amount of 54.50%. It explained that the contribution of structural model to describe relationship of the three variables studied amounted 54.50%. While the remaining amount 45.50% explain in the other variable that are not included in the research model.

E. Discussion of Research Result

The result of research from service quality and the influence of brand image and customer satisfaction has three result hypothesis testing. The hypothesis are the influence of service quality on brand image, influence of service quality on customer satisfaction, influence of brand image on customer satisfaction. Here are the results of three test.

1. The influence of service quality on brand image

Based on the data from Table 24 showed the result of path analysis, the positive effect of service quality on brand image variable showed with the number of path coefficient 0.554 and the result showed the significant probability with the number of probability 0.000 ($p < 0.05$). It means the hypothesis, there is effect of service quality on brand image is accepted. Service quality variable has contribution on brand image with determination coefficient score in the amount of 29.6% with variable outside the research model in the amount of 70.4%. Based on the Table 21 can be inform that the influence factors such as tangible, reliability, responsiveness, assurance and empathy have important role in created brand image, one of the most influence is responsiveness indicator with grand mean 4.26. This means that the indicator of responsiveness giving highest contribution in creating positive service quality for passenger of Garuda Indonesia Airlines.

The result of the research can be show with service quality variable which implemented by Garuda Indonesia able to make the passenger feel comfort and safe in used air transportation. The research is relevant with previous research by Park *et al* (2005) that dimension of in-flight service and the dimension of convenience and accessibility were each found to have a positive effect on airlines image, which was directly related to Australian international air passengers' future behavioral intentions. In line with the research of Geraldine and David U (2011) found that there are strong statistically significant relationship between the service quality

variables and the airline image, indicating that the quality of the service in the airline offers has a positive relationship with the airline image.

Garuda Indonesia brand is increasingly recognized by the wider community to make a great strength of the brand in consumers minds and bring an image that cannot disappear. The presence of good service quality create a positive impact so the brand image will preserve and resulted good image of Garuda Indonesia in consumer mind. Establish, maintain services and good brand image will make Garuda Indonesia airline becomes a very appropriate choice as a full-service airlines. It can be done by maximizing its five indicators of service quality. Based on descriptive analysis of variables, known that empathy indicators has an average low of 4.21 means that empathy owned by Garuda Indonesia has been quite good but needs to be increased again with some more complex attention to customers. Assurance indicator is an indicator of service quality which has an average of 4.33 where Garuda Indonesia maximizing their service quality assurance provided to passengers. Assurance that provide by the Garuda Indonesia covering believe a track record as an international carrier of Garuda Indonesia, Garuda Indonesia is safe airline, Garuda Indonesia airline is comfortable.

2. The influence of service quality on customer satisfaction

Based on the Table 25 showed the result of path analysis, the positive effect of service quality on customer satisfaction showed with the number of path coefficient 0.308 and the result showed the significant probability with the number of

probability 0.000 ($p < 0.05$). Service quality variable has contribution on customer satisfaction with determination coefficient score in the amount of 64.7%. Based on the result above, then the hypothesis stated that service quality have significance influence on customer satisfaction accepted.

The results support by previous research conducted by Archana and Subha (2012) found that there are different factors of in-flight service quality that is important according to the customer seat class. The dimensionality of perceived service quality in international air travel was explored and three dimensions were identified. These dimensions include in-flight service, in-flight digital service and back-office operations. The findings reveal that these three dimensions are positively related to perceive service quality in international air travel and of these dimensions, cuisines provided, seat comfort safety are the most important dimension in in-flight service quality. Personal entertainment is the most important dimension as perceived by airlines passengers in in-flight digital service quality.

Based on the exposure and the results in Table 21, it can be seen when the wide and comfortable seating position and interior cabin design has a positive influence and enjoyable received by customers of Garuda Indonesia, it would create a cozy atmosphere and warmth at the time of boarding the plane. Even though the experience came from first time customer who use Garuda Indonesia would feel a different experience in used the airline.

This is consistent with what was found by Hussain *et al* (2014) The data analysis discovered that service quality, perceived value, and brand image have a positive significant impact on customer satisfaction. The research contributes to the understanding of customers' satisfaction by determining the dimensions of airlines service quality, which in turn provides practical insights for airlines managers into how to improve airlines service quality. The research initiative examined exactly what goes to make up passenger satisfaction as well as how satisfied customers were with the services provided by the airline under consideration. The current research extends the knowledge of customer satisfaction by developed a model which clarifies the relationship between corporate image, customer expectations, service quality, perceived value, customer satisfaction and brand loyalty.

The research was also supported by Kalaiaarasan *et al* (2015) discovered that service quality and customer satisfaction variable has shown that effective factors on the service quality are service environment, employee approach, efficiency of services and consumer behavioral intention. All the hypothesis were significant.

Based on descriptive analysis of variables, indicators of brand image are 4.20 in the lowest mean indicators, it means there is still a customer of Garuda Indonesia are skeptical about the image of the brands but with the indicator mean recommendation of 4.31, which means that the majority of Garuda Indonesia customers already trust the brand image.

3. The influence of brand image on customer satisfaction

Based on data in the Table 26 showed the result of path analysis, the positive effect of brand image on customer satisfaction showed with the number of path coefficient 0.367 and the result showed the significant probability with the number of probability 0.001($p < 0.05$). Brand image variable has contribution on customer satisfaction with determination coefficient score in the amount of 35.3% with variable outside the research model in the amount 64.7%. Based on the result above, then the hypothesis stated that brand image have significance influence on customer satisfaction accepted.

The results support by previous research conducted by Chien and Hsiung (2011) found that brand image such as brand value and brand characteristic showed positive relation to the customer satisfaction. Following the result is in line with finding of Shahrودي and Naimi's research (2014) discovered that there is significant relationship between brand image and customer satisfaction directly. The study result conclude that there is significant influence on two hypothesis and another one are negative. The path analysis result toward the hypotheses test based on the empirical data of two hypotheses proven. Another research which support from Sondoh et al (2007) found that brand image benefit are positively related to overall satisfaction. The identification of brand image benefits of the branded product will help practitioners to establish effective marketing strategies. Hasan (2013: 216) in another

theories found that a brand that has a strong and positive image will be able to make the customer feel more satisfied with the products that have been purchased .

Based on result of Table 26, it can be seen that variable of brand image on customer satisfaction influence significantly. When a brand has a strong and positive image in consumers mind, consumer will choose a brand that always remembered in their mind. It implies that most of the Garuda Indonesia passengers have different need, with the selection of different class of grade in Garuda Indonesia will make the airlines as a superior option to make the customer satisfied.



CHAPTER V

CONCLUSION AND SUGGESTION

A. CONCLUSION

Based on data analysis result and the discussion related to The Influence of Service Quality on Brand Image and Customer Satisfaction obtained some conclusions such as:

1. Service Quality proved to have significant influence on Brand Image. It means that with preserved service quality and customers' experiences using five indicators of Service Quality approach towards the customer of Garuda Indonesia Airlines in Malang, East Java showed that Garuda Indonesia Airlines succeed in creating good brand image of Garuda Indonesia Airlines.
2. Service Quality proved to have significant influence on Customer Satisfaction. It means that the better service quality provided by Garuda Indonesia Airlines to the passenger in Malang East Java then the customer will get more satisfaction.
3. Brand Image proved to have significant influence on Customer Satisfaction. It means that if the customer feel the brand image increasing in popularity and supported by the longevity of the brand with all the good aspect of service quality provided by Garuda Indonesia Airlines then it mean the customer satisfaction of Garuda Indonesia in Malang East Java will increase.

B. SUGGESTION

Based on the conclusions above, some suggestions are delivered from the researcher which are expected to be useful for the company as well as for others. The advice given, among others:

1. Garuda Indonesia should develop and maximize its five indicator of Service Quality, considering the service to customers as a very important aspect in customer satisfaction so that customers would be interested in re-using Garuda Indonesia Airlines.
2. Garuda Indonesia should keeping a good brand image especially after getting 5 stars award from Skytrax as well as improving a better level of service quality. Hopefully, by the brand image embedded in Garuda Indonesia airlines both in domestic and international flight will provide good feedback for the company.
3. Garuda Indonesia should improve more facility such as adding the number of check in counter and expanding the customer service network for customer especially in small city. In line with premium facilities hopefully will be more benefit for customer in terms of the needs fulfillment of customer before and after using Garuda Indonesia Airlines.
4. For the next research, it is expected to do the same research by using different of object and population to validity the research. Moreover, it can be examined with other variables to get more varied result.

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Appendix 1.

Sample Calculation With Formulas Machin And Cambell

In the research lowest ρ predicted 0,30 ; $\alpha= 5\%$; $\beta= 5$. Based on the provisions and the formula, the sample is calculated as follows:

Iteration Formula First Stage:

$$U'\rho = \frac{1}{2} \ln \frac{1+\rho}{1-\rho}$$

$$\frac{Z_{1-\alpha} + Z_{1-\beta}^2}{U\rho^{1/2}} + 3$$

Iteration Formula Second Stage

$$U'\rho = \frac{1}{2} \ln \frac{1+\rho}{1-\rho} + \frac{\rho}{2(n-1)}$$

$$\frac{Z_{1-\alpha} + Z_{1-\beta}^2}{U\rho^{1/2}} + 3$$

Iteration first step

$$U'\rho = \frac{1}{2} \ln \frac{1+\rho}{1-\rho}$$

$$U'\rho = \frac{1}{2} \ln \frac{1+0,30}{1-0,30}$$

$$U'\rho = \frac{1}{2} \ln \frac{1,30}{0,70}$$

$$U'\rho = \frac{1}{2} \ln 1,8571$$

$$U'\rho = 0,3095$$

$$n = \frac{Z_{1-\alpha} + Z_{1-\beta}^2}{U\rho^{1/2}} + 3$$

$$n = \frac{1,96 + 1,645^2}{0,3095^2} + 3$$

$$n = \frac{12,996025}{0,09579025} + 3$$

$$n = 138,6716 \approx 139$$

Iteration second step

$$U'\rho = \frac{1}{2} \ln \frac{1+\rho}{1-\rho} + \frac{\rho}{2(n-1)}$$

$$U'\rho = \frac{1}{2} \ln \frac{1+0,30}{1-0,30} + \frac{0,30}{2 \cdot 138,6716 - 1}$$

$$U'\rho = \frac{1}{2} \ln \frac{1,33}{0,67} + \frac{0,30}{275,3432}$$

$$U'\rho = 0,3095 + 0,0010895$$

$$U'\rho = 0,3105895$$

$$n = \frac{Z_{1-\alpha} + Z_{1-\beta}^2}{U\rho^{1/2}} + 3$$

$$n = \frac{1,96 + 1,645^2}{0,3105895^2} + 3$$

$$n = \frac{12,9960}{0,096465} + 3$$

$$n = 137,7224 \approx 138$$

Iteration third step

$$U'\rho = \frac{1}{2} \ln \frac{1+\rho}{1-\rho} + \frac{\rho}{2n-1}$$

$$U'\rho = \frac{1}{2} \ln \frac{1+0,30}{1-0,30} + \frac{0,30}{2 \cdot 138,6716 - 1}$$

$$U'\rho = \frac{1}{2} \ln \frac{1,30}{0,70} + \frac{0,30}{275,3432}$$

$$U'\rho = 0,3095 + 0,0010895$$

$$U'\rho = 0,3105895$$

$$\frac{Z_{1-\alpha} + Z_{1-\beta}}{U\rho^{1/2}}^2 + 3$$

$$n = \frac{1,96 + 1,645^2}{0,3105895^2} + 3$$

$$n = \frac{12,9960}{0,096465} + 3$$

$$n = 137,7224 \approx 138$$

No. Angket :

KEMENTERIAN RISET DAN PENDIDIKAN TINGGI
FAKULTAS ILMU ADMINISTRASI UNIVERSITAS BRAWIJAYA
Jl. Mayjen Haryono No. 163 Malang

**KUESIONER**

Judul Penelitian :

**PENGARUH KUALITAS PELAYANAN TERHADAP CITRA MEREK DAN KEPUASAN
PELANGGAN DALAM PELAYANAN MASKAPAI (STUDI PADA PENUMPANG GARUDA
INDONESIA YANG BERDOMISILI DI MALANG JAWA TIMUR)**

Assalamualaikum Wr. Wb.

Yang Terhormat : Penumpang Garuda Indonesia

Sehubungan dengan penelitian tugas akhir saya yang berjudul “PENGARUH KUALITAS PELAYANAN TERHADAP CITRA MEREK DAN KEPUASAN PELANGGAN DALAM PELAYANAN MASKAPAI (STUDI PADA PENUMPANG GARUDA INDONESIA YANG BERDOMISILI DI MALANG JAWA TIMUR)” oleh karena itu saya harapkan kesediaan Bapak/Ibu/Saudara untuk menjawab kuesioner ini. Saya menjamin kerahasiaan jawaban yang telah diberikan. Partisipasi Bapak/Ibu/Saudara sangat membantu dalam penyelesaian tugas akhir peneliti. Saya ucapkan terima kasih atas partisipasi Bapak/Ibu/Saudara.

Peneliti

(Radhitya Adhitama)

Identitas Responden

Isilah Pertanyaan Berikut Ini Sesuai dengan Kondisi Anda Saat Ini

1. Nama :
2. Jenis Kelamin : Laki – Laki/Perempuan
3. Usia :

Berilah tanda Checklist (√) pada kolom yang tersedia sesuai dengan jawaban Bapak/Ibu/Saudara

4. Pekerjaan

<input type="checkbox"/> PNS	<input type="checkbox"/> Wirausaha
<input type="checkbox"/> BUMN	<input type="checkbox"/> Ibu Rumah Tangga
<input type="checkbox"/> Pegawai Swasta	<input type="checkbox"/> Mahasiswa/Pelajar
<input type="checkbox"/> Akademisi	<input type="checkbox"/> Lainnya.....(Sebutkan)
5. Pendidikan terakhir

<input type="checkbox"/> SMA	<input type="checkbox"/> S2
<input type="checkbox"/> D3	<input type="checkbox"/> S3
<input type="checkbox"/> S1	<input type="checkbox"/> Lainnya.....(Sebutkan)
6. Status

<input type="checkbox"/> Menikah	<input type="checkbox"/> Belum menikah
----------------------------------	--
7. Apakah Bapak/Ibu/Saudara pernah menggunakan maskapai Garuda Indonesia?

<input type="checkbox"/> Ya	<input type="checkbox"/> Tidak (Hentikan menjawab kuesioner)
-----------------------------	--
8. Maskapai apakah yang sering Bapak/Ibu/Saudara gunakan?

<input type="checkbox"/> Garuda Indonesia	<input type="checkbox"/> Lion Air
<input type="checkbox"/> Sriwijaya	<input type="checkbox"/> Citilink
<input type="checkbox"/> Air Asia	<input type="checkbox"/> Lainnya.....(Sebutkan)
9. Berapa kali dalam satu tahun terakhir Bapak/Ibu/Saudara menggunakan maskapai Garuda Indonesia?

<input type="checkbox"/> 1 kali	<input type="checkbox"/> 3 kali
<input type="checkbox"/> 2 kali	<input type="checkbox"/> > 3 kali
10. Dalam menggunakan maskapai Garuda Indonesia jenis kelas penerbangan apakah yang sering Bapak/Ibu/Saudara gunakan?

<input type="checkbox"/> Economy Class	<input type="checkbox"/> First Class
<input type="checkbox"/> Business Class	
11. Apakah Bapak/Ibu/Saudara memiliki Garuda Frequent Flyer (GFF)?

<input type="checkbox"/> Ya	<input type="checkbox"/> Tidak
-----------------------------	--------------------------------
12. Berapa rata – rata pendapatan Bapak/Ibu/Saudara dalam satu bulan ?

☐ ≤ Rp 1.500.000

☐ ≥ Rp 2.500.000 – Rp 3.500.000

☐ ≥ Rp 1.500.000 – Rp 2.500.000

☐ > Rp 3.500.000

13. Apa tujuan Bapak/Ibu/Saudara menggunakan maskapai Garuda Indonesia ?

☐ Urusan Pekerjaan

☐ Studi/Akademik

☐ Keperluan keluarga

☐ Lainnya.....(Sebutkan)

☐ Liburan

14. Mengapa Bapak/Ibu/Saudara memilih maskapai Garuda Indonesia ?

☐ *Prestige*
☐ Gaya hidup

☐ Harga

☐ Lainnya.....(Sebutkan)

☐ Nasionalisme

Instruksi pengisian kuesioner

Dikolom pernyataan terdapat score pada setiap jawaban:

Sangat tidak setuju (STS) : 1

Tidak setuju (TS) : 2

Ragu – Ragu (RG) : 3

Setuju (S) : 4

Sangat setuju (SS) : 5

Pilihlah jawaban dengan menggunakan tanda (√) pada kolom yang tersedia.

Berikut ini adalah pernyataan terkait maskapai Garuda Indonesia yang pernah Bapak/Ibu/Saudara gunakan.

No.	Indikator	Pernyataan	STS	TS	RG	S	SS
1.	Bukti fisik	Design kabin interior Garuda Indonesia sangat nyaman					
2.		Fasilitas Check In mudah dan cepat					
3.		Tempat duduk yang luas dan nyaman					
4.	Keandalan	Jam operasi yang nyaman					
5.		Pesawat Garuda Indonesia berangkat sesuai dengan jadwal yang ditetapkan					
6.		Pesawat Garuda Indonesia tiba ditempat tujuan sesuai jadwal					
7.	Daya tanggap	Garuda Indonesia memberikan informasi kepada penumpang dengan cukup jelas					
8.		Karyawan Garuda Indonesia bersedia membantu para penumpang					
9.		Pramugari Garuda Indonesia tanggap dalam merespon permintaan penumpang					
10.	Jaminan	Percaya rekam jejak Garuda Indonesia sebagai maskapai internasional					

No.	Indikator	Pernyataan	STS	TS	RG	S	SS
11		Garuda Indonesia adalah masakapai yang aman					
12		Garuda Indonesia adalah maskapai yang nyaman					
13	Empati	Karyawan Garuda Indonesia siap membantu kebutuhan spesifik penumpang					
14		Pramugari memberikan sambutan yang ramah					
15		Perhatian secara individual kepada pelanggan Garuda Indonesia					
16	Kekuatan asosiasi merek	Merek Garuda Indonesia sudah terkenal luas					
17		Garuda Indonesia merupakan maskapai yang tepat waktu					
18		Maskapai yang kompeten dalam bidang pelayanan					
19	Asosiasi merek yang menguntungkan	Pemilihan jenis kelas berbeda dalam penerbangan					
20		Memenuhi rasa bangga pada diri Bapak/Ibu/Saudara dalam menggunakan maskapai Garuda Indonesia					
21		Kualitas layanan Garuda Indonesia terjaga dengan baik					
22	Asosiasi merek yang unik	Memiliki awak kabin yang kompeten					
23		Menyediakan layanan hiburan didalam kabin					
24		Menyediakan makanan dan minuman selama penerbangan					
25	Puas dengan kinerja	Bapak/Ibu/Saudara puas dengan pelayanan maskapai Garuda Indonesia					
26		Bapak/Ibu/Saudara puas dengan tanggapan yang diberikan oleh maskapai Garuda Indonesia					
27		Bapak/Ibu/Saudara puas dengan jaminan mutu pelayanan yang terjaga					
28	Sesuai dengan harapan	Pelayanan yang diberikan oleh maskapai Garuda Indonesia sesuai dengan harapan Bapak/Ibu/Saudara					
29		Fasilitas yang diberikan oleh maskapai Garuda Indonesia sesuai dengan harapan Bapak/Ibu/Saudara					
30		Daya tanggap yang diberikan oleh maskapai Garuda Indonesia sesuai dengan harapan Bapak/Ibu/Saudara					

Terima kasih atas kesediaan Bapak/Ibu/Saudara dalam mengisi jawaban pada kuesioner ini

Peneliti

Radhitya Adhitama



No. Angket :

MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION
FACULTY OF ADMINISTRATIVE SCIENCE UNIVERSITY OF BRAWIJAYA

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QUESTIONNAIRE

Title of the Research :

THE INFLUENCE OF SERVICE QUALITY ON BRAND IMAGE AND CUSTOMER
SATISFACTION IN AIRLINE SERVICES (SURVEY OF THE GARUDA INDONESIA PASSENGER
DOMICILED IN MALANG, EAST JAVA)

Assalamualaikum Wr. Wb.

To honorable : Garuda Indonesia Passenger

In order to my undergraduate thesis research that entitled "The Influence of Service Quality on Brand Image and Customer Satisfaction (Survey of the Garuda Indonesia passenger domiciled in Malang, East Java)", Thus, I hope your willingness to make time for answering the questionnaire. The researcher will guarantee the confidentiality of the answer. The participation from the respondent will help the researcher to finish the undergraduate thesis. The researcher would like to say thanks for the participation

Peneliti

(Radhitya Adhitama)



Respondent Identity

fill in the blanks based on your condition.

1. Name :
2. Gender : Male/Female
3. Age :

Choose the answer with the check mark (√) appropriate with available answer choices.

4. Occupation

<input type="checkbox"/> Government Employee	<input type="checkbox"/> Entrepreneurship
<input type="checkbox"/> State owned enterprise	<input type="checkbox"/> Housewife
<input type="checkbox"/> Private employee	<input type="checkbox"/> Student
<input type="checkbox"/> Academician	<input type="checkbox"/> Other.....(Mention Please)
5. Last Education

<input type="checkbox"/> Senior High School	<input type="checkbox"/> S2
<input type="checkbox"/> D3	<input type="checkbox"/> S3
<input type="checkbox"/> S1	<input type="checkbox"/> Other.....(Mention Please)
6. Status

<input type="checkbox"/> Married	<input type="checkbox"/> Single
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7. Have you ever been used Garuda Indonesia?

<input type="checkbox"/> Yes	<input type="checkbox"/> No (Stop answer the questionnaire)
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8. What airlines did you often used ?

<input type="checkbox"/> Garuda Indonesia	<input type="checkbox"/> Lion Air
<input type="checkbox"/> Sriwijaya	<input type="checkbox"/> Citilink
<input type="checkbox"/> Air Asia	<input type="checkbox"/> Other.....(Mention Please)
9. How many frequency use of Garuda Indonesia in the past year?

<input type="checkbox"/> 1 time	<input type="checkbox"/> 3 times
<input type="checkbox"/> 2 times	<input type="checkbox"/> > 3 times
10. In order to use Garuda Indonesia, what class did you often used ?

<input type="checkbox"/> Economy Class	<input type="checkbox"/> First Class
<input type="checkbox"/> Business Class	
11. Did you have *Garuda Frequent Flyer* (GFF) member card?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
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12. How many income did you get in a month ?

<input type="checkbox"/> ≤ Rp 1.500.000	<input type="checkbox"/> ≥ Rp 2.500.000 – Rp 3.500.000
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☐ \geq Rp 1.500.000 – Rp 2.500.000 ☐ $>$ Rp 3.500.000

13. What is your purpose for using Garuda Indonesia ?

☐ Business Purpose

☐ Study/Academic

☐ Family

☐ Other(Mention Please)

☐ Holiday

14. Why you choose Garuda Indonesia ?

☐ Prestige

☐ Lifestyle

☐ Price

☐ Other.....(Mention Please)

☐ Nationalism

Instructions for filling out the questionnaire

In the column statement contained a score in each answer

Strongly Disagree (SDA) : 1

Disagree (DA) : 2

Neutral (N) : 3

Agree (A) : 4

Strongly Agree (SA) : 5

Choose the answer with the check mark (√) appropriate with available answer choices.

The following statement is related to Garuda Indonesia airlines that often used.

No.	Indicator	Item	SDA	DA	N	A	SA
1.	Tangible	Garuda Indonesia cabin interior design are very convenient					
2.		Easy and fast Check In facility					
3.		Wide and comfortable seating position					
4.	Reliability	Comfortable operation hours					
5.		Garuda Indonesia aircraft departed on schedule					
6.		Garuda Indonesia aircraft arrived on schedule					
7.	Responsiveness	Garuda Indonesia provide clear information to the passenger					
8.		Garuda Indonesia employee are willing to help passenger					
9.		Garuda Indonesia flight attendants competent in responding passenger demand					
10.	Assurance	Believe track record of Garuda Indonesia as an international carrier					

No.	Indicator	Item	SDA	DA	N	A	SA
11	Empathy	Garuda Indonesia is safety airlines					
12		Garuda Indonesia is comfortable airlines					
13		Garuda Indonesia employee are ready to help the specific needs of passenger					
14		The stewardess gave a friendly welcome					
15	Strength of brand assoation	Individual attention to Garuda Indonesia customer					
16		Garuda Indonesia brand are already famous					
17		Garuda Indonesia are on time airlines					
18		Competent airlines in service section					
19	Favourability of brand association	Variation selection of flight class					
20		Fullfil a sense of customer pride in using Garuda Indonesia					
21		Service quality of Garuda Indonesia are well preserved					
22	Uniqueness of brand association	Having a competent cabin crew					
23		Providing inflight entertainment					
24		Providing meals during flight					
25	Satisfy with performance	Customer are satisfied with Garuda Indonesia service					
26		Customer are satisfied with Garuda Indonesia response					
27		Customer are satisfied with the quality assurance of service					
28	Suitable with expectation	Services provided by Garuda Indonesia suitable with customer expectation					
29		Facility provided by Garuda Indonesia suitable with customer expectation					
30		Responsiveness provided by Garuda Indonesia suitable with customer expectation					

Thanks for your participation to answer the questionnaire

Researcher

Radhitya Adhitama

APPENDIX 3

No	Name	Gender	Age	Job	Education	Status	Ever use GIA	Airlines often used	Frequently used GIA	Type of class	GFF ownership	Average income	Purpose use GIA	Reason choice GIA
1	Vita Amalia	Perempuan	36	6	3	1	Ya	5	3	1	2	2	2	5
2	Dimas Surya	Laki - Laki	36	3	3	1	Ya	1	4	1	1	4	1	5
3	Nuristiningsih	Perempuan	60	5	3	1	Ya	1	4	1	2	4	5	5
4	Amoa	Perempuan	41	5	2	1	Ya	1	4	1	1	4	1	5
5	dr. Sadar Hinarawan	Laki - Laki	61	1	5	1	Ya	1	3	1	2	4	2	3
6	Fitri Amalia	Perempuan	35	5	3	2	Ya	1	4	1	1	4	1	5
7	Hadi Mustofa	Laki - Laki	46	8	3	1	Ya	1	4	1	1	4	1	3
8	Kumari Dewi	Perempuan	56	6	3	1	Ya	1	4	1	1	4	2	5
9	Niluh Cindy W	Perempuan	26	3	3	1	Ya	2	1	1	2	3	3	5
10	Tuti S.P	Perempuan	45	3	3	2	Ya	1	3	1	2	4	2	5
11	Jimmy Lay	Laki - Laki	55	5	3	1	Ya	1	4	1	2	4	1	5
12	Anastasia Maria	Perempuan	45	3	4	1	Ya	1	4	1	2	4	5	5
13	Lukman Zaenudin	Laki - Laki	47	2	3	1	Ya	1	3	1	2	4	2	3
14	Putri Claudia	Perempuan	36	2	4	2	Ya	1	4	1	2	4	2	4
15	Kofee Yen	Perempuan	40	5	3	1	Ya	1	4	1	2	4	3	5
16	Farhan Berhitoe	Laki - Laki	37	3	3	2	Ya	5	4	1	2	4	2	1
17	Go Kim Sing	Laki - Laki	52	3	3	1	Ya	1	4	1	1	4	1	5
18	Joko susanto	Laki - Laki	39	1	4	1	Ya	5	1	1	1	4	1	5
19	Rahmatillah Akbar	Laki - Laki	32	4	4	1	Ya	1	4	1	1	4	1	5
20	Christina	Perempuan	48	3	4	1	Ya	1	4	1	2	4	2	5
21	A2 Nadia Putri	Perempuan	29	6	3	1	Ya	5	4	1	2	4	2	1
22	Qei Tzi Ziok	Perempuan	50	3	4	1	Ya	1	4	1	2	4	1	5
23	Muhammad Jusuf	Laki - Laki	47	5	3	1	Ya	1	4	1	1	4	1	1
24	Marchell	Perempuan	20	7	2	2	Ya	5	1	1	2	2	4	1
25	Tio Ming Wan	Perempuan	50	5	3	1	Ya	1	4	1	1	4	1	5
26	M Djauhari	Laki - Laki	42	2	3	1	Ya	5	2	1	2	4	1	5

27	Windy Anna Marlina	Perempuan	32	3	3	1	Ya	1	4	1	2	4	3	4
28	Iin Sartika	Perempuan	38	3	4	1	Ya	2	4	1	2	4	1	5
29	Bahri Adin Perwira	Laki - Laki	38	3	3	1	Ya	5	3	1	2	4	1	1
30	Ir. Fajar	Laki - Laki	56	3	4	1	Ya	1	4	1	1	4	1	5
31	Evan Januar	Laki - Laki	34	3	3	1	Ya	1	4	1	1	4	3	1
32	Zhara	Perempuan	36	3	3	1	Ya	3	1	1	2	4	4	1
33	Bebet	Perempuan	38	2	3	1	Ya	1	4	1	2	4	3	5
34	Rara	Perempuan	34	1	3	1	Ya	4	2	1	2	4	1	1
35	Muhammad Farrel	Laki - Laki	37	3	4	1	Ya	1	4	1	1	4	1	1
36	Rahadiyan Dwitama	Laki - Laki	36	3	3	1	Ya	1	4	1	2	4	3	4
37	Muhammad Noordin Ali	Laki - Laki	28	3	3	2	Ya	3	3	1	1	4	1	5
38	Ika Andianna Damayanti	Perempuan	40	3	3	1	Ya	1	4	1	1	4	1	5
39	Carissa	Perempuan	40	3	3	1	Ya	4	2	1	2	4	3	5
40	Hariato	Laki - Laki	42	5	3	1	Ya	1	3	1	2	4	1	5
41	rahmania	Perempuan	47	1	3	1	Ya	5	3	1	2	4	1	5
42	Aldyansha	Laki - Laki	44	5	3	1	Ya	5	2	1	1	4	1	3
43	Dadung Prakoso	Laki - Laki	19	7	3	2	Ya	2	1	1	2	2	4	5
44	Chan	Perempuan	23	3	3	2	Ya	2	2	1	2	3	1	2
45	Bagas Adi Nugroho	Laki - Laki	35	2	3	1	Ya	1	4	1	1	4	1	5
46	Astuti Putriana Dewi	Perempuan	28	3	3	2	Ya	2	2	1	2	2	5	2
47	Achmad Zakaria	Laki - Laki	31	3	3	2	Ya	5	3	1	2	4	1	5
48	Sugiono	Laki - Laki	20	7	2	2	Ya	1	3	1	2	4	3	1
49	Mariska Okky Oktaviani	Woman	22	7	3	2	Ya	1	2	1	2	1	3	5
50	Bunga Permatasari	Woman	34	6	3	1	Ya	1	2	1	2	3	2	1
51	Muhammad Rasyid Al Jabar	Laki - Laki	43	1	4	1	Ya	5	1	1	2	4	1	3
52	Wahid Setiawan P	Laki - Laki	27	3	3	2	Ya	4	1	1	2	3	1	5
53	Sitti Chairani R	Perempuan	28	5	3	1	Ya	1	3	1	1	4	3	5

54	Angga Putra R	Laki - Laki	32	3	3	1	Ya	1	3	1	1	4	1	1
55	Irmalia Afrianty	Perempuan	35	3	3	1	Ya	1	4	1	1	4	2	4
56	Mawarfaatin Ryana P	Perempuan	35	2	3	1	Ya	1	4	1	1	4	1	1
57	Geraldi Wijaya	Laki - Laki	37	5	3	1	Ya	1	4	1	1	4	1	1
58	Djauhari Taufiq	Laki - Laki	50	2	4	1	Ya	1	3	1	1	4	1	3
59	rayhan	Laki - Laki	54	2	3	1	Ya	1	4	1	2	4	2	2
60	Ahmad Sidiq	Laki - Laki	43	2	3	1	Ya	5	1	1	2	4	1	2
61	Cintya surya	Perempuan	52	3	3	1	Ya	5	1	1	2	4	3	5
62	Nurul intan	Perempuan	27	3	3	1	Ya	5	1	1	2	4	2	5
63	Aida Firasani	Perempuan	28	3	3	1	Ya	1	3	1	1	4	3	1
64	Jerry prakoso	Laki - Laki	36	3	3	1	Ya	1	3	1	1	4	1	1
65	Nur Asfin Ramadhan	Laki - Laki	34	3	3	1	Ya	1	2	1	2	4	5	3
66	Anita	Perempuan	27	5	3	1	Ya	1	4	1	1	4	2	2
67	Rendyka dio	Laki - Laki	32	3	3	2	Ya	5	2	1	2	4	3	1
68	Dwirama Putra	Laki - Laki	28	3	3	2	Ya	5	4	1	2	4	1	5
69	Nugroho Adi Kuncoro	Laki - Laki	37	2	3	1	Ya	1	4	1	1	4	1	5
70	Edelin Bethariana	Perempuan	42	3	3	1	Ya	3	2	1	2	4	3	5
71	Faiz Nabil	Laki - Laki	46	2	3	1	Ya	3	4	1	2	4	1	1
72	Maya Soraya Larasati	Perempuan	36	5	3	1	Ya	1	3	1	1	4	1	4
73	muhammad fikri aziz adnan	Laki - Laki	35	2	3	1	Ya	5	1	1	2	4	1	1
74	Dhea Amelia	Perempuan	41	6	3	1	Ya	1	2	1	1	2	3	1
75	Ganis Samodro Priyaninggar	Laki - Laki	27	3	3	2	Ya	4	1	1	2	4	3	1
76	Mega	Perempuan	33	5	3	1	Ya	1	4	1	1	4	5	5
77	Rahmah Febrina	Perempuan	21	7	3	2	Ya	1	2	1	2	2	2	5
78	Verina Kumala	Perempuan	41	6	3	1	Ya	1	2	1	2	3	2	5
79	Fiba	Perempuan	44	3	3	1	Ya	1	4	1	2	4	1	5
80	I Putu Dharma Putra	Laki - Laki	32	2	3	1	Ya	5	3	1	2	4	3	5
81	Amalia Dina Putri	Perempuan	31	6	3	1	Ya	1	4	1	2	4	3	5

82	Astrid Novella	Perempuan	41	1	3	1	Ya	1	3	1	2	4	1	1
83	Hana R.P	Perempuan	50	1	3	1	Ya	1	2	1	2	4	1	5
84	Mega	Perempuan	32	5	3	1	Ya	5	1	1	2	4	1	1
85	Sindhu Gumilang	Laki - Laki	26	3	3	2	Ya	4	2	1	2	4	2	1
86	Mega Rahmadani	Perempuan	30	1	3	1	Ya	4	1	1	2	4	3	5
87	Tiffany	Perempuan	40	3	3	1	Ya	2	2	1	2	4	3	1
88	Nadhilah	Perempuan	21	7	2	2	Ya	5	1	1	1	1	2	2
89	Zaza	Perempuan	45	2	3	1	Ya	1	4	1	2	4	5	5
90	M. France Budhiman	Laki - Laki	42	3	3	1	Ya	5	3	1	2	4	5	5
91	Indah Permata Hati	Perempuan	61	5	3	1	Ya	1	2	1	2	4	2	2
92	Kim seng	Laki - Laki	45	3	3	1	Ya	4	1	1	2	4	1	5
93	Emanuel Albert	Laki - Laki	37	2	4	1	Ya	1	4	1	1	4	1	4
94	Endang mulyani	Perempuan	48	6	3	1	Ya	1	2	1	1	3	2	5
95	Andre Alexander	Laki - Laki	45	8	4	1	Ya	1	4	1	1	4	1	3
96	Diana Putri Utami	Perempuan	34	6	3	1	Ya	1	4	1	1	4	2	1
97	Soraya Larasati	Perempuan	41	3	3	1	Ya	1	4	1	1	4	1	5
98	Muhammad Abdullah Rizal	Laki - Laki	48	2	3	1	Ya	1	3	1	2	4	1	5
99	Bayu Adi	Laki - Laki	59	1	4	1	Ya	2	2	1	2	4	1	5
100	Prasetyo Darmawan	Laki - Laki	31	3	3	1	ya	4	2	1	2	4	1	5
101	Denia Ekowati	Perempuan	39	3	3	1	Ya	1	2	1	1	4	1	3
102	Mario Putra	Laki - Laki	45	3	3	1	Ya	1	3	1	1	4	2	4
103	Andi Fefta Wijaya	Laki - Laki	45	1	5	1	Ya	1	4	1	1	4	4	5
104	Muhammad Jabbar	Laki - Laki	45	1	3	1	Ya	1	2	1	2	4	1	3
105	Bayu Prabowo	Laki - Laki	53	2	3	1	Ya	1	3	1	1	4	1	2
106	Sigit Dwi Susilo	Laki - Laki	42	5	4	1	Ya	1	4	1	1	4	1	5
107	Deni Putra	Laki - Laki	60	5	3	1	Ya	2	1	1	2	4	2	2
108	Djojo Hadi Kusumo	Laki - Laki	44	3	3	1	Ya	1	4	1	1	4	1	5

109	Daniel Muhardjo	Laki – Laki	51	5	3	1	Ya	1	4	1	1	4	1	5
110	Ari Kurniawan	Laki – Laki	35	1	3	1	Ya	1	4	1	1	4	1	3
111	Santo Dwi Prakoso	Laki – Laki	47	2	3	1	Ya	2	1	1	1	4	1	1
112	Andika Januar	Laki – Laki	22	7	3	2	Ya	4	2	1	1	2	4	1
113	Putrama Lamsihar	Laki – Laki	36	3	3	1	Ya	5	1	1	1	4	1	5
114	Christianto	Laki – Laki	33	3	4	1	Ya	1	3	1	1	4	1	5
115	Daryanto M	Laki - Laki	29	2	3	1	Ya	2	2	1	1	4	1	1
116	Rizal sulistia	Laki - Laki	39	3	3	1	Ya	3	1	1	1	4	1	4
117	M. Yamin	Laki - Laki	31	3	3	1	Ya	2	2	1	1	4	1	1
118	Rendy Pangestu	Laki - Laki	49	3	3	1	Ya	4	1	1	2	4	1	5
119	Rina Almana	Perempuan	43	6	3	1	Ya	3	1	1	2	3	2	5
120	Michael Lim	Laki - Laki	58	5	4	1	Ya	1	3	1	2	4	1	5
121	Subagjo Utomo	Laki - Laki	38	3	3	1	Ya	1	4	1	2	4	1	5
122	Burhanudin H	Laki - Laki	46	3	3	1	Ya	1	3	1	2	4	1	3
123	Sandy Nurrochman	Laki - Laki	41	3	3	1	Ya	1	4	1	2	4	1	1
124	Nurhadi Utama	Laki - Laki	37	3	3	1	Ya	4	1	1	2	4	1	4
125	Kusnadi	Laki - Laki	28	2	3	1	Ya	1	1	1	2	4	1	4
126	Agus Suyanto	Laki - Laki	24	3	3	2	Ya	5	2	1	1	4	1	3
127	Faizal T	Laki - Laki	30	3	3	2	Ya	2	1	1	1	4	1	1
128	Jabbar Al Basith	Laki - Laki	39	2	3	1	Ya	2	3	1	1	4	1	3
129	Oliver Sitorus	Laki - Laki	48	1	3	1	Ya	1	2	1	1	4	1	3
130	Rudi Satrio	Laki - Laki	37	3	3	1	Ya	1	3	1	2	4	1	5
131	Renaldi Muhammad	Laki - Laki	46	1	3	1	Ya	1	2	1	2	4	1	5
132	Hernanto Adikusumo	Laki - Laki	56	5	3	1	Ya	1	4	1	2	4	1	5
133	Isnidiarti Eka	Perempuan	55	6	3	1	Ya	1	4	1	2	4	2	5
134	Retnaningsih	Perempuan	42	3	3	1	Ya	1	4	1	1	4	1	5
135	Dwi Putranto	Laki - Laki	48	3	3	1	Ya	1	2	1	1	4	1	5
136	Nataniel H	Laki - Laki	31	2	3	1	Ya	3	1	1	1	4	1	5

137	Joseph Albert	Laki - Laki	27	3	3	1	Ya	2	2	1	1	4	1	5
138	Erick Putra P	Laki - Laki	50	5	4	1	Ya	1	4	1	1	4	1	1



Appendix 4

4	4	4	4	4	4	3	3	3	3	4	4	4	4	4	56	5	5	5	4	3	4	3	4	4	37	4	3	4	3	4	4	22
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4	5	4	5	4	4	4	4	4	4	5	5	5	4	5	66	5	4	4	4	4	4	4	4	4	4	37	5	4	5	4	5	4	27
4	4	4	5	5	5	5	5	4	4	4	4	5	5	5	68	4	4	4	4	4	4	5	4	4	4	37	5	4	5	4	5	4	27



Validity test and Reliability test X variable

[illegible]

	Pearson	.225**	.255**	.152	.062	.188*	.248**	.358**	.556**	1	.356**	.284**
X1.	Correlation											
9	Sig. (2-tailed)	.008	.003	.075	.469	.027	.003	.000	.000		.000	.001
	N	138	138	138	138	138	138	138	138	138	138	138
	Pearson	.152	.196*	.239**	.124	.280**	.153	.224**	.353**	.356**	1	.452**
X1.	Correlation											
10	Sig. (2-tailed)	.076	.021	.005	.147	.001	.074	.008	.000	.000		.000
	N	138	138	138	138	138	138	138	138	138	138	138
	Pearson	.121	.160	.323**	.171*	.205*	.291**	.380**	.386**	.284**	.452**	1
X1.	Correlation											
11	Sig. (2-tailed)	.159	.061	.000	.045	.016	.001	.000	.000	.001	.000	
	N	138	138	138	138	138	138	138	138	138	138	138
	Pearson	.239**	.272**	.311**	.135	.230**	.136	.127	.279**	.384**	.491**	.535**
X1.	Correlation											
12	Sig. (2-tailed)	.005	.001	.000	.114	.007	.113	.137	.001	.000	.000	.000
	N	138	138	138	138	138	138	138	138	138	138	138
	Pearson	.191*	.179*	.206*	.162	.226**	.265**	.343**	.314**	.410**	.192*	.409**
X1.	Correlation											
13	Sig. (2-tailed)	.025	.035	.015	.058	.008	.002	.000	.000	.000	.024	.000
	N	138	138	138	138	138	138	138	138	138	138	138
	Pearson	.125	.284**	.173*	.199*	.211*	.275**	.350**	.388**	.413**	.246**	.285**
X1.	Correlation											
14	Sig. (2-tailed)	.146	.001	.042	.019	.013	.001	.000	.000	.000	.004	.001
	N	138	138	138	138	138	138	138	138	138	138	138
	Pearson	.137	.205*	.259**	.229**	.206*	.169*	.202*	.271**	.406**	.208*	.207*
X1.	Correlation											
15	Sig. (2-tailed)	.108	.016	.002	.007	.015	.048	.017	.001	.000	.014	.015
	N	138	138	138	138	138	138	138	138	138	138	138
	Pearson	.479**	.561**	.540**	.466**	.594**	.615**	.599**	.621**	.605**	.534**	.597**
X1	Correlation											
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	138	138	138	138	138	138	138	138	138	138	138

Correlations

		X1.12	X1.13	X1.14	X1.15	X1
	Pearson Correlation	.239	.191**	.125**	.137*	.479**
X1.1	Sig. (2-tailed)	.005	.025	.146	.108	.000
	N	138	138	138	138	138
X1.2	Pearson Correlation	.272**	.179	.284**	.205**	.561**

	Sig. (2-tailed)	.001	.035	.001	.016	.000
	N	138	138	138	138	138
	Pearson Correlation	.311**	.206**	.173	.259**	.540*
X1.3	Sig. (2-tailed)	.000	.015	.042	.002	.000
	N	138	138	138	138	138
	Pearson Correlation	.135*	.162**	.199**	.229	.466**
X1.4	Sig. (2-tailed)	.114	.058	.019	.007	.000
	N	138	138	138	138	138
	Pearson Correlation	.230**	.226**	.211*	.206**	.594
X1.5	Sig. (2-tailed)	.007	.008	.013	.015	.000
	N	138	138	138	138	138
	Pearson Correlation	.136**	.265**	.275**	.169**	.615**
X1.6	Sig. (2-tailed)	.113	.002	.001	.048	.000
	N	138	138	138	138	138
	Pearson Correlation	.127**	.343**	.350*	.202	.599**
X1.7	Sig. (2-tailed)	.137	.000	.000	.017	.000
	N	138	138	138	138	138
	Pearson Correlation	.279	.314	.388*	.271	.621**
X1.8	Sig. (2-tailed)	.001	.000	.000	.001	.000
	N	138	138	138	138	138
	Pearson Correlation	.384**	.410**	.413	.406	.605*
X1.9	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	138	138	138	138	138
	Pearson Correlation	.491	.192*	.246**	.208	.534**
X1.10	Sig. (2-tailed)	.000	.024	.004	.014	.000
	N	138	138	138	138	138
	Pearson Correlation	.535	.409	.285**	.207*	.597*
X1.11	Sig. (2-tailed)	.000	.000	.001	.015	.000
	N	138	138	138	138	138
	Pearson Correlation	1**	.294**	.339**	.237	.564**
X1.12	Sig. (2-tailed)		.000	.000	.005	.000
	N	138	138	138	138	138
	Pearson Correlation	.294*	1*	.448*	.430	.576**
X1.13	Sig. (2-tailed)	.000		.000	.000	.000
	N	138	138	138	138	138
	Pearson Correlation	.339	.448**	1*	.403*	.587*
X1.14	Sig. (2-tailed)	.000	.000		.000	.000
	N	138	138	138	138	138
	Pearson Correlation	.237	.430*	.403**	1**	.529*
X1.15	Sig. (2-tailed)	.005	.000	.000		.000

	N	138	138	138	138	138
	Pearson Correlation	.564**	.576**	.587**	.529**	1**
X1	Sig. (2-tailed)	.000	.000	.000	.000	
	N	138	138	138	138	138

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

RELIABILITY

```

/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X1.7 X1.8 X1.9 X1.10 X1.11 X1.12 X1.13
X1.14 X1.15
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

[DataSet4] C:\Users\Asus\Desktop\SPSS LENGKAP\RESPONDENT 138.sav

Scale: ALL VARIABLES

Case Processing Summary		
	N	%
Valid	138	100.0
Cases Excluded ^a	0	.0
Total	138	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.847	15

Validity test and Reliability test Y1 variable

Correlations

[DataSet4] C:\Users\Asus\Desktop\SPSS LENGKAP\RESPONDENT 138.sav

		Correlations					
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6
Y1.1	Pearson Correlation	1	.253**	.405**	.237**	.179*	.357**
	Sig. (2-tailed)		.003	.000	.005	.036	.000
	N	138	138	138	138	138	138
Y1.2	Pearson Correlation	.253**	1	.421**	.072	.126	.260**
	Sig. (2-tailed)	.003		.000	.404	.140	.002
	N	138	138	138	138	138	138
Y1.3	Pearson Correlation	.405**	.421**	1	.106	.221**	.376**
	Sig. (2-tailed)	.000	.000		.214	.009	.000
	N	138	138	138	138	138	138
Y1.4	Pearson Correlation	.237**	.072	.106	1	.238**	.176*
	Sig. (2-tailed)	.005	.404	.214		.005	.039
	N	138	138	138	138	138	138
Y1.5	Pearson Correlation	.179*	.126	.221**	.238**	1	.330**
	Sig. (2-tailed)	.036	.140	.009	.005		.000
	N	138	138	138	138	138	138
Y1.6	Pearson Correlation	.357**	.260**	.376**	.176*	.330**	1
	Sig. (2-tailed)	.000	.002	.000	.039	.000	
	N	138	138	138	138	138	138
Y1.7	Pearson Correlation	.249**	.253**	.255**	.070	.267**	.539**
	Sig. (2-tailed)	.003	.003	.003	.414	.002	.000
	N	138	138	138	138	138	138
Y1.8	Pearson Correlation	.193*	.256**	.287**	.058	.205*	.343**
	Sig. (2-tailed)	.024	.002	.001	.500	.016	.000
	N	138	138	138	138	138	138
Y1.9	Pearson Correlation	.246**	.223**	.354**	.035	.249**	.307**
	Sig. (2-tailed)	.004	.008	.000	.680	.003	.000
	N	138	138	138	138	138	138
Y1	Pearson Correlation	.603**	.544**	.638**	.395**	.543**	.702**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	138	138	138	138	138	138

Correlations

		Y1.7	Y1.8	Y1.9	Y1
Y1.1	Pearson Correlation	.249	.193**	.246**	.603**
	Sig. (2-tailed)	.003	.024	.004	.000
	N	138	138	138	138
Y1.2	Pearson Correlation	.253**	.256	.223**	.544
	Sig. (2-tailed)	.003	.002	.008	.000
	N	138	138	138	138
Y1.3	Pearson Correlation	.255**	.287**	.354	.638
	Sig. (2-tailed)	.003	.001	.000	.000
	N	138	138	138	138
Y1.4	Pearson Correlation	.070**	.058	.035	.395
	Sig. (2-tailed)	.414	.500	.680	.000
	N	138	138	138	138
Y1.5	Pearson Correlation	.267*	.205	.249**	.543**
	Sig. (2-tailed)	.002	.016	.003	.000
	N	138	138	138	138
Y1.6	Pearson Correlation	.539**	.343**	.307**	.702*
	Sig. (2-tailed)	.000	.000	.000	.000
	N	138	138	138	138
Y1.7	Pearson Correlation	1**	.478**	.290**	.646
	Sig. (2-tailed)		.000	.001	.000
	N	138	138	138	138
Y1.8	Pearson Correlation	.478*	1**	.440**	.612
	Sig. (2-tailed)	.000		.000	.000
	N	138	138	138	138
Y1.9	Pearson Correlation	.290**	.440**	1**	.577
	Sig. (2-tailed)	.001	.000		.000
	N	138	138	138	138
Y1	Pearson Correlation	.646**	.612**	.577**	1**
	Sig. (2-tailed)	.000	.000	.000	
	N	138	138	138	138

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

RELIABILITY

/VARIABLES=Y1.1 Y1.2 Y1.3 Y1.4 Y1.5 Y1.6 Y1.7 Y1.8 Y1.9


```
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

Reliability

[DataSet4] C:\Users\Asus\Desktop\SPSS LENGKAP\RESPONDENT 138.sav

Scale: ALL VARIABLES

Case Processing Summary		
	N	%
Valid	138	100.0
Cases Excluded ^a	0	.0
Total	138	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.757	9

Validity test and Reliability test Y2 variable

Correlations

[DataSet4] C:\Users\Asus\Desktop\SPSS LENGKAP\RESPONDENT 138.sav

		Correlations					
		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6
Y2.1	Pearson Correlation	1	.337**	.398**	.311**	.120	.309**
	Sig. (2-tailed)		.000	.000	.000	.161	.000
	N	138	138	138	138	138	138
Y2.2	Pearson Correlation	.337**	1	.239**	.337**	.178*	.280**
	Sig. (2-tailed)	.000		.005	.000	.037	.001
	N	138	138	138	138	138	138
Y2.3	Pearson Correlation	.398**	.239**	1	.411**	.308**	.249**
	Sig. (2-tailed)	.000	.005		.000	.000	.003
	N	138	138	138	138	138	138
Y2.4	Pearson Correlation	.311**	.337**	.411**	1	.362**	.375**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	138	138	138	138	138	138
Y2.5	Pearson Correlation	.120	.178*	.308**	.362**	1	.321**
	Sig. (2-tailed)	.161	.037	.000	.000		.000
	N	138	138	138	138	138	138
Y2.6	Pearson Correlation	.309**	.280**	.249**	.375**	.321**	1
	Sig. (2-tailed)	.000	.001	.003	.000	.000	
	N	138	138	138	138	138	138
Y2	Pearson Correlation	.660**	.608**	.671**	.701**	.577**	.658**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	138	138	138	138	138	138

		Correlations	
		Y2	
Y2.1	Pearson Correlation		.660
	Sig. (2-tailed)		.000
	N		138
Y2.2	Pearson Correlation		.608**
	Sig. (2-tailed)		.000
	N		138
Y2.3	Pearson Correlation		.671**

	Sig. (2-tailed)	.000
	N	138
	Pearson Correlation	.701**
Y2.4	Sig. (2-tailed)	.000
	N	138
	Pearson Correlation	.577
Y2.5	Sig. (2-tailed)	.000
	N	138
	Pearson Correlation	.658**
Y2.6	Sig. (2-tailed)	.000
	N	138
	Pearson Correlation	1**
Y2	Sig. (2-tailed)	
	N	138

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

RELIABILITY

```

/VARIABLES=Y2.1 Y2.2 Y2.3 Y2.4 Y2.5 Y2.6
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

[DataSet4] C:\Users\Asus\Desktop\SPSS LENGKAP\RESPONDENT 138.sav

Scale: ALL VARIABLES

Case Processing Summary

	N	%
Valid	138	100.0
Cases Excluded ^a	0	.0
Total	138	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.720	6



Appendix 6

FREQUENCIES VARIABLES=JenisKelamin
/ORDER=ANALYSIS.

Frequencies

[DataSet0]

Statistics		
Jenis Kelamin Responden		
N	Valid	138
	Missing	0

Jenis Kelamin Responden				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	84	60.9	60.9
	Perempuan	54	39.1	100.0
	Total	138	100.0	

FREQUENCIES VARIABLES=Usia
/ORDER=ANALYSIS.

Frequencies

[DataSet0]

Statistics		
Umur Responden		
N	Valid	138
	Missing	0

Umur Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 19-23 Tahun	8	5.8	5.8	5.8
24-28 Tahun	14	10.1	10.1	15.9
29-33 Tahun	17	12.3	12.3	28.3
34-38 Tahun	30	21.7	21.7	50.0
39-43 Tahun	23	16.7	16.7	66.7
44-48 Tahun	24	17.4	17.4	84.1
49-53 Tahun	11	8.0	8.0	92.0
54-58 Tahun	6	4.3	4.3	96.4
59-63 Tahun	5	3.6	3.6	100.0
Total	138	100.0	100.0	

FREQUENCIES VARIABLES=Pekerjaan
/ORDER=ANALYSIS.

Frequencies

[DataSet0]

Statistics

Pekerjaan Responden

N	Valid	138
	Missing	0

Pekerjaan Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid PNS	14	10.1	10.1	10.1
BUMN	22	15.9	15.9	26.1
Pegawai Swasta	59	42.8	42.8	68.8
Akademisi	1	.7	.7	69.6
Wirausaha	22	15.9	15.9	85.5
Ibu Rumah Tangga	11	8.0	8.0	93.5
Mahasiwa/Pelajar	7	5.1	5.1	98.6
Lainnya	2	1.4	1.4	100.0
Total	138	100.0	100.0	

FREQUENCIES VARIABLES=Pendidikan
/ORDER=ANALYSIS.

Frequencies

[DataSet0]

Statistics		
Pendidikan Responden		
N	Valid	138
	Missing	0

Pendidikan Responden				
	Frequency	Percent	Valid Percent	Cumulative Percent
	SMA	4	2.9	2.9
	S1	114	82.6	85.5
Valid	S2	18	13.0	98.6
	S3	2	1.4	100.0
	Total	138	100.0	

FREQUENCIES VARIABLES=Status
/ORDER=ANALYSIS.

Frequencies

[DataSet0]

Statistics	
Status Responden	

N	Valid	138
	Missing	0

Status Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Menikah	116	84.1	84.1
	Belum Menikah	22	15.9	100.0
	Total	138	100.0	100.0

FREQUENCIES VARIABLES=Maskapai
/ORDER=ANALYSIS.

Frequencies

[DataSet0]

Statistics

Maskapai yang sering digunakan
responden

N	Valid	138
	Missing	0

Maskapai yang sering digunakan responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Garuda Indonesia	83	60.1	60.1
	Sriwijaya	14	10.1	70.3
	Air Asia	7	5.1	75.4
	Lion Air	11	8.0	83.3
	Citilink	23	16.7	100.0
	Total	138	100.0	100.0

FREQUENCIES VARIABLES=Flightfrequent
/ORDER=ANALYSIS.

Frequencies

[DataSet0]

Statistics

Frekuensi menggunakan Garuda

Indonesia satu tahun terakhir

N	Valid	138
	Missing	0

Frekuensi menggunakan Garuda Indonesia satu tahun terakhir

	Frequency	Percent	Valid Percent	Cumulative Percent
1 kali	26	18.8	18.8	18.8
2 kali	31	22.5	22.5	41.3
Valid 3 kali	27	19.6	19.6	60.9
> 3 kali	54	39.1	39.1	100.0
Total	138	100.0	100.0	

FREQUENCIES VARIABLES=Jeniskelas
/ORDER=ANALYSIS.

Frequencies

[DataSet0]

Statistics

Jenis Kelas yang sering digunakan

N	Valid	138
	Missing	0

Jenis Kelas yang sering digunakan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Economy Class	138	100.0	100.0	100.0

FREQUENCIES VARIABLES=GFF
/ORDER=ANALYSIS.

Frequencies

[DataSet0]

Statistics

Memiliki GFF

N	Valid	138
	Missing	0

Memiliki GFF

	Frequency	Percent	Valid Percent	Cumulative Percent
Ya	60	43.5	43.5	43.5
Valid Tidak	78	56.5	56.5	100.0
Total	138	100.0	100.0	

FREQUENCIES VARIABLES=Pendapatan
/ORDER=ANALYSIS.

Frequencies

[DataSet0]

Statistics		
Pendapatan Respdnen		
N	Valid	138
	Missing	0

Pendapatan Respdnen				
	Frequency	Percent	Valid Percent	Cumulative Percent
? Rp 1.500.000	2	1.4	1.4	1.4
Rp 1.500.001 – Rp 2.500.000	7	5.1	5.1	6.5
Valid Rp 2.500.001 – Rp 3.500.000	7	5.1	5.1	11.6
? Rp 3.500.000	122	88.4	88.4	100.0
Total	138	100.0	100.0	

FREQUENCIES VARIABLES=Tujuan
/ORDER=ANALYSIS.

Frequencies

[DataSet0]

Statistics		
Tujuan Menggunakan Garuda		
Indonesia		
N	Valid	138
	Missing	0

Tujuan Menggunakan Garuda Indonesia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Urusan Pekerjaan	81	58.7	58.7	58.7
Keperluan Keluarga	25	18.1	18.1	76.8
Liburan	20	14.5	14.5	91.3
Studi/Akademik	5	3.6	3.6	94.9
Berobat	7	5.1	5.1	100.0
Total	138	100.0	100.0	

FREQUENCIES VARIABLES=Memilih
/ORDER=ANALYSIS.

Frequencies

[DataSet0]

Statistics

Alasan memilih Garuda Indonesia

N	Valid	138
	Missing	0

Alasan memilih Garuda Indonesia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Prestige	33	23.9	23.9	23.9
Harga	9	6.5	6.5	30.4
Nasionalisme	15	10.9	10.9	41.3
Gaya Hidup	10	7.2	7.2	48.6
Nyaman	34	24.7	24.6	73.2
Aman	23	16.7	16.7	89.9
Jadwal sesuai	5	3.6	3.6	93.5
Tepat waktu	9	6.5	6.5	100
Total	138	100.0	100.0	

Appendix 7

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	6	4.3	4.3	4.3
4.00	87	63.0	63.0	67.4
5.00	45	32.6	32.6	100.0
Total	138	100.0	100.0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	14	10.1	10.1	10.1
4.00	81	58.7	58.7	68.8
5.00	43	31.2	31.2	100.0
Total	138	100.0	100.0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	.7	.7	.7
3.00	9	6.5	6.5	7.2
4.00	84	60.9	60.9	68.1
5.00	44	31.9	31.9	100.0
Total	138	100.0	100.0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	.7	.7	.7
3.00	18	13.0	13.0	13.8

4.00	74	53.6	53.6	67.4
5.00	45	32.6	32.6	100.0
Total	138	100.0	100.0	

X1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	7	5.1	5.1	5.1
4.00	87	63.0	63.0	68.1
5.00	44	31.9	31.9	100.0
Total	138	100.0	100.0	

X1.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	17	12.3	12.3	12.3
4.00	73	52.9	52.9	65.2
5.00	48	34.8	34.8	100.0
Total	138	100.0	100.0	

X1.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	.7	.7	.7
3.00	14	10.1	10.1	10.9
4.00	75	54.3	54.3	65.2
5.00	48	34.8	34.8	100.0
Total	138	100.0	100.0	

X1.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	8	5.8	5.8	5.8
4.00	81	58.7	58.7	64.5
5.00	49	35.5	35.5	100.0
Total	138	100.0	100.0	

X1.9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	9	6.5	6.5	6.5
4.00	83	60.1	60.1	66.7
5.00	46	33.3	33.3	100.0
Total	138	100.0	100.0	

X1.10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	8	5.8	5.8	5.8
4.00	81	58.7	58.7	64.5
5.00	49	35.5	35.5	100.0
Total	138	100.0	100.0	

X1.11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	7	5.1	5.1	5.1
4.00	75	54.3	54.3	59.4
5.00	56	40.6	40.6	100.0
Total	138	100.0	100.0	

X1.12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	4	2.9	2.9	2.9
4.00	79	57.2	57.2	60.1
5.00	55	39.9	39.9	100.0
Total	138	100.0	100.0	

X1.13

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	6	4.3	4.3	4.3
4.00	92	66.7	66.7	71.0
5.00	40	29.0	29.0	100.0
Total	138	100.0	100.0	

X1.14

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	6	4.3	4.3	4.3
4.00	87	63.0	63.0	67.4
5.00	45	32.6	32.6	100.0
Total	138	100.0	100.0	

X1.15

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	1	.7	.7	.7
3.00	15	10.9	10.9	11.6
4.00	88	63.8	63.8	75.4
5.00	34	24.6	24.6	100.0
Total	138	100.0	100.0	



Appendix 8

Descriptive Statistics

	Mean	Std. Deviation	N
Y1	38.4783	3.05477	138
X1	63.9058	5.01369	138

Correlations

		Y1	X1
Pearson Correlation	Y1	1.000	.544
	X1	.544	1.000
Sig. (1-tailed)	Y1	.	.000
	X1	.000	.
N	Y1	138	138
	X1	138	138

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X1 ^b	.	Enter

a. Dependent Variable: Y1

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.544 ^a	.296	.291	2.57284	.296	57.132	1	136	.000

a. Predictors: (Constant), X1

b. Dependent Variable: Y1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	378.183	1	378.183	57.132	.000 ^b
	Residual	900.252	136	6.619		
	Total	1278.435	137			

- a. Dependent Variable: Y1
b. Predictors: (Constant), X1

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	17.301	2.810		6.156	.000					
X1	.331	.044	.544	7.559	.000	.544	.544	.544	1.000	1.000

- a. Dependent Variable: Y1

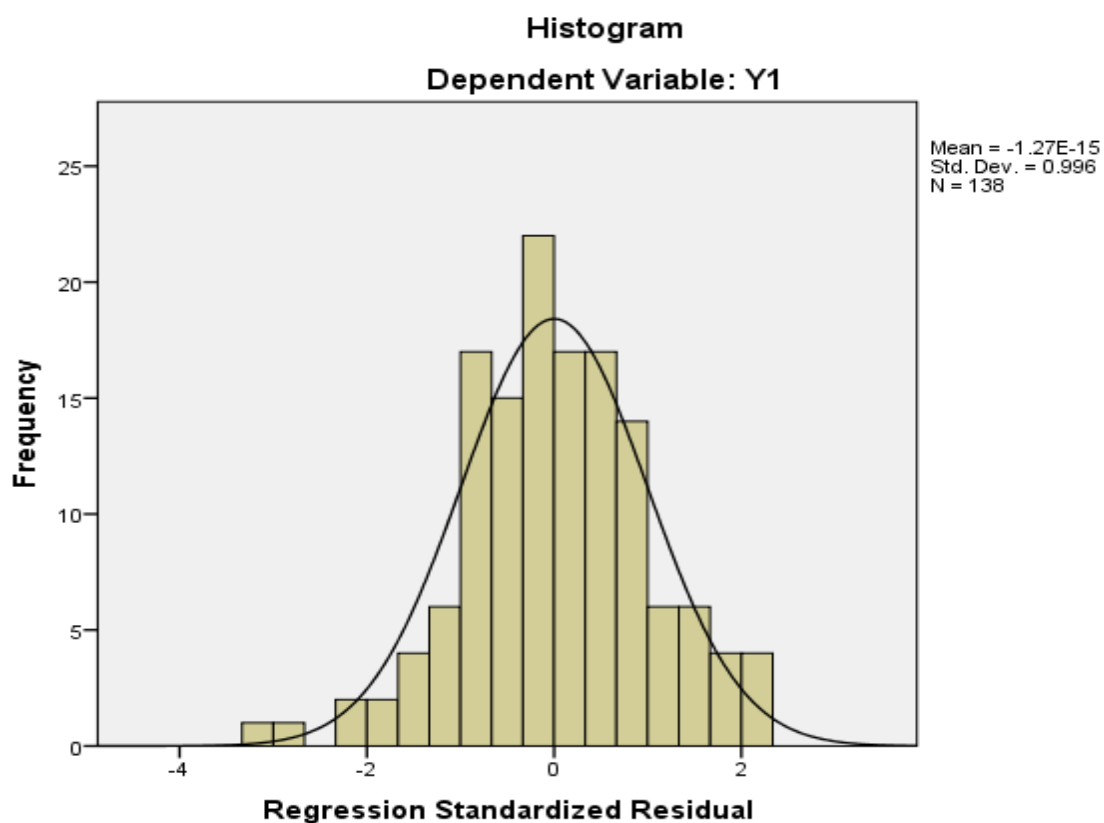
Collinearity Diagnostics ^a					
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	X1
1	1	1.997	1.000	.00	.00
	2	.003	25.624	1.00	1.00

- a. Dependent Variable: Y1

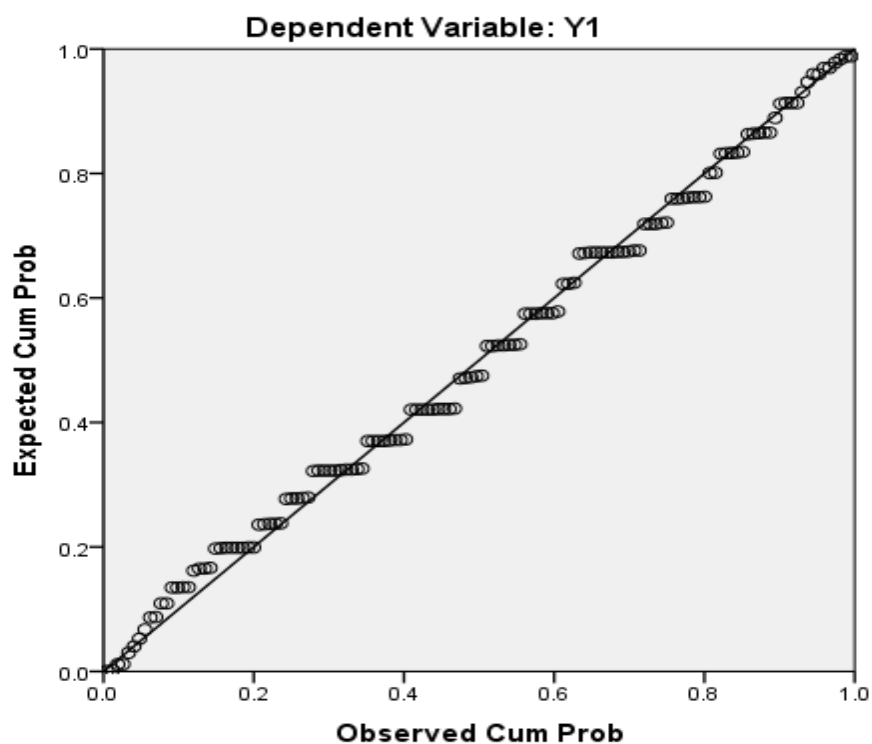
Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	33.5387	42.1547	38.4783	1.66146	138
Std. Predicted Value	-2.973	2.213	.000	1.000	138
Standard Error of Predicted Value	.219	.689	.297	.088	138
Adjusted Predicted Value	33.7350	42.0269	38.4780	1.65200	138
Residual	-8.50948	5.81606	.00000	2.56343	138
Std. Residual	-3.307	2.261	.000	.996	138
Stud. Residual	-3.319	2.282	.000	1.005	138
Deleted Residual	-8.57161	5.93543	.00027	2.60580	138
Stud. Deleted Residual	-3.450	2.319	-.001	1.015	138
Mahal. Distance	.000	8.839	.993	1.370	138
Cook's Distance	.000	.229	.008	.022	138
Centered Leverage Value	.000	.065	.007	.010	138

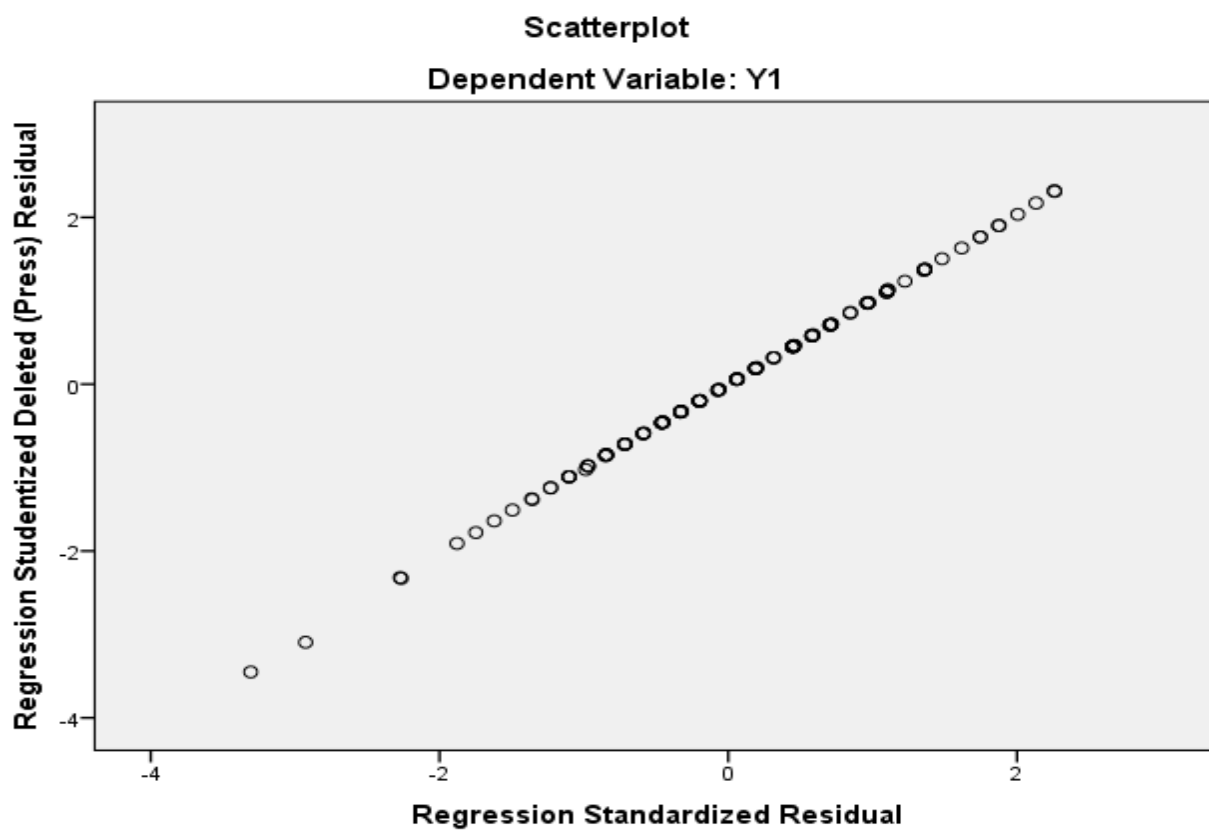
- a. Dependent Variable: Y1

Charts



Normal P-P Plot of Regression Standardized Residual





Descriptive Statistics

	Mean	Std. Deviation	N
Y2	25.9130	2.08042	138
X1	63.9058	5.01369	138
Y1	38.4783	3.05477	138

Correlations

		Y2	X1	Y1
Pearson Correlation	Y2	1.000	.508	.535
	X1	.508	1.000	.544
	Y1	.535	.544	1.000
Sig. (1-tailed)	Y2	.	.000	.000
	X1	.000	.	.000
	Y1	.000	.000	.
N	Y2	138	138	138
	X1	138	138	138
	Y1	138	138	138

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Y1, X1 ^b	.	Enter

a. Dependent Variable: Y2

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.594 ^a	.353	.343	1.68573	.353	36.832	2	135	.000

a. Predictors: (Constant), Y1, X1

b. Dependent Variable: Y2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	209.329	2	104.665	36.832	.000 ^b
	Residual	383.627	135	2.842		
	Total	592.957	137			

a. Dependent Variable: Y2

b. Predictors: (Constant), Y1, X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	8.115	2.082		3.898	.000					
	X1	.128	.034	.308	3.736	.000	.508	.306	.259	.704	1.420
	Y1	.250	.056	.367	4.452	.000	.535	.358	.308	.704	1.420

a. Dependent Variable: Y2

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	X1	Y1
1	1	2.994	1.000	.00	.00	.00
	2	.003	30.714	.99	.14	.32
	3	.003	32.708	.01	.86	.67

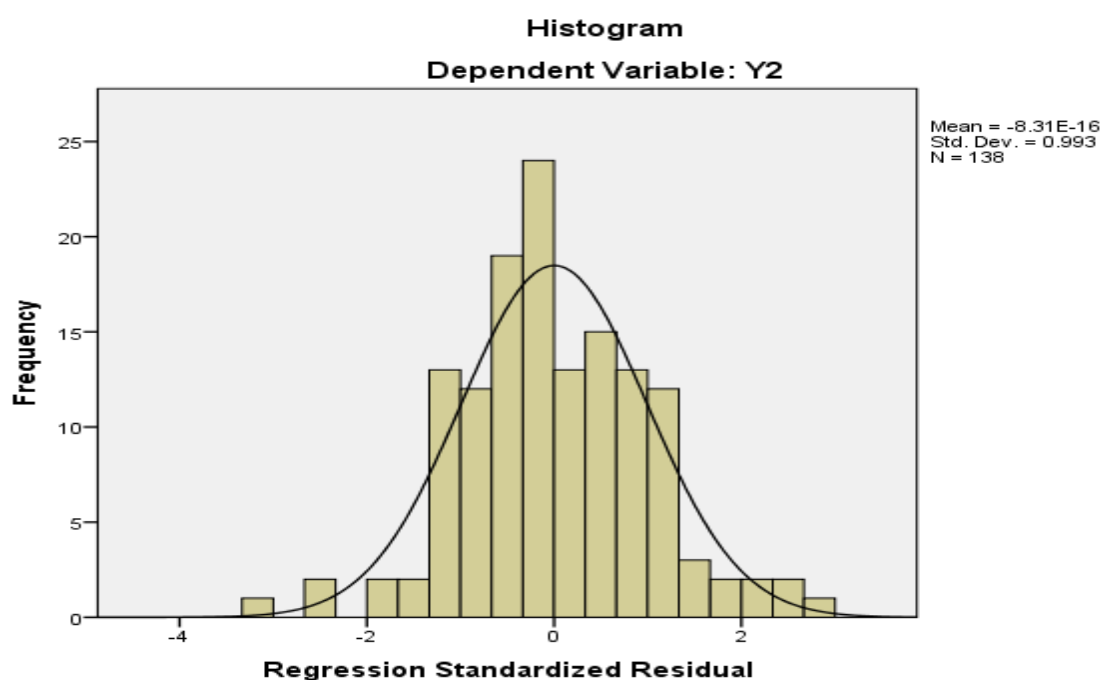
a. Dependent Variable: Y2

Residuals Statistics^a

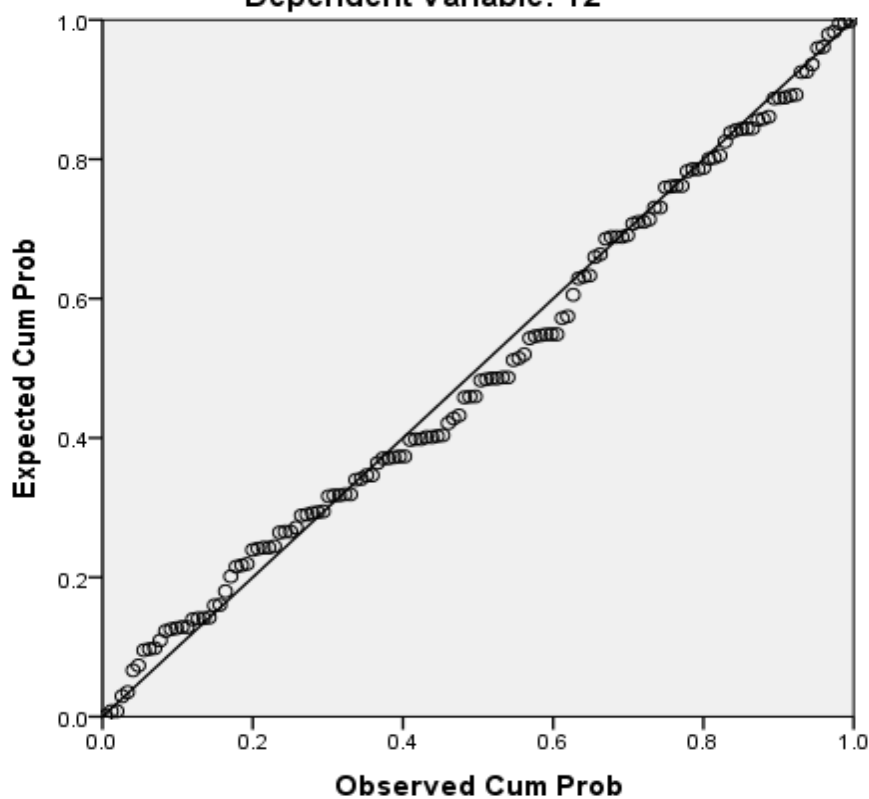
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	21.5192	28.9632	25.9130	1.23610	138
Std. Predicted Value	-3.555	2.468	.000	1.000	138
Standard Error of Predicted Value	.146	.563	.236	.078	138
Adjusted Predicted Value	20.9573	28.9063	25.9144	1.24000	138
Residual	-5.13619	4.95622	.00000	1.67338	138
Std. Residual	-3.047	2.940	.000	.993	138
Stud. Residual	-3.175	2.957	.000	1.010	138
Deleted Residual	-5.57629	5.04271	-.00139	1.73291	138
Stud. Deleted Residual	-3.288	3.047	.000	1.021	138
Mahal. Distance	.037	14.274	1.986	2.209	138
Cook's Distance	.000	.332	.012	.039	138
Centered Leverage Value	.000	.104	.014	.016	138

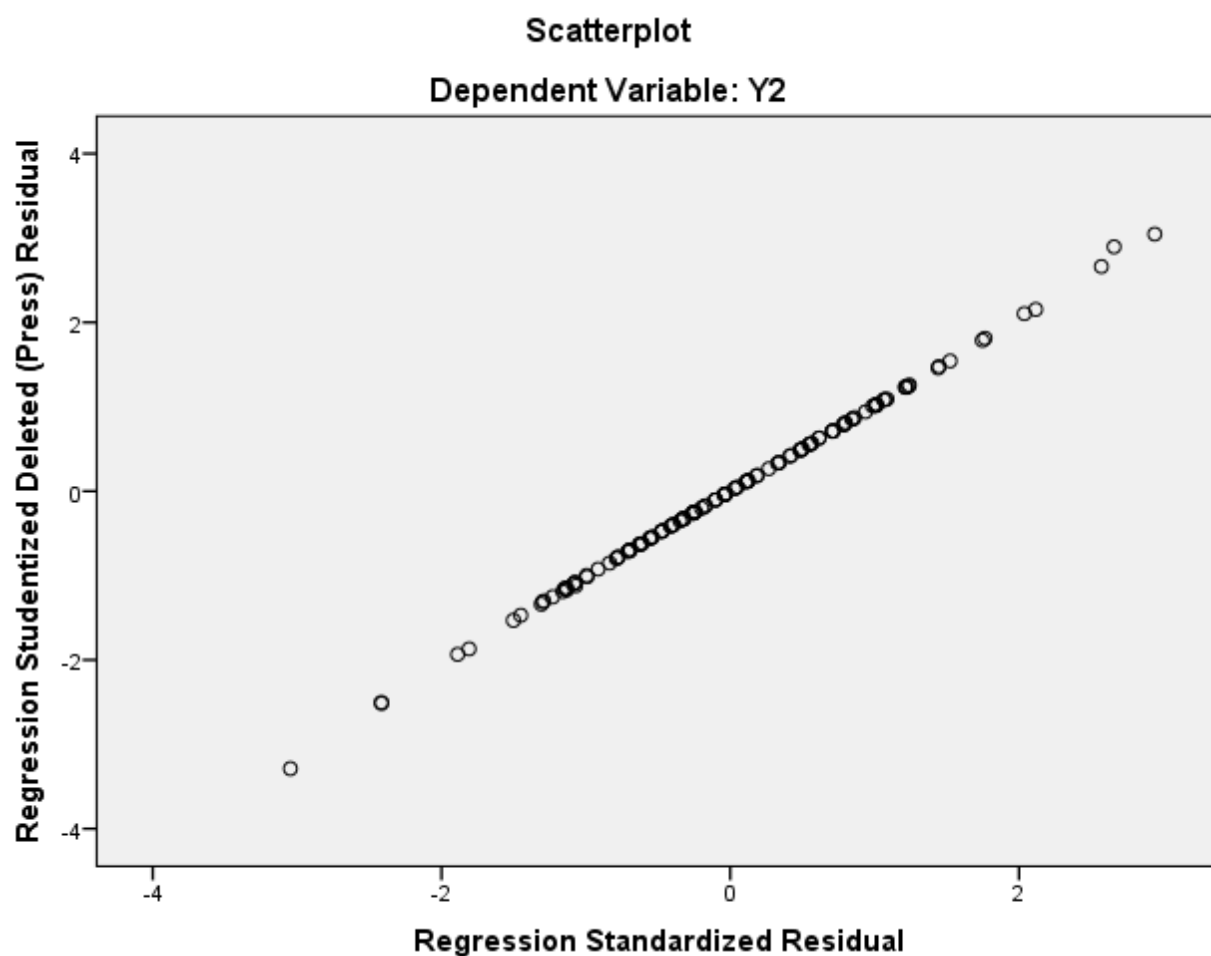
a. Dependent Variable: Y2

Charts



Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Y2







Kepada Yth.,
Bpk/ Ibu Dr. Drs. Wilopo M.AB.
Ketua Prodi Administrasi Bisnis
Universitas Brawijaya
Di Tempat

Jakarta
Nomor Kami
Perihal

26 Oktober 2016
GARUDA/JKTVZU - 20268/ 2016
Keterangan Selesai Riset

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Dengan hormat,

Mengacu kepada surat dari Universitas Brawijaya nomor: 12592/UN10.3/AK/2016 tanggal 19 September 2016 perihal permohonan kegiatan riset di PT. Garuda Indonesia (Persero) Tbk, dengan data :

Nama : Radhitya Adhitama
NIM : 125030200111016
Prog/ Jurusan : S1/ Ilmu Administrasi Bisnis
Judul Skripsi : "The Influence of Service Quality on Brand Image and Customer Satisfaction in Airlines Services (Case Study of Garuda Indonesia Passenger Domiciled in Malang East Java)"

Dengan ini kami menerangkan bahwa mahasiswa tersebut diatas telah melaksanakan kegiatan riset yang dimulai pada tanggal 23 September 2016 sampai dengan tanggal 30 September 2016 di Unit Branch Office Malang PT. Garuda Indonesia (Persero) Tbk.

Demikian surat keterangan ini dibuat untuk dapat dipergunakan sebagaimana mestinya.

Hormat kami,
PT. GARUDA INDONESIA (Persero) Tbk.
LEARNING & DEVELOPMENT
SM. GENERAL SUPPORT & TRAINING FACILITY



**CURRICULUM VITAE**

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3. SMAN 4 Bekasi Graduated 2012
4. University of Brawijaya Graduated 2017

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Research experience : 1. The Implementation of Social Investment in PT Chevron Pacific Indonesia Sumatra Operation
2. The Influence of Service Quality on Brand Image and Customer Satisfaction (Case study on Garuda Indonesia Passenger domiciled in Malang East Java)

