Priviet Social Sciences Journal (PSSJ) Volume 4 No 6 2024

The influence of service quality, passenger satisfaction, perceived value, and airline brand love on word-of-mouth behavior among domestic airline users in Indonesia

Anita Dyah Nur'aini, Mariani, Fauzan Qamaar[a]

[a]Bina Nusantara University, Indonesia

ARTICLE HISTORY
Received April 11, 2024. Accepted June 15, 2024. DOI:10.55942/pssj.v4i6.237

ABSTRACT
This study aims to analyze the impact of crucial dimensions in the Indonesian domestic airline industry, namely Service Quality, Passenger Satisfaction, Perceived Value, and Airline Brand Love, on Word of Mouth (WOM) behavior among passengers. Data was collected from respondents who are users of domestic airlines in Indonesia. The analysis revealed several key findings. Firstly, Passenger Satisfaction has a significant positive influence on both Airline Brand Love and Word of Mouth. This relationship is supported by the calculated t-value exceeding the critical t-value and the significance level (P-value) being less than 0.05. Therefore, to increase sales, improving passenger satisfaction levels should be a priority. Secondly, Perceived Value does not have a significant positive influence on either Airline Brand Love or Word of Mouth. This is evident from the calculated t-value being lower than the critical t-value and the P-value being greater than 0.05. Nevertheless, it's important to still consider the aspect of Perceived Value in efforts to enhance customer experience. Thirdly, Service Quality has a proven significant positive influence on Airline Brand Love, but not on Word of Mouth. This positive relationship is indicated by the calculated t-value exceeding the critical t-value and the significance level being less than 0.05. In this context, improving service quality can be a crucial factor in building brand love for the airline. Thus, this study provides insights into the factors influencing Word of Mouth behavior in the Indonesian domestic airline industry. The implications of these findings are the need for airline companies to focus on improving passenger satisfaction and service quality to strengthen the connection between Passenger Satisfaction, Airline Brand Love, and Word of Mouth. Additionally, although Perceived Value does not have a significant impact in this context, it remains important to consider this factor in efforts to maintain customer satisfaction and loyalty.

KEYWORDS
Competency; Passenger Satisfaction, Airline Brand Love, Word of Mouth, Perceived Value, Service Quality

1. INTRODUCTION

1.1 Background

Development rapidly experienced by the industry current flights participate be one of milestone global economy and have role crucial in development in various sector . Rapid developments in the

industry flight triggered moment publication regulations related flights . Apart from being triggered by the existence of regulations aviation , developments in the industry This also caused by circumstances Indonesia's geography as an archipelagic country the largest in the world. This is demand big role from industry flight in connect various areas in various islands in Indonesia and even with other countries

There is development said , reflected from growth amount passengers and even airline flights in Indonesia (Yuniarto Topan, nd) are known that industry flight own massive growth with mirrored through founding airline private domestic in Indonesia as well as increasing amount passengers who have improvement tall every the year namely by 22%. Passengers domestic experience significant improvement namely experience improvement by 37% or as much as almost 4 (four) million people while amount passenger international experience improvement by 84.4% Following is infographics that illustrate development transportation air national effective March 2022 :

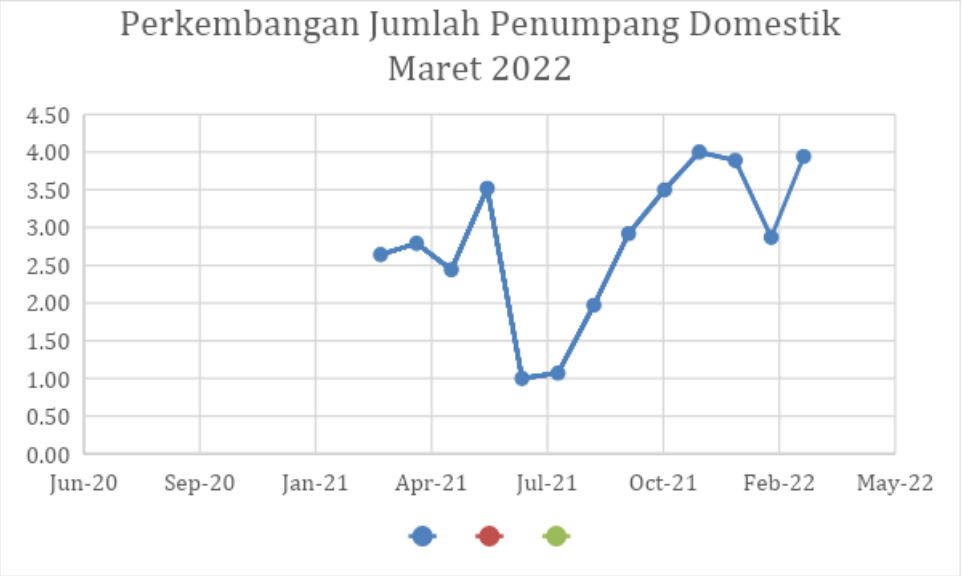


Figure 1.1. 1 Development Amount Passenger Domestic March 2022

Source : Official Statistics News , bisnisnews.id

In Figure 1.1.1 it can be seen concluded that improvement amount airlines that fly in the same direction improvement amount users fashion transportation air , trigger existence fierce competition between Airlines . Therefore, airlines are required to continue to provide the advantages they have in the products they offer. Furthermore, to increase competitiveness, airlines can continue to provide optimal Service Quality ((Bisnis et al., n.d.)*SQ) to attract new customers and retain existing ones.*

(Liu & Lee, 2016)suggests that *SQ* can be defined as a customer's evaluation of the overall excellence or superiority of a company's services. In this study, customers can be defined as airline passengers. When it comes to the services provided, airlines must pay particular attention to *check-in, boarding gate,* and, crucially, on-time flight service.(Bisnis et al., n.d.)

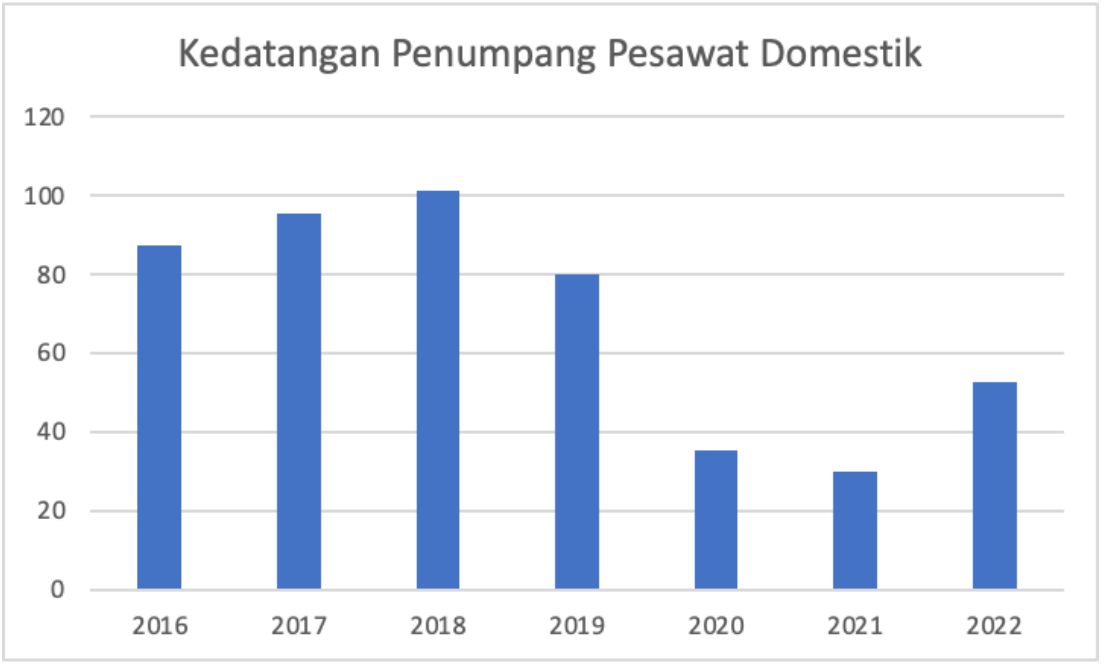


Figure 1.1. 2 Arrival Passenger Aircraft Domestic 2016 - 2022

Source : (Dihni , 2022)

Figure 1.1.2 above presenting related data accuracy time from various airline domestically obtained through survey conducted by the Official *Airline Guide* in 2022 with criteria accuracy time namely time departure and arrival is at in 15 minute *range* from the time that has passed scheduled , where based on survey that has been done the known that airline with accuracy time best achieved by Garuda Indonesia with percentage approach perfect namely 96.1%. Ranking furthermore achieved by Sriwijaya Air and Indonesia Air Asia, which have percentage consecutive by 62.2% and 56.2%. More next , ranking fourth achieved by Citilink with difference percentage not enough of 5% and there are two airlines that have percentage below 50 % , namely Wings Air and Lion Air, where each airline reach ranking accuracy time in 6th and 7th place .

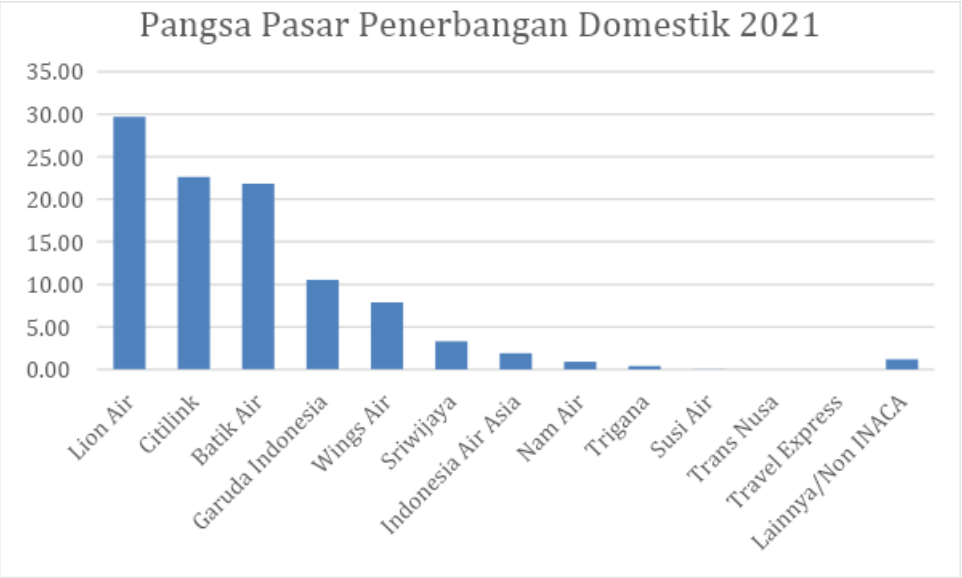


Figure 3 Aviation Market Share Domestic 2021

Source : Katadata

Figure 1.1.3 above show related data airlines that become choice Indonesian society based on survey conducted by(Cindy Mutia Annur, 2022) Where respondents can choose more from One choice answer . Based on survey the known that airlines that occupy ranking First is Garuda Indonesia with percentage by 74.7% which is This can reflected from OTP value or *on-time performance* owned by the airline the namely 95.63% with level *cancellation rate* that is not reach One percent , namely 0.6%. In the ranking second achieved by the airline Citilink with percentage approaching 40 % where matter This Enough Far from percentage achieved by Garuda Indonesia in the position first . More Furthermore , other airlines such as Batik Air, Air Asia and Sriwijaya Air followed suit. with percentage not enough from 30%

The existence of LCC airlines has triggered challenges that arise within industry flights , considering with limitations costs incurred by customers , airlines must still give optimal service so that can increase experiences that customers have in use service airline (Hardiani & Kartika Fajar Nieamah, 2022)

There is a disturbance the trigger existence queue length which results in delays flight (Hardiani & Kartika Fajar Nieamah, 2022)Basically , the company must consider reliability , good response to customers , assurance and empathy in give service to customer so that can give optimal (Bisnis et al., n.d.)service

Success rate something company can determined through capabilities owned by the company in fulfil the desires expected by the company . When customers give poor service Good will trigger customer For give information related the services he uses with connotation negative information (Bisnis et al., n.d.) On the other hand , when customer get good service so will trigger *Word of Mouth* (*WOM*) and more carry on will give recommendation positive to other people concerned with optimal

service from the services he uses (Liu & Lee, 2016)

Other factors that influence *WOM* is *Passenger Satisfaction (PS)*. *PS* is the overall level of customer satisfaction with an airline's service. Customers typically experience a sense of satisfaction with an airline's service, allowing them to assess whether they are satisfied. Customers tend to influence others they encounter if they are satisfied with the airline they flew with, thus generating positive *WOM* . Conversely, if they are dissatisfied with an airline, they are more likely to give negative reviews and influence others they encounter.

In addition to *PS* , customers or service users can provide an assessment related to the benefits felt when using the product or service provided or in other words the experience when using it whether it has met the perceptions held by customers is called *Perceived Value* (*PV*) (Kaushik Mukerjee, 2018)then states that value is *a trade-off* between quality and price, where value is related to the expected benefits based on the value received by customers. Furthermore, *PV* is said to be able to influence *WOM* considering the relationship between value and price, especially in the aviation industry and when customers have the feeling of having received good value, they will provide recommendations to others in their reference group for the value of the product or service received previously.(Kaushik Mukerjee, 2018)

Airline Brand Love (*ABL*) is factor affecting good impression from airline flight is felt experience Because comfort , quality services that the company provides airline flight capable do , also because provided catering as complement service service flights . Researchers suggest that brand love can be built between airline customers and certain brands. (Schultz Kleine et al., 2004)Brand love has a specific personality, which causes customers to sometimes form relationships with a brand. Some examples of airlines are Garuda Indonesia and Citilink. Garuda Indonesia, as a company that implements a premium pricing strategy with excellent service, has created a good *corporate image* . Garuda Indonesia is known for its premium pricing strategy, using travel agents as partners to distribute tickets by first providing a deposit as a representative. Garuda Indonesia also implements a low-cost ticket strategy with Citilink to reach segments sensitive to premium ticket prices. From the case above, it raises expectations and hopes that emerge from the minds of consumers, of course, service providers strive to be answered well, because this is what creates a good company image and leads to customer satisfaction and loyalty. When a company's image is good in the eyes of consumers, it means that consumers' level of trust in the service provider increases, and they are brave enough to make purchasing decisions and also refer others. A good company image, which is accumulated from consumers' emotional feelings based on their positive experiences, is generated through direct and indirect communication processes. So it is important to note that the company's reputation/image will shape satisfaction with the services consumed and result in consumer loyalty.

WOM or later referred to as *WOM* is a concept related to verbal communication carried out by interpersonal or between communicators and recipients regarding products, brands or services. (Kaushik Mukerjee, 2018)According to (Keller, 2001)what is stated in the (Kaushik Mukerjee,

2018)*WOM* communication process, it is considered to be one of the communication channels that is considered crucial and effective where this process occurs between customers, it is even said that *WOM* has an effectiveness level of 9 (nine) times better when compared to traditional advertising. Even though it is part of informal communication, *WOM* is said to be a crucial part, especially for companies engaged in the service sector which generally have offers based on experience and trust.

Several researchers have conducted research related to *SQ* and *PV* on *WOM* , *WOM* is positively and significantly influenced by *SQ* , where when customers feel good service from the company it will also be accompanied by positive *WOM from customers. In this study it is also stated that WOM is* significantly and positively influenced by *PV where when customers feel* high *PV then high WOM will also be made* . So it is important for companies to continue to improve *PV* in order to be able to provide good services, products and images so that they can increase positive *WOM* from customers.

Likewise, research conducted by (Syah & Wijoyo, 2021)which states that *WOM* is positively and significantly influenced by *SQ* , where when customers receive good service from the company, the more positive the recommendations regarding the services provided through *WOM* . (Liu & Lee, 2016)in his research also stated that the better *the SQ* received, the more customers will have a tendency to recommend products or services, especially aviation services, to others through *WOM communication* . In the study, it was also stated that when *the PV* received by customers or in the context of this research is passengers fulfilling their expectations, the tendency to spread positive recommendations regarding airlines through *WOM communication will also increase* .

Based on the explanation of the phenomenon, data and several previous studies, researchers are interested in conducting research with a similar topic, namely related to *SQ* , *PS, PV* and *ABL* towards *WOM* . Based on the explanation of the phenomenon, data and several previous studies, researchers are interested in conducting research with a similar topic, namely related to *SQ* , *PS, PV* and *ABL* towards *WOM* . The object of the research is the community who have traveled domestically using air transportation in the last 6 months. Although air transportation is increasingly used today, there are still problems related to poor service, less friendly prices, which cause word of mouth behavior to the community or other users. Therefore, researchers interested For do study with title

" **Influence *Service Quality, Passanger Satisfaction, Perceived Value,* and *Airline Brand Love* towards Behavior *Word of Mouth* to Users Airlines Domestic in Indonesia** ".

1.2 Formulation Problem

1. Whether *SQ* influential positively and significantly to *ABL* on users Airlines Domestic in Indonesia?
2. Whether *PS* influential positively and significantly to *ABL* on users Airlines Domestic in Indonesia?
3. Whether *PV* has a positive and significant effect on *ABL* on users Airlines Domestic in Indonesia?

4. Whether *SQ* influential positively and significantly to behavior WOM to users Airlines Domestic in Indonesia?
5. Whether *P S* influential positively and significantly to behavior WOM to users Airlines Domestic in Indonesia?
6. Whether *PV has* a positive and significant influence positive to behavior WOM to users Airlines Domestic in Indonesia?
7. Whether ABL influential positively and significantly to behavior WOM to users Airlines Domestic in Indonesia?

1.3 Research Objectives

1. For know whether *SQ* influential positively and significantly to *ABL* on users Airlines Domestic in Indonesia
2. For know whether *PS* influential positively and significantly to *ABL* on users Airlines Domestic in Indonesia
3. For know whether *PV* influential positively and significantly to *ABL* on users Airlines Domestic in Indonesia
4. For know whether *SQ* influential positively and significantly to behavior WOM to users Airlines Domestic in Indonesia
5. For know whether *P S* influential positively and significantly to behavior WOM to users Airlines Domestic in Indonesia
6. For know whether *PV* influential positively and significantly to behavior WOM to users Airlines Domestic in Indonesia
7. For know whether ABL influential positively and significantly to behavior WOM to users Airlines Domestic in Indonesia

1.4 Benefits of Research

1. For Companies

Study This expected can help company flight For know the influence of SQ, LP, PV, ABL which has been given during this , is it third factor the cause behavior *WOM* positive or negative and later can become learning and evaluation for company flight domestic in Indonesia.

2. For Writers

Research result This beneficial for writer Because as condition For get Bachelor's degree and can add outlook for writer in field marketing for airline domestic in Indonesia.

3. For Readers

Research result This expected can add knowledge and insight for the reader about Influence *SQ, PS* , *PV* and *ABL* To Behavior *WOM* To Users Airlines Domestic In Indonesia.

CHAPTER II
THEORETICAL BASIS

In research this chapter 2 use *grand theory* and *middle theory*. Grand theory is used in study This is draft *Service-Dominant Logic (S- DLogic)* is formulated (Lusch et al., 2007) According to S- DLogic concept , customer is active participants in the process of creating *value* / value . Between the company and consumer a collaborative process occurs , where consumer considered as *cocreator* , not become recipient passive value in the process of creating profit for customers . the application of this theory For see How effect participation customer to company and how company can do increase and push participation to Customers . *Signaling Theory* is something actions taken by management company for give instruction for investors about management look at to prospects company (Besley & Brigham, 2008) Writing This use *Signaling Theory* Because explain Why company own encouragement to be able to give information related operational company and prospects in the future come about company Therefore that , the thing that is done is with give signal to party outside that is done example to investors in How look at prospects company .

2.1 *Service-Dominant Logic (S- DLogic)*

In accordance with description above , the *grand theory* used in study This is use *Service-dominant logic (S- Dlogic)* . This grand theory is concept developed by(Lusch et al., 2007) Draft This is base main used For understand connection between customers and providers services , as well as the creation process value in context interaction Theory Service-Dominant Logic" (S-DLogic) . is something view or paradigm in field marketing and business that shifts understanding traditional about mark economics and exchange , where in this theory consider service as center exchange value . Not only goods physical that has value , but also interactions and service processes own mark economy . This method close relation in study this . This method describe How role implementation S - *DLogic* concepts *in research about the influence of service quality, passenger satisfaction, perceived value* , and *airline brand love* to behavior *word of mouth* among users airline flight domestic in Indonesia is true There is relation with S - Dlogic principles .

According to S- DLogic concept , company and customer involved in a collaborative process in create value . Customer is not recipient passive from the value created by the company , but active participate in the process of creation value . In the context of airline flight , this means passenger No only accept services provided by the airline , but also contribute in form experience and perception mark through interaction they with airline .

Implementation S- DLogic concept in study This help in understand How participation active customer in the process of creation mark influence word-of-mouth (WOM) behavior . Concept This highlight importance interaction positive between passengers and airlines in form perception values and impacts towards WOM. S- DLogic help see How interaction This push customer For

share experience positive with other people, who in turn influence perception and decision candidate customer .

This method develop framework conceptual that reflects S - DLogic principles and describe How variables such as service quality, passenger satisfaction, perceived value, and mutual airline brand love interact and contribute to word of mouth behavior among users airline flight domestic in Indonesia. The following is analysis that describes that S- Dlogic principle in accordance with study This :

Table 2.1. 1 S- Dlogic Principle Study

Value Center on Service	In S-DLogic, service is considered central to value exchange. This research focuses on how airline services can deliver value to customers.
Shared Value Creation (Value Co-Creation)	Judging from the variables in this study, it is observed that the influence of factors such as service quality, passenger satisfaction, perceived value, and airline brand love on word of mouth behavior is created through collaboration between airlines and consumers.
Orientation Relational (Relationship-Oriented):	Important For understand How connection term long between airlines and customers can influence word of mouth behavior . Good relationships can increase possibility customer speak positive about airline to others
Value in Value-in-Use :	Draft This show that mark Actually happen moment customer use product or service in situation real . Therefore that 's important For understand How experience flight give perceived value to customer .
Growth in Value of Environment Dynamic (Dynamic Environment):	Environment volatile business influence How mark understood and assessed by customers . Must consider How factors external , such as market situation and competition , can influence influence variables in the study This .

2.2 ***Signaling Theory***

Middle theory used in study This is " *Signaling Theory* " which explains actions taken by management company For give instruction to party outsiders , such as investors, about view they to prospects company . Signaling Theory explains Why company own encouragement For give information related operational company and future prospects to party outside .

In context study In this case , Signaling Theory is used For understand Why company airline flight own motivation For give signal to party outside , including candidate passengers and investors, about quality service , satisfaction passengers , and the value offered . With give positive signal through interactions and experiences provided to customers , airlines can influence perception and views customer as well as push positive word-of-mouth behavior .

Use Signaling Theory in study This help explain How action company For give signal positive through quality service , satisfaction passengers , and the value given can form perception values and influence word-of-mouth behavior . This theory help see connection between action company and response customers , as well as Why action the can own impact significant in influence image and reputation airline . In the context of study this , concept signaling theory can connected with related variables .:

In implementation variables *SQ* method Work signaling theory is Where Airlines that want to communicate quality high service to passenger can use signals like accuracy time , convenience cabin , responsive to request passengers , and others . Signal This can influence perception passenger to quality service .

This theory can measure satisfaction passenger as signal positive that airline give satisfying experience . Satisfied passengers tend give signal positive to others through word of mouth. If passengers feel that airline give good grades in connection between price and benefits provided , things This can considered as signal that airline own attractive offer . High perceived value can increase possibility passenger For speak positive about airline . Positive things This will herding *ABL* airline can become signal that passenger own affiliate strong emotions with airline . This is Can create strong signal that experience with airline is very positive . So that can concluded , from overall variables in draft *signaling theory* can give signals positive from quality service , satisfaction passengers , perceived value , and love brand airline with effective to other people, things This can push positive word of mouth behavior . Passengers who are satisfied and believe in the quality airline tend give recommendation positive to friends , family , or colleague they .

With combine the concept of Service-Dominant Logic as a grand theory and Signaling Theory as a middle theory, research This can more comprehensive in explain connection between factors that influence word-of-mouth behavior of users airline flight domestic in Indonesia.

2.3 ***Applied Theory***

2.3.1 *Word of Mouth*

According to (Prasetijo et al., 2019) communication from mouth to Word of mouth (*WOM*) is a process where information obtained by someone about something product , good from mass media , from interaction social and from experience consumption , continued to others and in the process information spread everywhere . Indicators *WOM* according to (Widyastuti & Erfian, 2012) is give good recommendation about company , recommend company to Friend or colleagues , and recommend to

friends in need similar companies . While according to (Yulius, 2011) indicator *WOM* is willing recommend to others, telling good thing to others, and be willing recommend on paid media .

WOM or in Indonesian often called " news" from mouth to mouth ", referring to the spreading process information through conversation between individuals . In the context of study theory , *WOM* can become object study For understand How information , views , or brand certain can spread and influence behavior consumer or decision they . Theory of Dissemination Information that studies How information flow through network social and how *WOM* can influence perception and decision consumer related airline flight . Next is the Theory of Effects Network that analyzes How *WOM* can strengthen network social and influential level adoption or rejection to A airline flights . Next is the Social Effects Theory which examines How *WOM* can influence perception and behavior consumer in choose airline flights , including in matter satisfaction Customers , reputation , and loyalty . Next is the Acceptance Theory The technology that was studied How *WOM* can influence adoption technology in industry flights , such as application booking tickets or other digital features . And finally Management Theory The crisis that examines How *WOM* can play a role in distribution information and perception to crisis or incidents involving airline flights , as well as management strategies reputation that can applied .

WOM in its development can own impact positive and negative for airline flight in industry flight . The following is a number of possible impacts happened . Among them impact positive from *WOM* is like reputation good , loyalty customers , growth business Keep going walking . Meanwhile For impact negative is like reputation will become bad , will existence loyal customers as well as impact financial will have a big impact .

Important for airline flight For understand impact *WOM* and strive For give good experience to customers , as well as handle with fast and effective problems that arise For avoid impact negative that can harm business they .

2.3.2 *Service Quality*

In practice , *SQ* is the most important component in build perception customer For get information about satisfaction customer . *SQ* can defined as difference between expectation customer to service before and after service given (Parasuraman et al., 1985) (Ballantyne David et al., 1995) define *SQ* as connection between company with customers and focuses on the experience customer during the transaction process and *SQ* according to (Kotler, 2009) is totality from form characteristics goods and services that show his abilities For satisfying need customers , both visible clear or hidden ones . For companies operating in the sector services , giving quality service to customers is

absolute must done if company want to get or reach success .(Kotler, 2009) dimensions *SQ* can identified as SERVQUAL, including is Physical Evidence (Tangibles) in the form of appearance facility physical , equipment , and various material communication . Reliability focuses on the ability For give service in accordance as promised , reliable , accurate , consistent and appropriate with expectations . Responsiveness where will from employees and entrepreneurs For help customers and provide service with fast as well as listen and cope complaints filed customers , for example alertness employee in serve customer , speed in the transaction process , and handling complaint customer . Related guarantees with ability employee For cause belief and trust to the promise that has been put forward to consumers , for example ability employee on knowledge to product in a way precise , quality hospitality , attention , and politeness in give service , skills in give information . Empathy (Empathy) where willingness employees and entrepreneurs give attention deep and specific to customer with make an effort understand desire customer Where something company expected own something understanding and knowledge about customers and understand need customer in a way specific .

Based on presentation above , *SQ* can known with method compare perception consumers . What it means *SQ* No only speak about fulfil need customers , but whether service the Already in accordance with hope customer(Lewis Barbara R, 1993) (Maclaran & Mcgowan, n.d.) disclose that *SQ* can made into focus important in marketing strategy , because inside it contained Lots factors that can affect the manufacturing process product or services , up to products and services until to ladder customers . So that If There is lack in the process , can quick evaluated so that it can ensure satisfaction and loyalty customer .

Expert opinion like (Aga & Safakli, 2007) say If hope customer to service more tall compared to with service accepted , in No direct customer will feel No satisfied and able So give a bad stigma for company If customer No recommend to more segments wide again . However matter This No signify If services provided not enough quality , but more Because hope customer Not yet fulfilled so absence satisfaction customer happened . Most of the definition *SQ* gather at the point meeting needs and wants customer (Ueltschy & Krampf, 2001)

(Rust & Verhoef, 81 C.E.)defines quality as a customer's impression of an organization's services. There are two basic concepts in *SQ measurement* , namely the concept developed by(Grönroos, 1984) (Zeithaml et al., 1988) (Grönroos, 1984)Perceived *SQ* is defined as the degree of difference between a client's perceptions and expectations. Essentially, these two concepts emphasize that *SQ is the* result of a comparison between a consumer's expectations and how they perceive the service after it is delivered .(Zeithaml et al., 1988)

Maximizing *SQ doesn't necessarily win customers' hearts. Even the most optimal SQ* can be achieved, there will be factors that can interfere with *it* .

The quality of service provided by an airline is a crucial factor in influencing customer satisfaction and generating positive *word of mouth (WOM)* . Airline users who are satisfied with the quality of service provided are more likely to speak positively about their experience to others.

SQ theory can be applied in this study by measuring the dimensions of SERVQUAL, namely tangible, reliability, responsiveness, assurance, and empathy as indicators of service quality received by airline users in Indonesia. It is expected that the higher *the SQ* provided by airline services in Indonesia, the more positive *WOM* will be among airline users.

2.3.3 Passenger Satisfaction

According to(Wen et al., 2005) satisfaction is feeling based emotions , level pleasure and satisfaction , and distance between performance and expectations in the service . Meanwhile according to (Amstrong, 2010) satisfaction is level feeling somebody after compare performance or the results he got feel compared to with expectations . Satisfied consumers will more tend do purchase back , and level purchase back more big cause increase sales and market share for company . In addition , satisfied consumers own tolerance higher price tall as preference consumers . For measure satisfaction customers in the field transportation general or passenger satisfaction, research (Sumaedi et al., 2016)) use four indicator namely : service from provider transportation accepted equivalent with ideal service , pleasure in use service transportation general , satisfaction comprehensive in use service transportation general , and service transportation that can accepted more than expected customer .

PS is response psychological and emotional direct customer with use comparison hope they before consumption and performance perceived service after consumption (Woodruff, 1997);(Reynoso et al., 2010) (Koklic et al., 2017) show that satisfaction passenger influenced by expectations passengers and perceived quality as well as impact directly on the variable behavior , such as loyalty and complaints passenger .

When *PS* is high , they more tend buy or recommend service the to family and friends them . On the other hand , when *PS* low , they precisely on the contrary more tend sigh about service to family and friends they (Chou & Yeh, 2013) (Hussain et al., 2015) Variables *PS* measured with indicator like services provided assessed fulfil standard good service , passengers feel like use services that have been given , passengers feel satisfied to overall services that have been given as well as services provided exceed hope passenger .

PS Theory referring to to a number of factor affecting perception and experience

passengers . Following is a number of components that can become basic conceptual model Such as airline service quality, including cabin crew friendliness, courtesy, efficiency in service delivery, and aircraft cleanliness. Next , there is flight quality, where flight schedule reliability, punctuality, cabin comfort, and flight safety are highly considered. Baggage quality in managing baggage delays or damage, efficiency in baggage handling, and airline baggage policies are also benchmarks in achieving customer comfort that leads to positive or negative actions from *WOM*. Next, ticket prices, discounts or special offers, flexibility of ticket change policies, and additional costs related to the flight. Airlines must also improve the effectiveness of airline communication regarding flight information, schedule changes or other important policies to passengers. And finally, the general experience which covers the overall passenger experience during the flight, including the above factors as well as their satisfaction with food and beverage services, in-flight entertainment, and seat comfort.

Essentially, *the social media (PS)* of Indonesian domestic airlines will contribute to *the word of mouth (WOM)* they convey to others. Positive *WOM can help strengthen the airline's image* and increase the trust of potential passengers, while negative *WOM can have the opposite effect*.

This conceptual model can be used as a framework to identify and measure factors that influence passenger satisfaction and their *WOM* towards Indonesian domestic airlines.

2.3.4 Perceived Value

PV can explained as perceptions formed by consumers about benefit or the values they accept from product or service certain . Perception This formed by various factors , including characteristics product or service That alone , like quality , features , and price , as well as factor psychological like image brand , trust , and experience previously with product or same brand .

Economic theory traditional assume that consumer make decision purchase based on utilities or benefits obtained from something product or services and costs or price paid . However , the theory This No consider factor psychological like image brand and experience previously , which can also be influence decision purchase .

PV can also influenced by relationships between perceived costs and benefits . If consumers feel that benefits received from something product or service exceed cost or the price paid , then they tend consider that product or service the own high *PV* . On the other hand , if cost more big than the benefits felt , then *PV* low .

Companies can increase *PV* from product or service they with method increase quality , offering reasonable prices , increasing image brand , and provide offer special or discount to customers . In case this , *PV* can become factor important in marketing

strategy company For increase satisfaction and loyalty customers , as well as produce more benefits big .

Positive *PV* can increase satisfaction customers , influence love to brand and triggers behavior Positive *WOM* . In the context of study this , user airline service flights in Indonesia may will speak positive about experience they If they own High *PV* to services provided by the service flights in Indonesia.

PV Theory can implemented in study This with measure *PV* owned by the user airline service flights in Indonesia as variables independent . It is expected that the more tall *The PV* owned by the user , the more positive behavior *WOM* carried out by them

2.3.5 *Airline Brand Love*

(Fournier & Mick, 1999) interesting attention to the importance of Brand Love (*BL*) and express *BL* as connection term long customer with brand.(Fournier & Mick, 1999) state that the most intense satisfaction experienced when satisfaction consumer to something product or brand changed become love . *BL* can happen moment customer can see the brand as something individuals who can they love like love somebody (Ranjbarian et al., 2013)

In research This *BL* will focused on industry flight domestic in Indonesia which is common called Airline Brand Love (*ABL*). The concept *ABL* has become attention of experts in industry aviation and marketing . Although No There is opinion single agreed upon universally , some research and views expert has discuss it . Here is a number of possible opinion found .(Keller, 2001) a professor marketing leading , put forward that *ABL* in context industry flight can formed through experience positive and consistent customer service , communication effective , and close relationship with brand and value company .

(Lee & Labroo, 2004) a professor at the Kellogg School of Management, highlights importance associate brand with emotion strong positive . According to him , the trip air is experience emotionally rich, and airline can build *BL* with create memorable and enhancing moments connection emotional with customers . Although There is different perspectives , generally agreed that experience positive customers , quality high service , strong communication , and influence positive emotions play a role important in form *ABL* according to experts . There are several factors that can influence *ABL* . Following is some of them experience customer A positive and satisfying experience for customer is factor main in build *BL* . This includes friendly service , reliability operational , comfort during flights , and effective solutions moment happen problem . Influence This influenced by quality services , innovation and technology . Plus with quality services started from the ordering process tickets until moment passenger arrive at the destination , can strengthening brand love. Aviation appropriate time , good

facilities on the plane , food and drinks quality , and effort For guard comfort passenger is a number of important factors . In addition advanced innovation and technology can give unique experience to customers and improve *BL* . Features such as Wi-Fi on planes , entertainment during flight , or digital solutions for ordering and management journey can increase involvement customers . After That with the existence of a loyalty program like *frequent flyer membership* or points program can give incentive to customer For still loyal to the airline the .

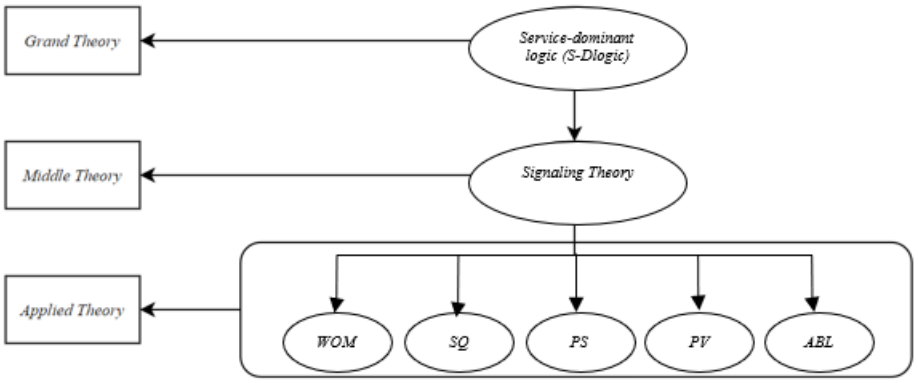


Figure 2.3.5. 1Theory in Research

2.4 ***Research result Relevant***

Research by Arliansyah , T., & Putra, AAK (2018) entitled " The Influence of *SQ* , Loyalty Program, and *PV* towards *PS* and *WOM* in Airlines service aviation in Indonesia". Research This find that quality service , loyalty programs , and perceived value own influence positive to satisfaction customers and *WOM* in users Citilink in Indonesia.

Research by Tjiptono , F., & Citra, AE (2016) entitled " Analysis Influence *SQ* , *PV* , and Brand Image towards *PS* and *WOM* in Increase Loyalty Customers (Study on Users) Lion Air Airlines). Research This find that quality service , perceived value , and image brand own influence positive to satisfaction customers and *WOM* in increase loyalty customers of Lion Air users in Indonesia.

Research by Maharani, I., & Suci , DP (2019) entitled " The Influence of *SQ* , *PV* , and *PS* against *WOM* to Users Garuda Indonesia Airlines ". Research This find that quality service , perceived value , and satisfaction customer own influence positive to *WOM* to Garuda Indonesia users in Indonesia.

Research by Kartika, D., & Indrayani, E. (2017) entitled " The Influence of *SQ* , Brand Image, and *PV* to *PS* and *WOM* on Users AirAsia Airlines in Indonesia". Research This find that quality service , image brand , and perceived value own influence positive to satisfaction customers and *WOM* among AirAsia users in Indonesia.

2.5 ***Research Model***

2.5.1 Variables Dependent

In research This variables dependent (WOM) this refers to the action or behavior users airline flight domestic in Indonesia in give recommendations , reviews , or information to others about experience they with airline said . Behavior *WOM* can done in a way directly , such as give recommendation to friends , family , or colleagues , or through social media , online forums, or review platforms . Behavior *WOM* can in the form of positive testimonials or negative about airline flights and can influence perceptions and decisions of others in choose airline flight domestic in Indonesia.

In research this , variable dependent This will measured and analyzed For see how much how often and how much positive or negative behavior *WOM* carried out by users airline flight domestic in Indonesia. In the analysis , the variables dependent This will associated with variables independent such as service quality, passenger satisfaction, perceived value, and airline brand love for identify relationships and influences between factors the with user word of mouth behavior airline flight domestic in Indonesia.

2.5.2 Variables Independent :

In research about the influence of service quality, passenger satisfaction, perceived value, and airline brand love on word of mouth behavior among users airline flight domestic in Indonesia, the following is explanation about variables independent the :

Variables *SQ* refers to the level satisfaction users to quality services provided by the airline flight domestic in Indonesia. *SQ* can covers various aspects , such as Friendliness of flight staff , accuracy time flight , comfort cabin , service food and beverage , and efficiency of the check-in and boarding process. High *SQ* expected can give experience positive to passengers and influence decision they For give *WOM* about airline the .

Variables *PS* is variables that measure how far the passengers satisfied with experience they use airline flight domestic in Indonesia. *PS* can influenced by factors like quality service , accuracy time , safety flights , facilities inside aircraft , and interactions with staff flight . High *PS* level believed will contribute to behavior Positive *PS* .

Furthermore variables *PV*. Variable This is variables that reflect perception passenger to the benefits and values they provide get from use airline flight domestic in Indonesia. *PV* can covering price tickets , facilities additional features offered , flexibility timetable flights , loyalty program bonuses , and services customers . If passengers feel that airline give good grades in connection with the costs they incur pay , then they tend give *WOM* positive .

Furthermore variables *ABL* . Variable This describe level love and loyalty

passenger to brand airline flight domestic in Indonesia. Factors that can influence *ABL* including image brand , reputation airline , experience previously with airline said , and the impression general to brand airline . If the passenger own feeling strong positive to brand airlines , they tend own high tendency For give Positive *WOM* .

Variables independent above intended For understand factors that influence behavior *WOM* to users airline flight domestic in Indonesia. In the research , the variables This will measured and analyzed For know to what extent does it affect to behavior *WOM* carried out by passengers .

2.6 Relationship between variables

The relationship between *SQ* and *WOM behavior* can be positive. If users experience high service quality, they are more likely to provide positive recommendations to others about the airline, increasing *WOM behavior* .

PS variable can have a positive effect on *WOM behavior* if passengers are satisfied with their experience using domestic airlines in Indonesia, they are more likely to provide positive recommendations to others.

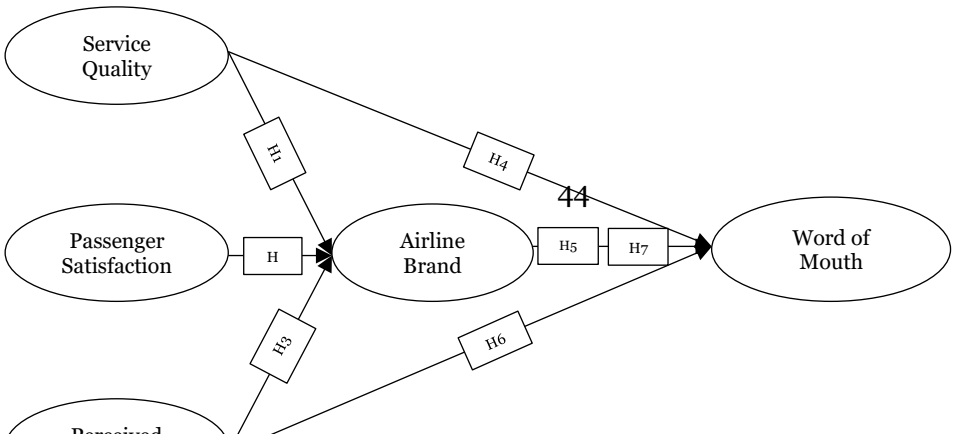
PV variables can influence *PV behavior* . If users feel that they are getting good value from an airline, such as a price that matches the benefits obtained, they are more likely to provide positive *WOM* to others.

The relationship between *ABL* and *WOM behavior* can be positive. If users have a strong affection for an airline brand, they are more likely to provide positive recommendations and share their positive experiences with others.

In research , the relationship between variables independent (service quality, passenger satisfaction, perceived value, and airline brand love) with variables dependent (word of mouth behavior) can tested use method analysis that will be explained in chapter next . This will help in understand to what extent the variables independent influence behavior *WOM* to users airline flight domestic in Indonesia and to what extent the relationship the significant .

2.7 Hypothesis

Based on framework theoretical that has been explained previously , hypothesis study can formulated as following :



H1: *SQ* influential in a way positive and significant to *ABL*.
H2: *PS* influential in a way positive and significant to *ABL*
H3: *PV* influential in a way positive and significant to *ABL*
H4: *SQ* influential in a way positive and significant towards W OM
H5: *P S* influential in a way positive and significant to W OM
H6: *PV* influential in a way positive and significant towards W OM
H7: ABL influential in a way positive and significant towards W OM

CHAPTER III
RESEARCH METHODS

3.1 Research Design

In this study, the researcher used association research. According to (Sujarweni, 2014), association research is research conducted to determine the influence between variables or the relationship between two or more variables. This research can build a theory that explains, predicts, and controls a phenomenon. We used association research with a quantitative approach. (D. Sugiyono, 2013)explains that quantitative research is research in the form of numbers analyzed using statistics. (D. Sugiyono, 2013) also explains that the quantitative method is a method used to conduct research on predetermined populations and samples. Research data will be collected using research instruments and will be analyzed quantitatively to test predetermined hypotheses.

According (Creswell, 2012)to quantitative research, researchers are required to explain how a variable can influence another variable. In this study, we try to explain whether the independent variables (X1) *SQ* , (X2) PS, (X3) *PV* , (X4) ABL have a positive and significant influence on the variable (Y) *WOM* on domestic airline users in Indonesia.

The unit of analysis in this study is humans as individuals, this study focuses on individuals in the form of people with various types of work backgrounds such as civil servants, private employees, self-employed, and other types of work. The observation unit is people with various types of work backgrounds who live throughout Indonesia and have traveled domestically using air transportation in the last 6 months. as an airline. The time horizon used in this study is Cross Sectional which according to (Umar, 2013)is the data used to research that is taken in a single period.

3.2 Variables Study

Research variables are the objects of a study that become the focus of the research. According to (P. Sugiyono, 2015)research, variables are the attributes, traits, or values of a person, object, or activity that are studied to draw conclusions. In this research , there are 2 types variables , including :

- Variables Independent (X)

  Variables Independent or free is influencing variables variables bound . Variable This that's what becomes reason change or occurrence variables dependent (bound). Which becomes variables dependent in study This is :

  a. *Service Quality* (X1)

     (Parasuraman et al., 1985) explains that *SQ* is difference between expectation customer to service before and after service given .

  b. Passenger Satisfaction (X2)

It is the satisfaction that passengers get when using a particular flight.

c. Perceived Value (X3)

(Kotler & Keller, n.d.) explain that *PV* is benefits obtained by customers from mark product , value employees , values service and image mark .

d. Airline Brand Love (X4)

It is a person's love for a particular airline brand.

- Variables Dependent (Y)

It is variables that are influenced by variables free , variable This can changed or happen Because the influence exerted by the variable free . Which becomes variables independent in study This is :

a. Word of Mouth (*WOM*)

(Kotler & Keller, 2012) explain that *WOM* or often called communication from mouth to mouth how many a communication process in the form of giving recommendation in a way individual or group to something service or products that have objective For give information personally to other people .

3.3 Operational Variables

Table 3.3. 1 Operational Variables

Variables	Item Code	Scale	Indicator	Source
Service Quality	SQ1	Likert	The quality of service provided by this airline is extraordinary.	(Boubker & Naoui, 2022) (Ekiz et al., n.d.)
	SQ2		Airlines This give better service Good compared to with its competitors	
	SQ3		My service quality expectations were met by this airline's service.	
Passenger Satisfaction	PS1	Likert	I am happy with my decision to use this airline.	(Boubker & Naoui, 2022) (Farooq et al., 2018)
	PS2		My choice to use this airline was the right decision.	
Perceived Value	PV1	Likert	I consider price ticket , me Certain airline This offer adequate service	(Chen, 2008) (Pappachan, 2021)
	PV2		The ticket prices for this airline are still within reasonable limits.	
	PV3		I think the ticket prices on this airline	

			are competitive.	
Airline Brand Love	ABL1	Likert	This airline is an amazing brand	(Boubker & Naoui, 2022) (Carroll & Ahuvia, 2006)
	ABL2		This airline makes me feel good	
	ABL3		Airline brands This truly impressive	
	ABL4		This airline makes me very happy	
	ABL5		I like airline This	
	ABL6		Airlines This truly pleasant	
	ABL7		I am very interested in this airline brand	
	ABL8		I am very attached to this airline brand.	
Word of Mouth	*WOM* 1	Likert	I would recommend this airline to others	(Jing Zhang & Bloemer, 2008) (Pappachan, 2021)
	WOM 2		I said things positive about service airline This to others	
	WOM 3		I will continue to use this airline.	
	WOM 4		I recommend this airline loyalty program to others.	

3.4 Data collection

3.4.1 Data source

Based on its type, this research uses quantitative data where quantitative data is data in the form of numbers or qualitative data that is numbered or scored. (S. Sugiyono, 2016)Where in this research the researcher uses quantitative data obtained from the questionnaires that were distributed.

Based on the source this research using primary data, which means the data taken direct from object research . In this research , the data obtained from respondents we have selected in accordance criteria through the questionnaire that we have distributed , the data for which will then be we will process it .

3.4.2 Data collection technique

In this research, we will use a questionnaire as a data collection technique. (P. D. Sugiyono, 2019)A questionnaire is a data collection technique that involves providing a set of written questions to respondents, which they then answer . the we will share to the next respondent question the will brought by respondents The results of questionnaire

that has been distributed will measured use scale Likert Where can measure attitudes , perceptions , and opinions someone with weight answer as following :

Strongly Agree : Score 5
Agree : Worth 4
Neutral : Worth 3
Disagree : Score 2
Strongly Disagree : Score 1

3.5 Population and Research Sample

According to (P. Sugiyono, 2015) population is object or subject from something research that has characteristics certain Where characteristics the Already determined by researchers For furthermore will studied Then can withdrawn In conclusion , the population in this study is public with various type background behind jobs that are domiciled throughout Indonesia and have ever use transportation air in domestic travel within period 6 months time final .

Research sample is part from population . The sample taken must Correct Correct represent population . This research use non-probability sampling techniques which means No all member from population own opportunity For chosen become sample . Then we will using purposive sampling where the sample will taken with criteria certain criteria the as following :

- Society with various type background behind work
- Man or Woman
- Aged 18 – 64 years
- Have you ever traveled domestically using air transportation in the last 6 months ?

3.6 Outer Model

Analysis using SEM- PLS is one field statistics used For measure connection between difficult variables measured in a way simultaneously . In the SEM-PLS analysis the measurement model is used namely the outer model. The outer model is evaluation to a model where each the variables analyzed in detail. There are a number of stages in using the outer model , namely :

3.6.1 Validity Test Convergent

Validity test convergent in PLS with the reflection indicators being assessed based on *loading factor* or existence correlation between score components , item scores or with score construct as the indicator used For measure construct said . The more tall value of the loading factor then the more important loading role for interpret matrix factors . Indicators can said to be valid measuring what is the truth measured with the model presented if every indicator has CR > 2SE . (Waluyo, 2011)Validity test convergent can seen from *Average Variance Extracted* which is the average value of A communality from Suati variables where If the value is > 0.7 then it is said that there is existence

correlation between variables . The following method count *Average Variance Extracted (Ave)* :

Information :

= *Squared loading* indicator i from latent variables

= *Squared measurement* error indicator I

$$AVE = \frac{\sum \lambda_i^2}{\sum \lambda_i^2 + \sum_i var(\varepsilon_i)}$$

3.6.2 Validity Discriminant

Validity discriminant is something correct construct different from other constructs according to standard empirical . Therefore that , set validity discriminant show that A construct unique and taking phenomena that are not represented by other constructs in the model. In traditional , researcher hanging two sizes from validity discriminant . In SMART-PLS testing validity discriminant can assessed based on *fornell-larcker* and *cross loading*. In the measurement *fornell-larcker* and *cross loading* can it is said Good if root from AVE on the construct more tall than correlation construct variables other Latin . In addition , for cross loading testing must be show higher indicator values tall than every construct If compared to with indicator construct other . (Sekaran & Bougie, 2016).

3.6.3 Reliability Test

Reliability Test is tool measuring which used For measure indicator something questionnaire of each variable . Item question can it is said reliable if level reliability mark Cronbach's Alpha > 0.06.

Table 3.6.3.1 1Value Reliability Level

Alpha Value	Reliability Level
0.00 - 0.20	Less Reliable
>0.20 - 0.40	Somewhat Reliable
>0.40 -0.60	Enough Reliable
>0.60 - 0.80	Reliable
>0.80 - 1.00	Very Reliable

Source : Agung (2010, p.95)

3.7 Analysis Structural

There are some stage in do evaluation connection between construct . This is can seen through coefficient path coefficient which describes connection between construct . Sign in coefficient track must in accordance with theory hypothesis in order to be able to evaluate significant coefficient track can seen through the test *(critical ratio*) which is assessed from the t test *(critical ratio*) obtained through the bootstrapping process *(resampling method). The* next step For do evaluation R^2 explanation The same R^2 thing in large linear regression endogenous variables explained by the dependent variables exogenous .(Chin, 1998) explain that " the criteria for limiting the value of R^2 in three classification namely 0.67 as substantial; 0.33 as moderate and 0.19 weak . Changes R2 value can used For see measurement exogenous latent variables to endogenous latent variables whether own substantive influence .

3.7.1 Coefficient Test Determinant (R-Square)

It is variants that explain about indicators that have been constructed . R^2 value start from 0 to 1, with notes If mark more tall so matter This show that mark high accuracy

3.7.2 Effect Size Test (F-Square)

Change to R2 value done For evaluate influence exogenous latent variables to endogenous variables whether own substantive (Ghozali & Latan, 2015) done measurement through Effect Size f^2 . The following formula calculate f $^{2:}$

$$f^2 = \frac{R^2included - R^2excluded}{1 - R^2included}$$

Where $R^2included$ and $R^2excluded$ are the values of the endogenous latent variables where the specific construct predictor is included or not in the model.

3.7.3 Stone-Geisser test (Q^2)

In addition to looking at the R2 value, the PLS model is evaluated by looking at the Q2 predictive relevance, which measures how well the observed values generated by the model and its parameter estimates compare. A Q2 value greater than 0 indicates the model has predictive relevance, while a value less than 0 indicates a model that does not (Ghozali, 2015). The formula for calculating Q2 is:

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2) \dots \left(1 - R_p^2\right)$$

Information:

$R_1^2\ R_2^2 \dots R_p^2$ = R square of endogenous variables in the model

Q^2 = Coefficient value

The interpretation of the results is that 0.02 means the effect is small, then 0.15 means the effect is medium and 0.35 means the effect is large.

3.7.4 Path Coefficient

Coefficient track is useful values For show direction relationship to variables , which refers to whether hypothesis have direction positive or negative. Path coefficients have the value that is

ranges from -1 to 1. If the value is at ranges from -1 to 0, then declared negative. Significance as well as strength from results coefficient track must done relevant evaluation with hypothesis from constructs that have been arranged . Coefficient track used in research that uses technique bootstrapping . According to , (Aguirre-Urreta & Rönkkö, 2015)) suggests a t test (T test) and p value on the coefficient track with significance by 5% and the probability by 95%.

- Hypothesis 1

H0: SQ does not have a positive and significant effect on ABL.

H1: SQ has a positive and significant effect on ABL

- Hypothesis 2

H0: PS does not have a positive and significant effect on ABL

H2: PS has a positive and significant effect on ABL

- Hypothesis 3

H0: PV does not have a positive and significant effect on ABL.

H3: PV has a positive and significant effect on ABL

- Hypothesis 4

H0: SQ does not have a positive and significant effect on WOM.

H4: SQ has a positive and significant influence on WOM.

- Hypothesis 5

H0: PS does not have a positive and significant effect on WOM.

H5: PS has a positive and significant influence on WOM

- Hypothesis 6

H0: PV does not have a positive and significant effect on WOM.

H6: PV has a positive and significant effect on WOM.

- Hypothesis 7

H0: ABL does not have a positive and significant effect on WOM.

H7: ABL has a positive and significant influence on WOM.

3.8 Discussion

The analysis that has been conducted in research This will done with using SEM-PLS, the results will analyzed and compiled in a way practical and theoretical . In practical , research This will interpreted based on results from analysis , moderate If in a way theoretical , research This will compared to with results study previous journal supporters and literature other .

CHAPTER IV
RESULTS AND DISCUSSION

4.1 Respondent Data Analysis

4.1.1 Respondent Age

Table 4.1.1. 1 Age Respondents

Age Respondents	Amount
13 - 28 years	130
29 - 42 years old	30
43 - 58 years	9
59 - 77 years	1

Based on the data we have obtained from 170 existing respondents, it can be seen that there are 130 respondents aged 13 - 28 years , 30 respondents aged 29 - 42 years, 9 respondents aged 43 - 58 years , and 1 respondent aged 59 - 77 years .

4.1.2 Respondent's Occupation

Table 4.1.2. 1 Work Respondents

Work Respondents	Amount
Self-employed	26
Employee Private	63
civil servant	25
Other	56

Based on the data we have obtained from 170 existing respondents, it can be seen that 26 respondents work as self-employed, 63 respondents are private employees, 25 respondents are civil servants, and 56 respondents are others.

4.1.3 Respondents' Income

Table 4.1.3. 1 Income Respondents

Income Respondents	Amount
< Rp. 4,000,000	67
Rp. 4,000,000 - Rp. 10,000,000	81
Rp. 11,000,000 - Rp. 20,000,000	16

> Rp. 20,000,000	6

Based on the data we have obtained from 170 respondents, it can be seen that respondents whose income is < Rp. 4,000,000 are 67 respondents, Rp. 4,000,000 - Rp. 10,000,000 are 81 respondents, Rp. 11,000,000 - Rp. 20,000,000 are 16 respondents, and > Rp. 20,000,000 are 6 respondents.

4.1.4 Most frequently used airlines

Table 4.1.4. 1 Most Frequently Used Airlines

The most frequent airline used	Amount
Garuda Indonesia	23
sea lion	57
Water batik	37
Citilink	31
Indonesia Air Asia	12
Other	10

Based on the data we have obtained from 170 respondents, it can be seen that 23 respondents use Garuda Indonesia , 57 respondents use Lion Air, 37 respondents use Batik Air, 31 respondents use Citilink, 12 respondents use Indonesia Air Asia, and 10 respondents use other airlines.

4.2 Analysis Description Variables

Table 4.2. 1 Descriptive Variables

Variables	Indicator	Mean	Category	Standard deviation
Service Quality	SQ1	3,716	Neutral	0.911
	SQ2	3,533	Neutral	0.955
	SQ3	3,811	Neutral	0.877
Passenger Satisfaction	PS1	3,911	Neutral	0.841
	PS2	3,947	Neutral	0.879
Perceived Value	PV1	4,041	Neutral	0.824
	PV2	4,071	Neutral	0.811
	PV3	3,905	Neutral	0.851
Air Brand	ABL1	3,604	Neutral	0.937

Love	ABL2	3,763	Neutral	0.845
	ABL3	3,686	Neutral	0.898
	ABL4	3,793	Neutral	0.856
	ABL5	3,834	Neutral	0.847
	ABL6	3,698	Neutral	0.882
	ABL7	3,698	Neutral	0.978
	ABL8	3,497	Neutral	0.955
Word of Mouth	WOM1	3,763	Neutral	0.918
	WOM2	3,769	Neutral	0.857
	WOM3	3,562	Neutral	0.972
	WOM4	3,639	Neutral	0.913

Data processing using Smart PLS, presented in the table above, shows that all indicator items have a mean value between 3.0 and 4.0, indicating that respondents' responses to all questions were neutral. The highest value was PV2 at 4.071, and the lowest was ABL8 at 3.497.

4.3 Outer Model Analysis

The outer model is used to evaluate the research model, where each variable will be analyzed in detail.

4.3.1 Validity Test Convergence

Researchers used the SmartPLS application to obtain outer loadings. Based on the criteria, (Hair et al., 2019)the outer loadings must be > 0.7 to be considered as meeting convergent validity. Furthermore, the Average Variance Extracted value must also be >0.50 (Chin & Todd, 1995)to be considered as meeting convergent validity.(Sekaran & Bougie, 2016)

Table 4.3.1. 1 Validity Convergence

Variables		Outer loadings	AVE	Information
Service Quality	SQ1	0.893	0.794	Valid
	SQ2	0.889		Valid
	SQ3	0.89		Valid
Passenger Satisfaction	PS1	0.973	0.945	Valid
	PS2	0.971		Valid
Perceived	PV1	0.875	0.766	Valid

Value	PV2	0.9		Valid
	PV3	0.85		Valid
Airline Brand Love	ABL1	0.849	0.771	Valid
	ABL2	0.895		Valid
	ABL3	0.915		Valid
	ABL4	0.904		Valid
	ABL5	0.896		Valid
	ABL6	0.91		Valid
	ABL7	0.877		Valid
	ABL8	0.772		Valid
Word of Mouth	WOM 1	0.907	0.793	Valid
	WOM 2	0.905		Valid
	WOM 3	0.874		Valid
	WOM 4	0.875		Valid

SQ1 construct has outer loadings value of 0.893, SQ2 has outer loadings value is 0.889, and SQ3 has The outer loadings value is 0.890. The outer loadings value of each construct in variables This more big from 0.7 to all construct is declared valid. Furthermore, the AVE value for the *Service Quality variable* is 0.794 , which is > 0.50, meaning it meets convergent validity.

PS1 construct has outer loadings value is 0.973 and PS2 has The outer loading value is 0.971. The outer loading value of each construct in variables This more big from 0.7 to all construct is declared valid. Furthermore, the AVE value for the *Passenger Satisfaction variable* is 0.945 , which is greater than 0.50, meaning it meets convergent validity.

PV1 construct has mark *outer loadings* of 0.875, PV2 has outer loadings value is 0.900, and PV3 has The outer loading value is 0.850. The outer loading value of each construct in variables This more big from 0.7 to all construct is declared valid. Furthermore, the AVE value for the *Perceived Value variable* is 0.766 , which is greater than 0.50, meaning it meets *convergent validity*.

ABL1 construct has mark *outer loadings* of 0.849, ABL2 has mark *outer loadings* of 0.895, ABL3 has mark *outer loadings* of 0.915, ABL4 has outer loadings value of 0.904, ABL5 has outer loadings value of 0.896, ABL5 has mark *outer loadings* of 0.910, ABL6 has the outer loadings value is 0.877 and ABL8 has mark *outer loadings* of 0.774. The outer loadings value of each construct in variables This more big from 0.7 to all construct was declared valid. Furthermore, the AVE value for the *Airline Brand Love variable* was 0.771 , which is greater than 0.50, meaning it meets *convergent validity*.

WOM1 construct has outer loadings value of 0.907, WOM2 has mark *outer loadings* of 0.905, WOM3 has the outer loadings value is 0.874 and WOM4 has The outer loading value is 0.875. The outer loading value of each construct in variables This more big from 0.7 to all construct was declared valid. Furthermore, the AVE value for the Word of Mouth variable was 0.793 , which is > 0.50, meaning it meets *convergent validity*.

4.3.2 Discriminant Validity – HTMT

Table 4.3.2. 1Discriminant Validity of HTMT

	ABL	PS	PV	SQ	WOM
ABL					
PS	0.853				
PV	0.627	0.687			
SQ	0.890	0.881	0.698		
WOM	0.842	0.794	0.600	0.779	

From the calculations using SmartPLS, it shows that the correlation value between variables is fulfilled because all values of the variables are less than 0.9.

4.3.3 Reliability Test

Table 4.3.3.1 1

Variables	**Cronbach Alpha**	**Composite Reliability**	**Information**
Service Quality	0.870	0.964	Reliable
Passenger Satisfaction	0.942	0.972	Reliable
Perceived Value	0.848	0.907	Reliable
Air Brand Love	0.957	0.92	Reliable
Word of Mouth	0.913	0.939	Reliable

The table above is results from reliability test calculations that have been done done use SmartPLS . Data shows Cronbach Alpha value of variables *Service quality* was 0.870, *passenger satisfaction* was 0.942, *perceived value* was 0.848, *airline brand love*

was 0.957, and *word of mouth* was 0.913. From the table level reliability Cronbach alpha value , value from each variable this research is at between 0.60 – 0.80 which is deep classification the show that grains question in this questionnaire including in category reliable .

4.4 Multicollinearity Test

- Airline Brand Love Variable

Table 4.4.1 1for Airline Brand Love

Variables	VIF value
Air Brand Love	
Passenger Satisfaction	2,993
Perceived Value	1,725
Service Quality	2,923
Word of Mouth	

The table above is table showing VIF value for test multicollinearity in SmartPLS . VIF value of variable *PS, PV* and *SQ* to variables *ABL* are 2,933, 1,725 and 2,923 respectively. All variables own VIF value < 5 so that can concluded that No There is multicollinearity inter-variables that influence variables *ABL* .

- *Word of Mouth* Variable

Table 2 Word of Mouth Multicollinearity

Variables	VIF value
Air Brand Love	3,808
Passenger Satisfaction	3,732
Perceived Value	1,729
Service Quality	3,676
Word of Mouth	

The table above is table showing VIF value for test multicollinearity in SmartPLS . VIF values of variables ABL, PS, PV and SQ against variables *WOM* are 3,808, 3,732, 1,729 and 3,676 respectively. All variables own VIF value < 5 so that can concluded that No There is multicollinearity inter-variables that influence variables *WOM*.

4.5 *Inner Model*

The purpose of *the inner model* is to evaluate the relationship between constructs .

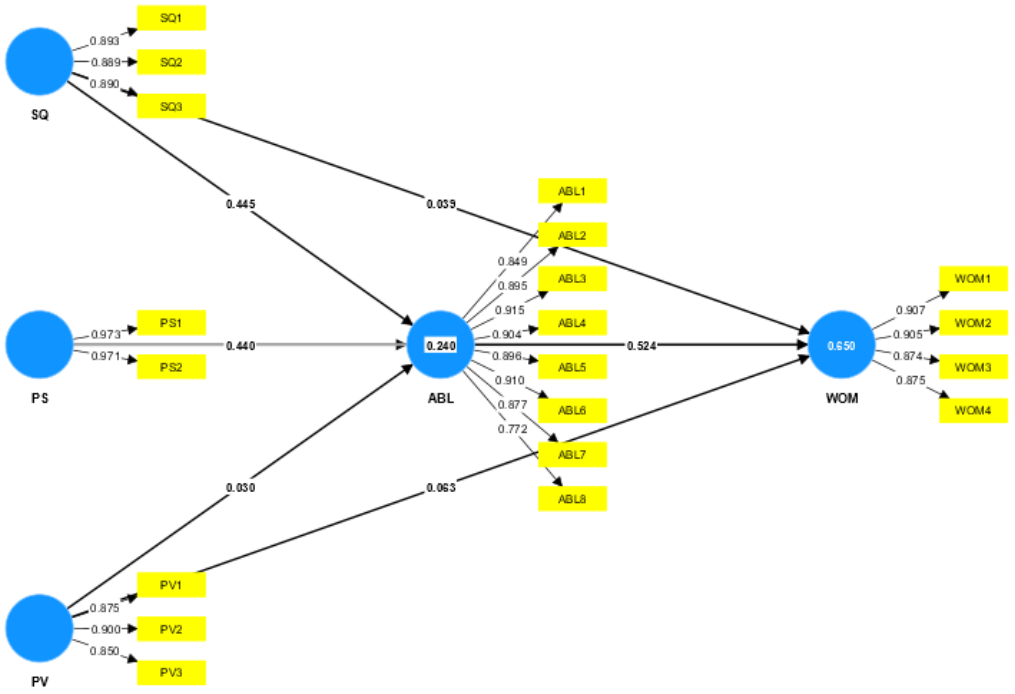


Figure 4.5.1 1Research Model

4.5.1 R-Square

Table 4.5.1. 1R Square

	R-square	R-square adjusted
ABL	0.737	0.733
WOM	0.65	0.641

Researchers use SmartPLS For perform R-Square. Correlation between variables can seen in the R Square column , the R Square value for variables *ABL* is 0.737 which means correlation between variables *SQ, PV, PS* against ABL of 0.737 or 73.7%. With Thus , the variable *SQ, PV, PS* have a joint influence on the *ABL variable* by 73.7%, while 26.3 % of the influence is explained by other variables outside research . Next , for The R Square value of the WOM variable is of 0.650 which means the variable *SQ, PV, PS* and *ABL* influence the WOM variable of 0.650 or 65.0%. With Thus , the WOM variable can explained by variables its independence by 65.0% . Meanwhile 35.0 % is explained by other variables outside study

4.5.2 F-Square

This test is used to determine the influence between variables. The basis for the decision is that if the F-Square value is 0.02 – 0.14, the influence is categorized as weak; if the F-Square value is 0.15 – 0.34, the influence is categorized as moderate; and if the F-Square value is > 0.35, the influence is categorized as strong.

Table 4.5.1.2 2-Square

Path Coefficient	F-Square	Effect Size
PS -> ABL	0.247	Currently
PV -> ABL	0.002	Weak
SQ -> ABL	0.258	Currently
ABL -> WOM	0.206	Currently
PS -> WOM	0.044	Strong
PV -> WOM	0.007	Weak
SQ -> WOM	0.001	Weak

Based on our calculations using SmartPLS, it can be seen that there is a weak to strong influence where the influence of *SQ* on *ABL, PV* on *WOM, SQ* on *WOM* is categorized as weak because the value is between 0.02 - 0.14. Furthermore, for the PS variable on ABL, SQ on WOM, ABL on *WOM, ABL* on *WOM* is categorized as moderate because the value is between 0.15 - 0.34. Meanwhile, the influence of PS on *WOM* is categorized as strong because the value is more than 0.35.

4.5.3 Q-Square

Table 4.5.3.1 1-Square

	Q^2predict	RMSE	MAE
ABL	0.730	0.525	0.411
WOM	0.557	0.675	0.481

Based on calculations using SmartPLS, we can see that the $Q2^{predictor}$ value for the *ABL variable* is 0.730 or 73.30%, and for the *WOM variable* is 0.557 or 55.7%. This research model has a relevant predictive value because the value is > 0, which means this research model can be used to explain information in the research data by 55.7%.

4.5.4 Path Analysis

Table 4.5.4.1 1

	Original sample (O)	T statistics (|O/STDEV|)	P values	Results
ABL -> WOM	0.524	6,146	0	Accepted
PS -> ABL	0.44	5.63	0	Accepted
PS -> WOM	0.24	2,924	0.003	Accepted
PV -> ABL	0.03	0.577	0.564	Rejected
PV -> WOM	0.063	1,304	0.192	Rejected
SQ -> ABL	0.445	6,423	0	Accepted
SQ -> WOM	0.039	0.496	0.62	Rejected

The table above is results *bootstrapping* that is done with SmartPLS . The results used For test hypothesis .

- H1: *SQ has a* positive and significant effect on *ABL.*

The table above shows the original sample value, which is positive at 0.445, and has a significant effect, as evidenced by the P value of 0.000 < 0.05. This means that H1 is accepted, so it can be concluded that *SQ has a* positive and significant effect on *ABL.*

- H2: *PS has a* positive and significant effect on *ABL*

The table above shows the original sample value, which is positive at 0.440, and has a significant effect, as evidenced by the P value of 0.000 < 0.05. This means that H2 is accepted, so it can be concluded that *PS has a* positive and significant effect on *ABL.*

- H3: *PV has a* positive and significant effect on *ABL* Behavior

The table above shows a positive original sample value of 0.030, but it does not have a significant effect because the P value is 0.564 > 0.05. It can be concluded that H3 is rejected. Although PV has a positive effect on ABL, it is not significant.

- H4: *SQ has a* positive and significant influence on WOM

The table above shows a positive original sample value of 0.039, but it does not have a significant effect because the P value is 0.620 > 0.05. It can be concluded that H4 is rejected. Although SQ has a positive effect on WOM, it is not significant.

- H5: *PS has a* positive and significant influence on WOM

The table above shows the original sample value which is positive, namely 0.24, and has a significant effect as evidenced by the P value of 0.003 < 0.05. This means that H5 is accepted and it can be concluded that *PS* has a positive and significant influence on *WOM.*

- H6: *PV has a* positive and significant effect on WOM

The table above shows a positive original sample value of 0.063, but it does not have a significant effect because the P value is 0.192 > 0.05. It can be concluded that H6 is rejected. Although *PV* has a positive effect on *WOM* , it is not significant.

- H7: *ABL has a* positive and significant effect on WOM

The table above shows the original sample value which is positive, namely 0.524, and has a significant effect as evidenced by the P value of 0.000 < 0.05. This means that H7 is accepted so it can be concluded that *ABL* has a positive and significant effect on *WOM.*

4.6 Discussion

1. Influence *Airline Brand Love* towards *Word of Mouth*

   Based on the results of the path analysis calculations, we can see the influence of the *ABL variable* on *WOM* . The positive influence is indicated by the original sample value of 0.524, and the significant influence is shown by the P value of 0.000 < 0.05.

   From the results of the analysis , it can be concluded that there is a significant and positive influence between *the Air Brand Love variable* and *the Word of Mouth variable* . This means that the higher *the Air Brand Love activities* carried out , the more it will be able to increase *Word of Mouth.* positive from its users .

2. Influence *Service Quality* to *Airline Brand Love*

   Based on the results of the path analysis calculations, we can see an influence between the *SQ variable* and *ABL* . This positive influence is indicated by the original sample value of 0.445, and a significant influence is indicated by the P value of 0.000 < 0.05.

   From the results analysis the can withdrawn A conclusion that there is significant and positive influence between variables *Service Quality* towards variables *Air Brand Love* . What it means is if the more tall activity *Service Quality* is carried out , then will capable increase *Air Brand Love* from users , consumers consider that If *Service Quality* that is carried out well , thing the capable push *Air Brand Love* for consumer or its users .

3. Influence *Passenger Satisfaction* to *Airline Brand Love*

   Based on the results of the path analysis calculations, we can see an influence between the *SQ variable* and *ABL* . A positive influence can be shown by the original sample value of 0.440 , and a significant influence because the P value is 0.000 < 0.05.

   From the results of the analysis, it can be concluded that there is a significant and positive influence between *the Passenger Satisfaction variable* and *the Airline Brand Love variable* . This means that the higher *the Passenger Satisfaction* , the higher *the Airline Brand Love* from its users. Consumers assume that if *Passenger Satisfaction* is carried out well, it can encourage *Airline Brand Love* for consumers or users.

4. Influence *Perceived Value* to *Airline Brand Love*

   Based on the results of the path analysis calculations, we can see that there is a positive

influence as indicated by the original sample value of 0.03 , but it does not show a significant influence because the P value is 0.564 > 0.05.

From the results analysis the can withdrawn A conclusion that No there is significant and positive influence between variables *Perceived Value* towards variables *Airline Brand Love* .

5. Influence *Service Quality* to *Word of Mouth*

Based on results from calculation analysis track can We Look that There is influence positive indicated with the original sample value is 0.0 39 , but No show existence significant influence Because P values 0.62 > 0.05 .

From the results analysis the can withdrawn A conclusion that No there is significant and positive influence between variables *Service Quality* towards variables *Word of Mouth* .

6. Influence *Passenger Satisfaction* to *Word of Mouth*

Based on the results of the path analysis calculations, we can see the influence of the *PS variable* on *WOM* . A positive influence can be demonstrated by the original sample value of 0.24 , and a significant influence because the P value is 0.003 < 0.05.

From the results analysis the can withdrawn A conclusion that there is significant and positive influence between variables *Passenger Satisfaction* towards variables *Word of Mouth* . What it means is if the more tall *Passenger Satisfaction* , then will capable increase *Word of Mouth* from users , consumers consider that If *Passenger Satisfaction* carried out well , thing the test capable push *Word of Mouth* for consumer or its users .

7. Influence *Perceived Value* to *Word of Mouth*

Based on the results of the path analysis calculations, we can see that there is a positive influence as indicated by the original sample value of 0.063 , but it does not show a significant influence because the P value is 0.192 > 0.05.

From the results analysis the can withdrawn A conclusion that No there is significant and positive influence between variables *Perceived Value* towards variables *Word of Mouth* .

8. The magnitude of the influence between variables

Based on the R-Square calculation previously conducted, we can see that *Service Quality, Perceived Value* , and *Passenger Satisfaction* influence *Airline Brand Love* by 0.737 or 73.7%, and the remaining 26.3% is influenced by other variables not explained in this research model. Furthermore, we can also see that the variables *Service Quality, Perceived Value, and Passenger Satisfaction influence Airline Brand Love by 0.737 or 73.7%. Passenger Satisfaction,* and *Airline Brand Love* influence *the Word of Mouth variable* by 0.65 or 65% and the remaining 35% is influenced by other variables not explained in this research model.

CHAPTER V
CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

From the results of the research we have conducted, researchers can conclude that:

1. *Service Quality* has a positive and significant influence on *Airline Brand Love.*
2. *Passenger Satisfaction* has a positive and significant influence on *Airline Brand Love.*
3. *Perceived Value* has a positive but not significant effect on *Airline Brand Love.*
4. *Service Quality* has a positive but not significant effect on *Word of Mouth.*
5. *Passenger Satisfaction* has a positive and significant influence on *Word of Mouth.*
6. *Perceived Value* has a positive but not significant effect on *Word of Mouth.*
7. *Airline Brand Love has a* positive and significant influence on *Word Of Mouth.*
8. *Service Quality, Perceived Value, and Passanger Satisfaction* influence *Airline Brand Love* as big as 73.7%.
9. *Service Quality, Perceived Value, Passenger Satisfaction* and *Airline Brand Love* influence *the Word of Mouth variable* by 65%.

5.2 Suggestion

1. *Passenger satisfaction should be a company 's* top priority because it has been statistically proven to have a significant positive influence on *airline brand love and word of mouth* . Companies must be able to maintain and improve *passenger satisfaction* .
2. Due to the influence variables *Perceived Value* to *Airline Brand Love* No there is , then need done study more carry on use find factor or variables others who have influence more big than *Perceived Value* . Other possible variables influence *Airline Brand Love* for example price or form products , which may have more influence big than *Perceived Value.*
3. Besides , because influence variables *Service Quality* to *Airline Brand Love* positive significant , will but influence variables *Service Quality* to *Word of Mouth* No significant , so need done study more carry on use answer difference results findings the .

REFERENCES

Aga, M., & Safakli , O.V. (2007). An Empirical Investigation of Service Quality and Customer Satisfaction in Professional Accounting Firms: Evidence from North Cyprus. In *Problems and Perspectives in Management* (Vol. 5).

Aguirre-Urreta, M., & Rönkkö, M. (2015). Sample size determination and statistical power analysis in PLS using R: An annotated tutorial. *Communications of the Association for Information Systems* , *36* , 33–51. https://doi.org/10.17705/1cais.03603

Armstrong, KD (2010). Mixture Marketing Edition 4. *Jakarta: PT. Penhalindo* .

Ballantyne David, Christopher Martin, & Payne Adrian. (1995). Improving the quality of marketing services: Service (Re) design is the critical link. *Journal of Marketing Management* , *11* (1–3), 7–24.

Besley, S., & Brigham, E.F. (2008). *Essentials of managerial finance*. Cengagelearning.

Business , J., Marketing , D., Tri, R., & Yanto -Nefertari, Y. (nd). *The Influence Quality Service To Satisfaction Customers in Airlines Flight XpressAir Bandung* .

Boubker , O., & Naoui, K. (2022). Factors influencing airline brand love, passengers' loyalty, and positive word-of-mouth. A case study of Royal Air Morocco. *Case Studies on Transport Policy* , *10* (2), 1388–1400. https://doi.org/10.1016/j.cstp.2022.05.006

Carroll, B. A., & Ahuvia , A. C. (2006). Some antecedents and outcomes of brand love. In *Marketing Letters* (Vol. 17, Issue 2, pp. 79–89). https://doi.org/10.1007/s11002-006-4219-2

Chen, C.F. (2008). Investigating structural relationships between service quality, perceived value, satisfaction, and behavioral intentions for air passengers: Evidence from Taiwan. *Transportation Research Part A: Policy and Practice* , *42* (4), 709–717. https://doi.org/10.1016/j.tra.2008.01.007

Chin, W. W. (1998). The partial least squares approach to structural equation modeling . *Modern Methods for Business Research* , *295* (2), 295–336.

Chin, W. W., & Todd, P. A. (1995). On the Use, Usefulness, and Ease of Use of Structural Equation Modeling in MIS Research: A Note of Caution. *MIS Quarterly* , *19* (2), 237–246. https://doi.org/10.2307/249690

Chou, J.-S., & Yeh, C.-P. (2013). Influential constructs, mediating effects, and moderating effects on operations performance of high speed rail from passenger perspective. *Transport Policy* , *30* , 207–219.

Cindy Mutia Annur. (2022). *Aviation Market Share Domestic According to the Airline Company* . https://databoks.katadata.co.id/datapublish/2022/10/22/inilah-maskapai-dengan-pangsa-pasar-penerbangan-domestik-terbesar-pada-2021)

Creswell, J. W. (2012). *Educational research* . Pearson .

Ekiz, E. H., Hussain, K., Bavik , A., & Bavik , A. (nd). *Creating Customer Value in Tourism and Hospitality Industry, pp. 778-790 PERCEPTIONS OF SERVICE QUALITY IN NORTH CYPRUS NATIONAL AIRLINE* .

Farooq, M.S., Salam, M., Fayolle, A., Jaafar, N., & Ayupp , K. (2018). Impact of service quality on customer satisfaction in Malaysian airlines: A PLS-SEM approach. *Journal of Air Transport Management* , *67* , 169–180. https://doi.org/10.1016/j.jairtraman.2017.12.008

Fournier, S., & Mick, D. G. (1999). Rediscovering satisfaction. *Journal of Marketing* , *63* (4), 5–23.

Ghozali , I., & Latan, H. (2015). Concepts , techniques , applications using Smart PLS 3.0 for study empirical . *BP Undip* . *Semarang* , *290* .

Grönroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing* , *18* (4), 36–44.

Hair, J.F., Risher, J.J., Sarstedt, M., & Ringle, C.M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review* , *31* (1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Hardiani & Kartika Fajar Nieamah . (2022). *baimppkn,+66+THE+EFFECT+OF+SERVICE+QUALITY+AND+BRAND+IMAGE+ON+USER+SATISFACTION+OF+CITILINK+AIRLINE+AT+KOMOD+AIRPORT* . *6* .

Hussain, R., Al Nasser, A., & Hussain, Y. K. (2015). Service quality and customer satisfaction of a UAE-based airline: An empirical investigation. *Journal of Air Transport Management* , *42* , 167–175.

Jing Zhang, & Bloemer, J. M. M. (2008). The Impact of Value Congruence on Consumer-Service Brand Relationships. *Journal of Service Research* , *11* (2), 161–178.

Kaushik Mukerjee. (2018). The impact of brand experience, service quality and perceived value on word of mouth of retail bank customers: investigating the mediating effect of loyalty. *Journal of Financial Services Marketing* , *23* , 12–24.

Keller, K. L. (2001). *Building customer-based brand equity: A blueprint for creating strong brands* .

Koklic , M. K., Kukar -Kinney, M., & Vegelj , S. (2017). An investigation of customer satisfaction with low-cost and full-service airline companies. *Journal of Business Research* , *80* , 188–196.

Kotler, P. (2009). *Management Marketing* . Index .

Kotler, P., & Keller, K. L. (2012). Marketing management. *New Jersey: Library of Congress* .

Lee, A. Y., & Labroo , A. A. (2004). The effect of conceptual and perceptual fluency on brand evaluation. *Journal of Marketing Research* , *41* (2), 151–165.

Lewis Barbara R. (1993). Service Quality Measurement. *Marketing Intelligence & Planning* , *11* , 4–12.

Liu, C. H. S., & Lee, T. (2016). Service quality and price perception of service: Influence on word-of-mouth and revisit intention. *Journal of Air Transport Management* , *52* , 42–54. https://doi.org/10.1016/j.jairtraman.2015.12.007

Lusch, R.F., Vargo, S.L., & O'brien , M. (2007). Competing through service: Insights from service-dominant logic. *Journal of Retailing* , *83* (1), 5–18.

Maclaran , P., & Mcgowan , P. (nd). *Competitive advantage in engineering firms Managing service quality for competitive advantage in small engineering firms* .

Pappachan , J. (2021). Influence of service quality, loyalty program and perceived value on word-of-mouth behavior of domestic and international airline passengers in India. *Vilakshan - XIMB Journal of Management* . https://doi.org/10.1108/xjm-02-2021-0041

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). *A Conceptual Model of Service Quality and Its Implications for Future Research . 49(4)* , 41–50.

Prasetijo , RH, Priyanto , SH, Ihalauw , JJ, & Andadari , R. (2019). Does an SME Hotel Adopt Customer Orientation? (A Case Study in an SME Hotel in Solo, Central Java, Indonesia). *Fokus Ekonomi: Jurnal Scientific Economics* , *14* (1), 79–91.

Ranjbarian , B., Kazemi, A., & Borandegi , F. (2013). Analyzing the antecedents and consequences of brand love with a case study on apple cell phone users. *International Journal of Academic Research in Business and Social Sciences , 3* (11), 320–329.

Reynoso, L., Genero, M., & Piattini , M. (2010). Refinement and Extension of SMDM, a Method for Defining Valid Measures. *J. Univers . Comput . Sci.* , *16* (21), 3210–3244.

Rust, R.T., & Verhoef, P.C. (81 CE). L. Oliver, (1994), "Service Quality Insights and Managerial Implications From the Frontier." In *Service Quality: New Dimensions in Theory and Practice* (pp. 1–9). Thousand Oaks, CA: Sage.

Schultz Kleine, S., Menzel Baker, S., & Schultz Kleine Is Associate, S. (2004). *Kleine and Baker/An Integrative Review of Material Possession Attachment An Integrative Review of Material Possession Attachment* . http://www.amsreview.org/articles/kleine01-2004.pdf

Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach* . John Wiley & Sons.

Sugiyono , D. (2013). *Research methods education approach quantitative , qualitative and R&D* .

Sugiyono , P. (2015). Research methods combination (mixed methods). *Bandung: Alfabeta* , *28* , 1–12.

Sugiyono , PD (2019). Educational Research Methods (Quantitative , Qualitative , Combination , R&D and Educational Research). *Educational Research Methods* , *67* .

Sugiyono , S. (2016). Research Methods Quantitative , Qualitative , and R&D 23rd Edition . *Bandung: CV Alfabeta* .

Sumaedi , S., Bakti, IGMY, Rakhmawati , T., Astrini , NJ, Widianti , T., & Yarmen , M. (2016).

Factors influencing public transport passengers' satisfaction: a new model. *Management of Environmental Quality: An International Journal* , *27* (5), 585–597.

Syah, TYR, & Wijoyo , CK (2021). Service Quality and Customer Satisfaction on WOM of a Private Hospital in Indonesia. *JMMR (Journal of Medico-Ethicolegal and Hospital Management)* , *10* (1), LAYOUTING. https://doi.org/10.18196/jmmr.v10i1.10141

Ueltschy, L. C., & Krampf, R. F. (2001). Cultural Sensitivity to Satisfaction and Service Quality Measures. *Journal of Marketing Theory and Practice* , *9* (3), 14–31. https://doi.org/10.1080/10696679.2001.11501894

Umar, H. (2013). *Research methods For thesis and dissertation business* .

Waluyo, M. (2011). Modification of the Mix Model Marketing Plus Against Variables Positive and Significant Forming . *Journal of* Industrial *Engineering ,* 12 *(* 1), 20–26.

Wen, C.-H., Lan, L.W., & Cheng, H.-L. (2005). Structural equation modeling to determine passenger loyalty toward intercity bus services. *Transportation Research Record* , *1927* (1), 249–255.

Widyastuti , & Erfian . (2012). "Quality of Service and Emotion on the Word of Mouth with Customer Satisfaction as the Intervening Variable". *Global Network Journal* , *5* , 338–359.

Woodruff, R.B. (1997). Customer value: the next source for competitive advantage. *Journal of the Academy of Marketing Science* , *25* , 139–153.

Yulius , J. (2011). The Influence Quality Core and Additional Services to Positive Word of Mouth at Semarang High School. *Journal Dynamics Management* , *13* (1), 77–84.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1988). Communication and control processes in the delivery of service quality. *Journal of Marketing* , *52* (2), 35–48.