

Customer's Loyalty Parameters of Sikorsky S76 Chartered Helicopter

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ABSTRACT

The study aims to determine the impact of the maintenance department and supporting facilities of PT. Pelita Air Service 2020 loyalty's performance based on its customer's satisfaction. The sample of 150 respondents from PT. Pelita Air Service's Sikorsky S76 chartered Helicopter customers were obtained using quantitative descriptive method and purposive sampling using Slovin formula. SEM path analysis method and Smart Partial Least were used to test the validity and reliability of the data. Based on the findings, the performance of the Sikorsky S76 Helicopter's maintenance department and chartered support facilities has a direct positive and significant impact on customer's satisfaction and loyalty. The satisfaction factor has a direct positive and significant impact on customer's loyalty. The customer's satisfaction affects the performance of the maintenance department and the supporting facilities of the Sikorsky S76 chartered Helicopter at PT. Pelita Air Service 2020.

Keywords : performance, facility, customer satisfaction, customer loyalty, maintenance department

A. Introduction

The service sector influences economic success in providing employment (Heizer & Rander, 2015; Sutandi, 2015). Services in the transportation sector have a high demand because they are inseparable from the need for the movement of people and goods within the region and in various places that cross regional boundaries, especially air transportation. The increase in the use of services can be seen from the increase in the number of passengers from year to year at one of the busiest airports getting twenty million passengers on its domestic flights. However, the spread of the Covid-19 pandemic has caused travel restrictions, so air movement has decreased drastically. Airline companies were directly affected to the extent that they modified the aircraft cabin, which originally carried passengers to be converted to

goods. This is done to maintain the company's financial stability.

The number of domestic air transport passengers throughout 2020 decreased by 57.76% (y-o-y) to reach 32.4 million people. The decrease at I Gusti Ngurah Rai International Airport reached 64.17% (originally 4.96 million, decreased to 1.8 million people). At Juanda International Airport, there was a decrease of 56.3% (originally, 6.3 million decreased to 2.7 million people). At Soekarno-Hatta Airport, there was a decrease of 55.27% (originally, 19.3 million decreased to 8.6 million people). At Kualanamu International Airport, the decrease reached 50.08% (initially, 2.6 million decreased to 1.3 million people). The same happened at Hasanuddin International Airport, which decreased by 46.39% (from 3.4 million to 1.8 million people). In contrast,

at other airports, the number of domestic passenger aircraft decreased by 59.84% from 40.2 million to 16.1 million people. Switching barriers and commitment are the least studied factors that have affected customer loyalty toward mobile network service providers (Patharia & Pandey, 2021).

To deal with this situation, all aviation entities must adapt to maintain business continuity, including airlines. As an air transportation company that provides charter transportation, Pelita Air Service is trying to improve its services and services in the aviation sector, serving charter flights and providing services that support flights, including fuel cargo. The maintenance department seeks to increase the effectiveness of charter aircraft maintenance and improve product quality to improve customer quality Sembiring et al., (2014) and Sikorsky S76 Helicopter charter supporting facilities on customer satisfaction and its impact on customer loyalty at PT. Pelita Air Service, using a questionnaire to all charter customers at PT. Pelita Air Service 2020.

The performance base on Byars & Rue, (2011), is the degree of achievement of tasks completed by employees in their work. The performance is the result of work that has a strong relationship with the organization's strategic objectives, customer satisfaction and contributes to the economy (Baron & Armstrong, 2008). According to Russell & Taylor, (2016) several maintenance performance dimensions can be used to measure, including: Quantity, Quality, Timeliness, Cost effectiveness, and Interpersonal impact. Based on several sources, it can be synthesized according to the author that the performance of the maintenance department is the behavior of an employee in the maintenance section which leads to achieving the goal of ensuring helicopter repair and maintenance work is carried out in a controlled and effective manner so that each helicopter can be seaworthy and can be rented or operated in accordance with the rules - applicable rules.

The quantity dimension has indicators such as, Pelita Air Service has the number of employees for adequate fleet repair. The quality

dimension have indicators such as, Pelita Air Service has the number of employees for adequate fleet repairs. Timeliness dimension has indicators such as, Pelita Air Service has the ability to accurately submit reports that can dependable. Cost effectiveness dimension has indicators such as, Pelita Air Service has employees who use their abilities to the fullest at work dependable. Interpersonal impact dimension has indicators such as, Pelita Air Service has employees responsible for helicopter operations.

The performance of the maintenance department of PT Pelita Air Service in this context is the quality of service provided to customers or service users. This regression analysis among service performance, customer satisfaction, and customer loyalty is also found in another industry, the banking industry, based on a study conducted by Dharmayanti (2006). It means studies have proven these patterns are suitable for any industry. Unschedule maintenance on the Sikorsky S76 C ++ helicopter flight control system because of yaw failure to control, so a replacement or repair was needed for the components that were affected by the system failure (Rahmawati et al., 2022).

Facilities according to Kotler, (2011) are everything that is physical equipment and is provided by service sellers to support consumer comfort. So facilities are physical resources that exist before a service can be offered to consumers. Based on several sources, it can be synthesized according to the author that a condition that is owned by both individuals and organizations in preparing themselves both mentally and physically to achieve the desired goals, in this case ground handling support. According to Abidin, (2012) several supporting facilities dimensions can be used to measure, including; skills, complete facilities, and timeliness.

The quantity dimension has indicators such as, employees provide information about the use of Ground Support Equipment. The skills, dimension has indicators such as, employees convey about the benefits of Ground Support Equipment. The timeliness, dimension has indicators such as, Pelita Air

Service has employees who work on time.

According to Kotler, (2018), satisfaction is a feeling of pleasure or disappointment that arises from comparing the perceived performance of a product against their expectations. Meanwhile, according to Tjiptono, (2018), satisfaction is an after-purchase evaluation in which the chosen alternative at least equals or exceeds customer expectations. Customer satisfaction can be synthesized that the customer will feel satisfied if the level of feeling after comparing the results or performance received by the customer is more than expected by the customer. According to Tjiptono, (2018) several customer satisfaction dimensions can be used to measure, including; Product quality, Service quality, Price, Convenience and Emotion.

The customer satisfaction dimension has indicators such as, customers are satisfied with the availability and feasibility of the tools safety on the helicopter owned by PT. Pelita Air Service. The quality service dimension has indicators such as, customers are satisfied with the ability of PT. Pelita Air Service in understanding expectations and customer wishes. The price dimension has indicators such as, customers are satisfied with the suitability of the price given by Pelita Air Service. The ease of dimension has indicators such as, customers are satisfied and will reuse company services Pelita Air Service.

Customer loyalty can be synthesized, that is, customer loyalty to the company's service products by using the company's products repeatedly without being affected by the situation and various marketing strategies to switch to other company's products or services, because they have confidence in the company's products or services. According to Griffin, (2013) several customer loyalty dimensions can be used to measure, including; Makes regular repeat purchase, Purchase across product and service line, Refers to, Demonstrates an immunity to the full of the competition.

The Makes regular repeat purchase dimension has indicators such as, become a customer of Pelita Air Service is the right

choice. The Purchase across product and service line dimension has indicators such as, customers feel satisfied and proud to use the services of Pelita Air Service. The refers dimension has indicators such as, customers will recommend Pelita Air Service to the next of kin. The demonstrates an immunity to the full of the competition dimension has indicators such as, If there is a shortage in PT. Pelita Air Service customers will not immediately switch to other airlines.

There are previous studies that are relevant and used by researchers as reference material, where there are differences and similarities to this study. The difference is that previous studies generally used multiple regression analysis with two independent variables and one dependent variable, and no mediating variables. In contrast, this study confirmed the research object and emphasized the independent variables used: maintenance performance, charter support facilities, and mediation variables. Namely customer satisfaction and the dependent variable, customer loyalty, using path analysis with SmartPLS 3. The similarities with previous research are that the variables studied are the same: the performance of maintenance and supporting facilities. Both use the SmartPLS 3 analysis tool for hypothesis testing and SPSS for data pretest tests and descriptive data analysis using a questionnaire.

B. Methods

This study uses quantitative methods to determine the causal relationship between variables, namely Customer Loyalty as the dependent variable (Y) and Facilities (X1) & Maintenance Department Performance (X2) as independent variables, with Customer Satisfaction as the intervening variable (mediator) which is dependent on X1 and X2. The population in this study were chartered passengers in activities using the Sikorsky S76 Helicopter charter from January 2020 to August 2021, totaling 240 people. The research was conducted by distributing questionnaires to 150 sample respondents using the SEM (Structural Equation Model)

Conceptual Model

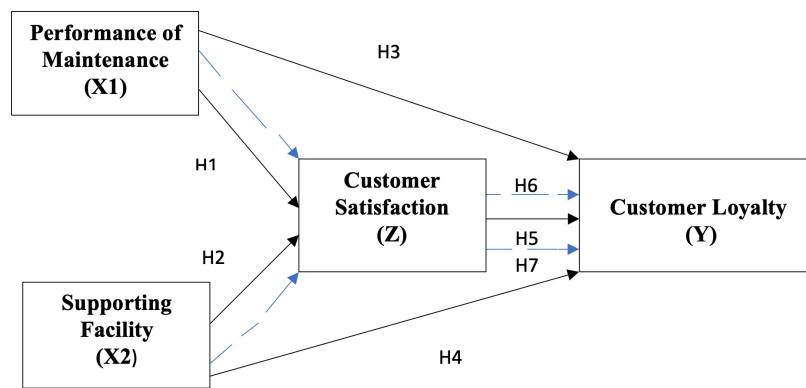


Figure 1 Conceptual Model

analysis technique using the SmartPLS application. Respondents are customers of the Maintenance Department of PT. Pelita Air Service.

C. Results and Discussion

1. Statistocal Analysis

a) Validity Test

According to the test findings, variable indicators with a loading value greater than 0.70 have a high level of validity and thus meet convergent validity. The study then moved on to the Average Variance Extracted (AVE) and Discriminant Validity tests.

b) Discriminant Validity

According to the test findings, each indicator on the research variable has the greatest cross loading value on the variable it forms when compared to the cross loading value on the other variables. Based on the findings, the indicators used in this research have good discriminant validity in compiling their respective variables.

c) Average Variance Extracted (AVE)

According to the test findings, the AVE value of each construct is greater than 0.5. As a result, the model evaluated has no convergent validity issues, and the constructs in this research model have excellent discriminant validity.

d) Realibility Test

According to the test results, the

performance variables of the maintenance department (X1), Sikorsky S76 helicopter charter support facilities (X2), customer loyalty (Y), and customer satisfaction (Z) are deemed reliable because they have a Cronbach’s alpha value greater than 0.6. As a result, it is determined that all constructs are reliable within the required minimum value limit.

2. Model Structural or Inner Model Analysis

a) R_{Square} (R^2)

Table 1 R_{Square} Results

	R_{Square}	R_{Square} Adjusted
Customers Satisfation (Z)	0,710	0,706
Customers Loyalty (Y)	0,771	0,766

Table 1 shows that the R_{Square} value for the client satisfaction variable is 0.710. According to this purchase, the percentage of customer satisfaction is 71%. Based on this, the $RSquare$ calculation yields a significant number. This implies that the performance variables of the Sikorsky S76i charter helicopter’s maintenance department and supporting facilities have a 71% direct impact on customer satisfaction. Meanwhile, the client loyalty variable has an $RSquare$ value of 0.771. According to this purchase, the percentage of

Table 2 Blindfolding Result

Helicopter Charter Supporting Facilities Sikorsky S76 (X2)	1500,000	1500,000	Q ² (=1-SSE/SSO)
Customers Satisfaction (Z)	1500,000	800,962	0,466
Maintenance Departement Working Performance (X1)	1500,000	1500,000	
Customers Loyalty (Y)	1500,000	689,043	0,541

customer loyalty is 77.1%. Based on this, the RSquare calculation yields a significant number. This means that the maintenance department's performance variables, Sikorsky S76 helicopter rental support facilities, and client satisfaction are all important.

b) Q-Square
 The Q2 values obtained from the computations in Table 2 are 0.466 and 0.541. Because the Q2 value is greater than zero, the model meets predictive relevance where the model has been adequately reconstructed.

c) Goodness of Fit (GoF) Test

Table 3 Fit Model

	Saturated Model	Estimated Model
SRMR	0,052	0,052
d_ ULS	2,208	2,208
d_ G	2,561	2,561
Chi-Square	1729,447	1729,447
NFI	0,738	0,738

The goodness of fit test results for the PLS model in Table 3 demonstrate that the NFI value of 0.738 indicates FIT. As a result, it is possible to infer that the model in this study has a high goodness of fit and is appropriate for evaluating the research hypothesis.

3. Hypothesis Analysis (Bootsrapping)

a) H1. Maintenance Department Performance has an Direct Impact on Customer Satisfaction

The results of hypothesis testing are

carried out by evaluating the model by looking at the significance value. It can be seen that the influence of variables is through the bootstrapping procedure. T-Statistics and P-Values have been seen in the research hypothesis test. The seven hypotheses with direct and indirect impacts are accepted because the T-Statistics value > 1.96 P-Values < 0.05. From the results of the SEM-PLS analysis research, it is known that the H1 hypothesis is stated to be acceptable, so it can be concluded that there is a positive and significant direct impact between the performance of the maintenance department performance and customer satisfaction at PT. Pelita Air Service. This means that timeliness in terms of the performance of the maintenance department impacts customer satisfaction, so the accuracy of the performance of the maintenance department performance and the availability of spare parts for goods in the repair and maintenance of aircraft and helicopters, including the availability of spare aircraft and helicopters as a replacement when the one being hired has a problem (engine failure/ breakdown) is a determining factor for the level of customer satisfaction. This is supported by research by Jahmani, (2017); Pradnyandari & Purnawati, (2015); Putra et al., (2014); Sandada & Matibiri, (2016); Suarjaya & Herlambang, (2020); and Yuliana, (2017) which said there is an impact of maintenance department performance on customer satisfaction.

b) H2. Supporting facility has an Direct Impact on Customer Satisfaction.

Hypothesis H2 is accepted, where there is a positive and significant direct impact of Sikorsky S76 helicopter charter supporting

Table 4 Direct and Indirect Impact

	Direct and Indirect Impact	Parameter Coefficient	T-Statistics	P-Values	Results
H ₁	Maintenance Department Working Performance (X1) -> Customers Satisfaction (Z)	0,515	3,301	0,001	Accepted
H ₂	Charter Helicopter Supporting Facility Sikorsky S76 (X2) -> Customers Satisfaction (Z)	0,359	2,498	0,013	Accepted
H ₃	Maintenance Department Working Performance (X1) -> Customers Loyalty (Y)	0,515	3,301	0,001	Accepted
H ₄	Charter Helicopter Supporting Facility Sikorsky S76 (X2) -> Customers Loyalty (Y)	0,248	2,304	0,022	Accepted
H ₅	Customers Satisfaction (Z) -> Customers Loyalty (Y)	0,470	4,280	0,000	Accepted
H ₆	Maintenance Department Working Performance (X1) -> Customers Satisfaction (Z) -> Customers Loyalty (Y)	0,242	2,661	0,008	Accepted
H ₇	Charter Helicopter Supporting Facility Sikorsky S76 (X2) -> Customers Satisfaction (Z) -> Customers Loyalty (Y)	0,168	1,981	0,048	Accepted

facilities on customer satisfaction at PT. Pelita Air Service. Facilities as tangible objects owned by the company to realize customer convenience are a sign of whether the facility is in sync with the comfort level desired by the customer or may have exceeded the customer's wishes. As an essential object to increase customer satisfaction and comfort, facilities are also significant in service marketing. Products and services provided to customers must be supported by supporting facilities when delivering them. The facility's position is also important in increasing the product or service's value. This is supported by the results of previous studies by Fajriani et al., (2020); Fakhrudin, (2021); Firatmadi, (2017); Hanif et al., (2020); Kuntari et al., (2016); Michelle & Siagian, (2019); Sandada & Matibiri, (2016); Septiyani Putri Astutik, (2013); Sofyan et al., (2013); and Wardhani, (2006) which say there is an influence of supporting facilities on

customer satisfaction. In conclusion, facilities are a measure of a service that influences customer satisfaction by helping customers do activities and feel comfortable.

c) H3. Maintenance Department Performance has an Direct Impact on Customer Loyalty. Hypothesis H3 is accepted, where maintenance department performance positively and significantly impacts customer loyalty at PT. Pelita Air Service. The higher the number of employees or crew who have qualified technical competence related to the repair and maintenance of aircraft and helicopters, the better (fit for operation) the condition of the aircraft and helicopters so that the level of compliance with the predetermined schedule time for charterers is also getting better. Timeliness is one factor impacting the quality of service to charterers/tenants. These results are supported by research Sandada &

]Table 5 Results of the Research Hypothesis

	Research Hypothesis	Results
H ₁	Maintenance Department Performance has an direct impact on Customer Satisfaction.	Positive and Significant
H ₂	Supporting facility has an direct impact on Customer Satisfaction.	Positive and Significant
H ₃	Maintenance Department Performance has an direct impact on Customer Loyalty.	Positive and Significant
H ₄	Supporting facility has an direct impact on Customer Loyalty.	Positive and Significant
H ₅	Customer Satisfaction has an direct impact on Customer Loyalty.	Positive and Significant
H ₆	Maintenance Department Performance has an indirectly impacts Customer Loyalty through Customer Satisfaction as mediator.	Positive and Significant
H ₇	Maintenance Department Performance has an indirectly impacts Customer Loyalty through Customer Satisfaction as mediator.	Positive and Significant

Matibiri, (2016) that maintenance department performance impacts customer loyalty.

d) H4. Supporting facility has an Direct Impact on Customer Loyalty.

Hypothesis H4 is accepted, where there is a positive and significant direct impact of Sikorsky S76 helicopter charter support facilities on customer loyalty at PT. Pelita Air Service. As with the function of facilities in explaining the accepted H2 hypothesis, facilities can be anything that makes it easier for customers to get satisfaction. Because services are intangible (intangibile), they have properties that are not similar to objects, cannot be smelled, and cannot be touched. Facilities are crucial and used as a benchmark for service as a manifestation of physical aspects that can be assessed (quantified). Customers want comfort while waiting to receive services, and the comfort level can be measured if the facilities used by customers are designed to be comfortable and attractive. When customers feel comfortable using the facilities provided, then customers will feel satisfied using the services provided. This is consistent with the research Firatmadi, (2017); Michelle

& Siagian, (2019); Sandada & Matibiri, (2016); Sofyan et al., (2013), which reveals a significant impact of supporting facilities on customer loyalty.

e) H5. Customer Satisfaction has an Direct Impact on Customer Loyalty.

The H5 hypothesis is accepted, so there is a positive and significant direct impact of customer satisfaction on customer loyalty at PT. Pelita Air Service. Satisfaction can cause customers to buy and use the product again (repeat orders). This is inversely when the customer does not feel satisfied, and the disappointed customer can stop repurchasing the product. This follows previous research by Firatmadi, (2017); Hanif et al., (2020); Michelle & Siagian, (2019); Sandada & Matibiri, (2016); and Sofyan et al., (2013), perceived customer satisfaction has an impact positive impact on customer loyalty.

f) H6. Maintenance Department Performance has an Indirectly Impacts Customer Loyalty through Customer Satisfaction as mediator.

Hypothesis H6 is accepted, so maintenance department performance indirectly impacts

customer loyalty at PT. Pelita Air Service through customer satisfaction. In handling complaints and problems, work discipline, accuracy, and speed of response are needed. Examples of situations that commonly occur are documents that have not been published (issued or released), causing delays in the flow of information so that the delivery of goods is not on time. The owner or company is obliged to improve the quality of the fleet, including cleanliness, durability, prioritizing safety facilities (number, completeness, and quality of maintenance), skills of the helicopter maintenance/repair crew, accuracy in handling documents, friendliness and speed of handling complaints and the ability to provide solutions best if there is a problem in the helicopter that is rented out. This is done to increase the level of customer satisfaction. This is in sync with the research conducted by Sandada & Matibiri, (2016), which states the performance of the maintenance department on customer loyalty as an intervening variable through customer satisfaction.

g) H7. Maintenance Department Performance has an Indirectly Impacts Customer Loyalty through Customer Satisfaction as mediator.

Hypothesis H7 is accepted, so maintenance department performance indirectly impacts customer loyalty at PT. Pelita Air Service through customer satisfaction. As an object in the form of physical equipment, the facilities provided by the service seller will provide customer convenience. Customer convenience indicates compliance with customer desires or exceeding customer desires. Customer satisfaction is the result of an assessment after purchase, with an outcome that is at least equal to or even exceeds what the customer wants. Dissatisfaction arises when the results do not match the customer's wishes. All facilities are deliberately provided by service providers for use by customers and are intended to provide the maximum level of satisfaction. These results are consistent with research conducted by Firatmadi, (2017); Michelle & Siagian, (2019); Sandada & Matibiri, (2016); Saribanon et al., (2016); and Sofyan et al., (2013) which state that there is an influence

of supporting facilities on customer loyalty as an intervening variable through customer satisfaction because the element of the facility plays a role in providing customer satisfaction.

D. Conclusion

The research results prove that all variables have a positive influence. The two independent variables, namely Performance and Maintenance Department Facilities, have a direct and significant effect on the dependent variable, Customer Loyalty. The intervening variable, namely Customer Satisfaction, becomes the mediator of the two independent variables so that the independent variable indirectly has a positive influence and relationship with the dependent variable, and the intervening variable to the dependent itself has a direct and significant effect on the variable dependent. Of course, companies engaged in goods and services prioritize customer comfort and satisfaction because improving existing services and facilities can affect customer satisfaction in using company services. Based on the description above, in the future, the company can: 1) Increase loyalty by increasing the quality and quantity of primary and complementary facilities by service needs analysis, as well as improve the performance of the Maintenance Department by cultivating clean, tidy work oriented towards customer satisfaction and according to applicable security & safety procedures. 2) Increasing customer satisfaction apart from increasing the quality and quantity of facilities and the performance of the Maintenance Department, you can seek new ideas or innovations to provide added value to customers.

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