

## Analyzing the Impact of Service Quality on Customer Satisfaction and Behavioral Intention in the Airline Services of PT Garuda Indonesia

<sup>1\*</sup>Zahrah Nabila Azka

<sup>1\*</sup>Universitas Pasundan, Bandung, Indonesia

Corresponding author e-mail: [ zahrahna@gmail.com ]

Article Info	Abstract
<p><i>Keywords:</i></p> <ul style="list-style-type: none"><li>○ <i>Quality Service;</i></li><li>○ <i>Satisfaction;</i></li><li>○ <i>Intention Behavior;</i></li></ul>	<p>Study The following goals are pursued: (1) To understand and analyze the relationship between service quality and behavioral intention in the company flight services provided by PT. Garuda Indonesia; (2) To determine and assess the impact of service quality on customer satisfaction at said company; and (3) To understand and analyze the relationship between satisfaction and behavioral intention in said company. Study This feature explanation tries to explain the positions of the variables under study as well as the connections and interactions between them. The target demographic for the study is Lion Air passengers, and the research location is the Office of PT. Garuda Indonesia Jakarta at Halim Airport. populace under study This is a list of all passengers on board flight PT. Garuda Indonesia that number No known (unlimited) and cannot be specifically named (infinite). The Equation Model Structure (also known as the Structured Equation Model or SEMS) is the tool analysis employed. According to research findings, service quality significantly influences behavioral intentions, satisfaction significantly influences behavioral intentions, and service quality significantly influences behavioral intentions</p>
Article History	
<p>Received: 8 - 11 - 2025 Accepted: 16 - 12 - 2025 Published: 12 - 01 - 2026</p>	

## INTRODUCTION

Fierce rivalry in business flights This forces owners of airline flights to be able to provide higher quality services to customers so they won't switch to another airline. Based on factors like these, measuring the success of a company's service becomes important. This airline has more flights The passenger's evaluation of the company's quality of services along with all other environmental factors, both internal and external, that are present, influence the success of the company's services. Kotler (2001) asserts that customer satisfaction must begin with their requirements and finish with their views. This denotes high caliber and does not come from a third party provider, but rather from a passenger's perspective or a corner view. Since it is the passenger who uses and enjoys the service, they should assess its quality, advantages, and services with no hesitation and with great satisfaction. According to Zeithalm et al. (1990), repair quality will enhance both positive and unfavorable behavior. Unfavorable conduct is defined as behavior that is not lucrative.

Because of this, the empirical reality that prompts academics to raise this issue is the existence of a number of reasons that annoy PT. Garuda Indonesia customers and result in subpar service. These elements consist of:

1. Flight itineraries frequently undergo unilateral adjustments that are harmful to the service user or passenger.
2. Flights frequently have delays or take longer than expected, which prevents on-time arrival from occurring as planned.
3. The safety of the baggage is not guaranteed, and many passengers are currently complaining about misplaced bags.
4. Lion Air Ground Handling employees handled passenger bags carelessly, resulting in damage to the bags.
5. Other than for buying and selling goods, there are no food or beverage facilities on board.
6. When a passenger checks in late, their tickets are frequently summarily canceled

## LITERATUR REVIEW

### Service Excellence

A number of high-quality models are available. This helps service managers assess several aspects of performance companies and design a plan to improve the quality of services. The following explanations apply to the five models:

1. Oliver (1977, 1980, and 1981) created the disconfirmation of expectation model. This model serves as the foundation for all other quality models that are now in use. According to this concept, the level of unsuitability (disconfirmation) expectations in a customer's view of a product or service determines the quality of the service. This concept states that expectations, disconfirmations, and perceptions all contribute to a person's level of pleasure (i.e., not fasting). If he had expected additional height from perception, disconfirmation would have been negative, leaving him unsatisfied. If a person's perception is higher than their hope, a positive disconfirmation will occur, and the result will be that person feeling extremely satisfied.
2. Services were the first to use the disconfirmation model, according to Gronroos's (1984) Nordic Model, which is a quality model. According to this model, a service's user experience is dependent on its functional (functional element) and technical (technical element) quality. The consumer's impression of the exchanges that take place throughout the service encounter serves as a reflection of how the service is offered, and this is what is meant by the term functional element. Technical quality is the result of the service process or what the customer receives as a result of the service. superior fashion services from Gronroos This illustrates the effects of the first model's disconfirmation of hope on the creation of high-quality model services.
3. In 1985, 1988, and 1991, Parasuraman, Zeithaml, and Berry created the SERVQUAL/Gaps model. good models and services This lists five potential gaps that could lead to customer

service failure. good models and services This is a very helpful notion for managers to grasp in order to discover and assess the main dimensions from draft quality services using an approach comparison (comparative method). Additionally, this model explains that managers must be successful in meeting customer needs while attempting to eliminate or diminish gaps or \_gaps at each level.

4. The three-component model created by Oliver and Rust in 1994. The SERVQUAL model's popularity has been declining as of late. This model is a revision of Gronroos's draft quality technique and quality functional (McCol et al., 2004). According to this concept, the key predictor of quality services is composed of three elements. The consumer's overall opinion of the service, as well as any supplemental services delivered along with it, make up the first service product. The second step in the service delivery process is the communication between the client and the business. Third, consider the service environment, which includes both the organization's internal culture and its physical surrounds.
5. The most recent model created by Brady and Cronin (2001), often known as a quality model tiered services, is the Hierarchical Model of Service Quality. top-notch models and services This explains that good service is made up of three components: good interactions, good physical environments, and good results. First, discuss how consumers perceive all-inclusive quality services. major utilized dimensions second level \_ customer For the purpose of evaluating services, lowest level \_ or level third indicate the sub dimensions of each component that makes up the major dimensions. this paradigm aids in managerial comprehension Because this model enables managers to have knowledge about the quality of services on each level, strive to pay more attention to the aspects being evaluated poorest by the consumer. \_ Study This uses the Hierarchical Model of Service Quality, a draft quality service from Brady and Cronin (2001), where quality service is distinguished above as interaction quality, physical environment quality, and outcome quality.

On study The following fundamental quality service dimensions were employed in this analysis of the quality service proposed by Gour C. Saha (2009): (1). Seven customer service lccs from a focus discussion group; (2). Cronin and Taylor (1992) employed tangible variables (actual evidence), flight schedule factors (flight timetable factors), flight attendants (flight attendants), and ground staff (staff bottom) as their instrument.

## Satisfaction

Customers' satisfaction, or "customer satisfaction," depends on how well a product performs in comparison to expectations from the buyer. Buyer satisfied if performance meets expectations. Customer unsatisfied If a product's performance is much worse than customers had hoped, Armstrong and Kotler (2001). When a buyer consumes a product, they expressed their complete attitude or level of happiness to someone else. Customers' conditions are assessed after they have purchased products and have them integrated into each of their activities. A good marketer continuously examines various sources of customer unhappiness

in order to address them.

According to Kotler (2005), satisfaction is a person's comfort or disappointment as a result of a comparison between the performance (or outcome) they perceived and what they had hoped for. The performance provided in regard to the buyer's met or unfulfilled expectations determines whether the buyer is satisfied after the purchase. Thus, customer satisfaction or discontent depends on how expectations and actual performance compare. To evaluate expectations and actual performance at retirement, a consumer must acquire a product or related services (Rodhiah, 1997). If the performance falls short of expectations, the consumer won't be happy. If the performance is as predicted, the customer will be happy. If performance exceeds expectations, the consumer will be very happy. Three indicators satisfaction with fares, satisfaction with services, and overall satisfaction with the airline adopted from Gour C. Saha (2009) were used in this study to gauge participants' levels of satisfaction.

## Intentional Action

Loyal customers are perceived as coming from the company, deal for recurrent purchases of goods or services, and advocate the product to others. Passenger loyalty is challenging There are three distinct methods for measuring loyalty that can be defined in a broad fashion (Bowen and Chen in utari, 2004): (1). Intention behavior repetition as evidence of devotion / fidelity, size behavior, size consistent behavior (2). Size attitude, which uses statistics to express emotional and psychological factors that are complementary in loyalty and (3). combined sizes, combined dimensions, and combined dimensionality.

According to Baloglu (2002), there are four types of loyal clients based on attitudes and behavior, including:

1. High or real loyalty, which refers to clients who have a positive outlook and frequently make repeat purchases. They are a brand or subscription firm, thus their impact from competitors' offers is minimal.
2. Although they have a great devotion to the organization, latent loyalty is a sort of lower loyalty. Reason insufficient for how steadfast loyalty This is due to resource restrictions, price, accessibility issues, or a distribution strategy that can't effectively reach them for repeat purchases.
3. Customers who make purchases on a regular basis but who aren't emotionally attached to a brand (perhaps because they don't like it) are considered to have spurious loyalty. client with type This can occur due to habit purchase (habitual buying), piece price (financially expensive), ease (convenient), or because there is no other viable option, which is also frequently related to the specific circumstances of individual customers.
4. poor loyalty (poor loyalty) is low attitude, and recurring purchases and subscriptions reflect this. Customer loyalty that is low, phony, and susceptible to persuade for switching to rivals. Intention Fishbein and Ajzen (1975) in Gour C. Saha (2009) described behavior as probability subjective customer from do action behavior certain. Three specific behaviors have been

linked to a company's profitability and market share in this regard: customer behavior This (1). Information passed from person to person (2). Repurchase with intent and (3). Bait returns to the service provider.

## Conceptual and Hypothetical Framework

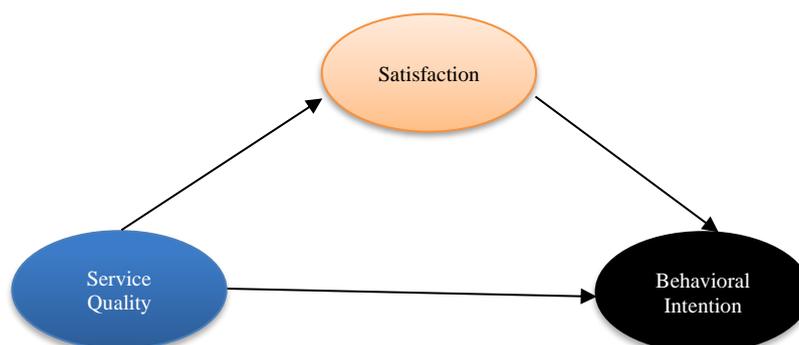
Purchase research This is more specifically focused on achieving the problem and goal research that this proposal is intended to address. SERVQUAL, i.e., factoring in flight attendants and personnel, flight timetable, and proof of physical. Pt. Garuda Indonesia's happiness and intent-driven behavior in the firm service flight.

The study began with the four-dimensional SERVQUAL tool that Gour C. Saha developed in 2009. Additionally, according to Gronroos (1998), there are two types of quality in services: quality technical and quality functional. Second draft, good services, and services As a result, the service output flight is delivery or service that is provided alone. In order to assess the quality of the service, processes and support systems can be used.

Framework conceptually constructed at several stages: First, have a look at Gour C. Saha's (2009) dimensions measuring quality adopted service, which include the factors proof physical, timetable, and crew and flight attendants. Second, consider how quality service may affect a customer's intention and behavior. This model, which was adapted from Gour C. Saha's (2009) work, states that quality service may affect a customer's intention and conduct. The higher quality services parties and companies deliver to customers, the more devoted those customers will be, and the more likely it is that they will make repeat purchases from those parties. Continue on your current course to foster a sense of loyalty for your products and services.

Third, purpose According to Fishbein and Ajzen (1975), behavior has been described as a probabilistic customer response to a given action or behavior. In this case, three behaviors in particular have been linked to corporate profitability and market share: conduct of the customer This is a straight infirmary buyback with intention.

Attitudinal measurement is done to ensure that repeat purchases are made with consistency. According to Morgan da Hunt (1998), Henning- Thureau and Klee (1997), Moorman, Zaltman, and Deshpande (2002, Seymus Baloglu), the relationship marketing construct important is building trust with the company so that customers will make repeat purchases. behavior measurement (Behavior Measurement), strategy This is a psychological process consequence. Customers who are satisfied with a company's performance will express their satisfaction to others, which can have an impact on word-of-mouth marketing.



# DIGITAL BUSINESS AND INFORMATION MANAGEMENT JOURNAL

<https://journals.politeknipraktisibandung.ac.id/index.php/dbimi>

VOLUME 1 ISSUE 1 ; April (2026)

## Hypothesis

1. The company's service flight Pt. Garuda Indonesia's intention conduct is influenced by quality service.
2. The quality of the company's service on the Pt. Garuda Indonesia flight influences customer satisfaction.
3. Customer satisfaction influences intention behavior in the PT Sea Lion service flight

## RESEARCH METHOD

Study This quality is explicative. Explanatory research typically aims to explain the positions of the variables under study as well as the relationships and influences between various variables (Sugiono, 2002).

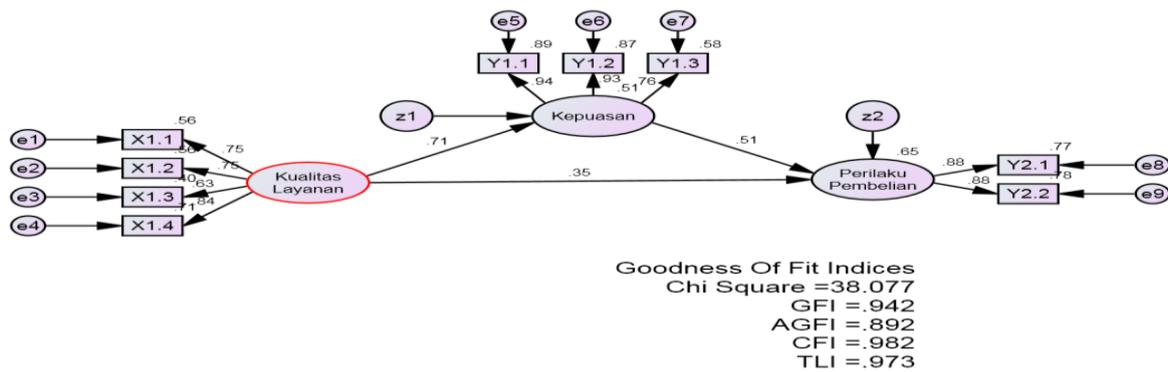
There are two main categories and sources of research data: (1) Primary data, which are the essential facts about the issue that is the focus of the study and are collected directly from respondents, and (2) Secondary data, which are facts collected from sources other than primary sources and obtained through each airline service provider Pt. Garuda Indonesia.

Data collecting method: (1). a statement list (questionnaire) that contains a number of things you want to be researched based on an objective study and is directed at the respondent you have chosen, (2) During an interview, make sure to ask direct questions and provide direct answers. Interviews were done using a tailored method for this investigation.

For data analysis, objective investigation and testing of the proposed hypothesis are carried out, after which the data produced is processed in accordance with need analysis. Technique analysis, statistics, and both statistical inferential and descriptive methods are applied. Statistics were used to describe the quality of the service on the PT. Garuda Indonesia flight and to determine the characteristics of each variable in terms of frequency and percentage. Statistics are used to examine sample data and outcomes that are enforced for the population through the use of inferential statistics. Analysis was applied in the study's answer hypothesis. Equation Model Structure (Structured Equation Model, or SEM) will be used, along with AMOS 5.0 and SPSS Version 11.5 software.

## RESULTS

The following image shows the full model findings that tested the interaction between variables:



Based on the model testing results depicted in the graphic above, the following can be shown in the T table:

Connection between Variable		Koef.	Critical	p-	Ket	
		Standard	Ratio	values		
		Line	(t-			
		Size	count )			
Satisfaction	<-	Quality_Service	0.712	7,505	<0.001	Significant
Intention Behavior	<-	Satisfaction	0.511	4,520	<0.001	Significant
Intention_Behavior	<-	Quality_Service	0.355	3,070	0.002	Significant

### Effect of Customer Satisfaction on Service Quality

Quality service perception is defined as the opinion or belief of the client regarding the party's quality service. Results of the study demonstrate that customers believe my services are of a high grade and that my company's services meet their expectations. No, there is a disconnect between what people anticipate from exceptional service and how they actually feel. This implies that the party company service flight has to provide quality service to party customers in a way that is suitable for their needs and wants in order to raise customer satisfaction levels. Therefore, a thorough evaluation of the quality of the services offered by a business or organization should satisfy hopes and, conversely, generate disappointment in the client. According to Kotler (2002), comparing perceived product performance (outcome) might lead to feelings of comfort or disappointment. relating to what he hoped. What a buyer is content with after making a purchase therefore depends on the performance that is provided in relation to a fulfilled (no hope) buyer. The discrepancy between expectations and perceived performance, or the satisfaction or discontent of the consumer, is what determines whether the client is satisfied or dissatisfied with the product or related services they purchased (Rodiah, 1997).

# DIGITAL BUSINESS AND INFORMATION MANAGEMENT JOURNAL

<https://journals.politeknipraktisibandung.ac.id/index.php/dbimi>

VOLUME 1 ISSUE 1 ; April (2026)

Bloemer (1998) stated that loyalty can be determined in part by how satisfied a customer is. High levels of happiness or pleasure can establish an emotional bond with a brand rather than just favoring it out of rational considerations. High consumer loyalty is the outcome. And vice versa, unhappiness will make a customer feel unhappy and ultimately force them to abandon the organization (become disloyal). Thus, satisfaction is determined by two factors in the self-customer, namely, cognitive and emotive factors. This part of the equation, which consists of two elements, has a strong link with consumer behavior. While Yi-Ting Yu and Alison Dean (2001) and Cronin et al. (2000) contend that happiness, whether it be a pleasant or negative emotion, is a product of other emotions. With this in mind, if customer satisfaction is defined as noticed like or no like, it may also be claimed that the consumer has an extremely emotional attitude and behavior.

Juliet Namukasa (2013), Muhammad Mohsin Butt Muhammad Aftab (2013), Dian Anggraece Sigit Parawansa (2012), Gour C. Saha Theingi (2007), and Ruben Chumpitaz Caceres Nicholas G. Paparoidamis (2007) are among those who have stated that perceptions of quality of service have a significant impact on customer satisfaction. While Cronin and Taylor (1992) claimed that customer happiness is influenced by factors such as service quality. Support theory and study that give significance for company service flights that enable customers to recognize the quality of the services they receive, as satisfied clients are more likely to create favorable opinions of the services they receive.

The following can be used to explain findings on the causal relationship between a construct or a latent variable. According to Tjiptono (2005), outstanding customer service has a significant impact on customer satisfaction, word-of-mouth advertising, repeat business, customer loyalty, market share, and profitability. Customers who are dissatisfied will express their feelings toward the products or services they have purchased and be less likely to make another purchase. Customers who are satisfied with the company's high-quality services, on the other hand, tend to have a positive outlook and have great confidence in the company's products and services. Customers that have a positive attitude and trust in the products or services they receive are more likely to make repeat purchases and build loyalty, even though brand loyal customers are very uncommon. According to Kotler (2002), customers can achieve satisfaction by using quality products and services, as well as value-added businesses. This demonstrates how a key factor in customer satisfaction is outstanding service. This assertion supports notion 1 that positive significant variation in service quality affects customer happiness. This has a favorable impact on consumer satisfaction. Based on observations, it was determined that customer happiness is measured in part by the variable importance of the quality of the service. The more high-quality services offered by the company's service flight, the greater the level of client satisfaction. According to Kotler (2000), Parasuraman, Zeithalm, and Berry (1990), customer satisfaction and dissatisfaction are responses to perceived conformity in the judgment (disconfirmation). between expectations before (other norm performance) and the actual performance of the product after use. Main predictor of subscriber

happiness that is subject to change is anticipation and perceived performance. Customers will be satisfied if perceived performance meets or exceeds their expectations, but they will not be satisfied if the opposite is true.

## **The Impact of Satisfaction on Behavior and Intentions**

Consumer satisfaction depends on how well a product or service performs in comparison to what the consumer hoped to receive. Buyer satisfied if performance meets expectations. Customer unsatisfied if product performance is significantly below expectations. Kotler and Armstrong (20-13). Customer satisfaction or discontent is expressed through overall sentiment or attitude toward a product after consumption. Draft economy holds that acquiring a multitude of beneficial economic (form, place, and time) and ownership goods/services leads to increased consumer happiness. Customers that are happy with a product will repurchase it and tell others about their positive experiences. The secret is to transform consumer hope to performance business. Fast and smart businesses please customers by just promising what they will deliver and then delivering on those promises while also making additional promises in order to increase customer loyalty.

This outcome shows that a customer's level of satisfaction influences their buying behavior significantly at the firm service flight. this can be produced by feeling customers satisfied to company service flight think with obtain satisfaction from results consume services given by the company so they will stay loyal to the company service flight the. Research findings According to a number of studies, customer satisfaction will have a significant impact on level of loyalty. These studies include those by Juliet Namukasa (2013), Muhammad Mohsin Butt Muhammad Aftab (2013), Dian Anggraece Sigit Parawansa (2012), Gour C. Saha Theingi (2007), Ruben Chumpitaz Caceres Nicholas G. Paparoidamis (2007), and Farida Jasfar (2005). kindly empirical, influence satisfaction on purchasing behavior can also occur indirectly (moderate) in addition to directly. In their research, Lee, Lee, and Feick (2001) employed variable switching costs as a moderating variable to alter the relationship between customer satisfaction and purchasing behavior. Additionally, Mittal and Kamakura (2001) used moderating variables to examine the relationship between customer satisfaction and purchasing behavior.

According to Cronin and Taylor (1992), the degree of satisfaction is the difference between what a consumer anticipates before making a purchase and how they feel following an evaluation of the results. A level of satisfaction that is more than or equal to the level of satisfaction with the performance of the purchased good will result in a level of loyalty. Conversely, if a consumer's expectations are higher than what the product really delivers, it can lead to a sense of dissatisfaction and a drop in the volume of purchases made by the customer. The second hypothesis, according to which there is a strong positive impact of customer satisfaction variables on consumer behavioral intentions, is supported by this statement. Customer behavioral intentions are impacted by this favorable influence. Based on

these results, it was determined that the variable satisfaction is crucial for assessing the relationship between loyalty (behavior) and behavior. A person's sense of pleasure or disappointment stems from a contrast between his impression of how well a product or service performed (or the outcome) and his expectations. Customer dissatisfaction results from performance that falls short of expectations. The consumer will be happy if performance meets or surpasses expectations. Customers who are satisfied have a tendency to act positively, whereas those who are unsatisfied will act adversely. Therefore, the higher the amount of customer loyalty to make further purchases based on the good or service offered, the higher the level of customer happiness provided by the airline service provider. According to Assael (1992), customers who are brand loyal tend to be more certain about their decisions, perceive more risk in their purchases, are loyal to places of sale, and are more likely to be members of minority groups. The relationship between satisfaction and loyalty is dependent on elements including market laws, switching costs, brand equity, a variety of brand loyalty programs, technology owners, product differentiation at the industry level, and social and cultural influences, according to Fornell et al. (1994). Furthermore, it is said that the service sector has substantial transfer costs. Quality elasticity needs to be raised if satisfaction declines. According to Jonathan et al. (2001), the market structure also affects the impact of switching costs on the relationship between loyalty and purchasing behavior. In other words, if the market is a monopoly, switching costs have little impact on this relationship because customers will not switch even if the cost is high because they have no other options.

## **Impact of Service Quality on Behavior and Intentions**

Maintaining customers involves boosting performance and maintaining a company's continuity over time. Intention Customer Behavior Own Role Important in a H Company. this has become the primary motive for a business to draw in and keep customers. It takes time and work to build a devoted customer base; it must be done in stages, starting with subscriber recruitment and ending with customer acquisition. Griffin (2002) claimed that loyalty primarily refers to the manner in which intake units decide to make repeated purchases of the goods or services of a certain organization. Griffin (2002) also points out that devoted consumers are a company's greatest asset. This is evident from one of the traits, specifically (1). Purchase on a regular basis, (2). Purchase an off-line good or service, (3). recommend further products (4). Show resistance to the allure of comparable products from rival companies.

According to Oliver (1999), the key purpose of relationship marketing is loyalty. When a product satisfies a customer's requirements and desires, it is a success. This level of customer loyalty helps build a brand and create a link between two very challenging groups of people. Tjiptono (2005) asserts that exceptional service has a significant impact on customer satisfaction, word-of-mouth advertising, repeat business, customer loyalty, market share, and profitability. Customers who receive high-quality services from a business or organization and have their hopes fulfilled report feeling satisfied; on the other hand, customers who receive low-quality services and do not have their hopes fulfilled report being dissatisfied. Customer

satisfaction with the services they received will lead to repeat business from the company, which will increase brand loyalty. According to study findings, customers' purchasing decisions at the corporate service flight are significantly influenced by quality service. Basically, this study's results back with earlier research's findings, even if it's clear from the study's findings that the company's service flights still need improvement in terms of quality. The poor quality of the company's flight support services is revealed by earlier researchers' studies.

Quality service has a significant impact on a customer's intention and behavior, according to research conducted in the past by Juliet Namukasa (2013), Muhammad Mohsin Butt Muhammad Aftab (2013), Dian Anggraece Sigit Parawansa (2012), Gour C. Saha Theingi (2007), and Ruben Chumpitaz Caceres Nicholas G. Paparoidamis (2007). According to common sense, whether or not a consumer receives high-quality services from a business, their loyalty to that business can be directly influenced by their attitude or behavior. Company service flight should always provide level quality good service to the consumers in order for them to be loyal to the company service flight. For it, deep effort produce level loyalty for customers.

Service quality has a large and beneficial impact on customer satisfaction and loyalty, according to Parasuraman (1999), Cronin et al. (1999), Caruana et al. (2002), Gordon Fullerton et al. (2002), Ruyter et al. (1999), and Blomer et al. (1999). This demonstrates that one of the elements that can increase client pleasure and loyalty is service quality. Customers will feel satisfied and loyal if the company's service quality meets their expectations, and vice versa if it doesn't. If the company's service quality falls short of the expectations of the customers, the customers will experience disappointment or dissatisfaction. According to Parasuraman, Zeithalm, and Berry (1988), there are five components that make up the concept of service quality: reliability, responsiveness, assurance, and empathy. These factors play a critical role in determining the degree of client loyalty. This claim supports hypothesis 3, which states that factors affecting service quality significantly influence client purchase intentions. The purchasing behavior of customers is impacted by this favorable influence. These results showed that the variable of service quality is a crucial factor in determining the intensity of purchasing behavior. Therefore, client behavior tends to increase in direct proportion to how well airline service providers perform their services. This result is in line with earlier studies that found that in the service industry, employees who deal with customers directly are the ones who determine their behavior. According to Kadir (2001), this is because in the service industry, customer behavior is determined by employees who deal with customers directly. interactional conduct, particularly at the time when clients receive service from personnel.

## CONCLUSIONS

1. Customer happiness is directly influenced by quality of service. This demonstrates that customer service flight has taken into account what they anticipate from quality service

# DIGITAL BUSINESS AND INFORMATION MANAGEMENT JOURNAL

<https://journals.politeknipraktisibandung.ac.id/index.php/dbimi>

VOLUME 1 ISSUE 1 ; April (2026)

service flight already in accordance with how they feel. As a result, customers' satisfaction appears to come from within, and quality service has less of an impact on their purchasing decisions than do customers who are satisfied. It implies that providing exceptional service has a greater impact on customer satisfaction. In other words, despite judged to be less than expected, quality service nevertheless falls into the category of medium quality on tangible, reliable, responsiveness, assurance, and empathy dimensions.

2. Customer satisfaction has a direct impact on consumer behavior and flight. This is because customer service flight believes that their level of loyalty to party service flight is a direct outcome of the satisfaction they have with those services. consumer satisfaction is a level of feeling that the product met the expectations of the consumer. Customers who are satisfied with their purchases will do so in line with their expectations and the performance of the goods. Customers have many types of satisfaction. If a product fulfills a customer's expectation, the customer will feel extremely satisfied. if applicable, in the hopes that the client would be content. Conversely, if it falls short of expectations, the customer will be unsatisfied. High levels of satisfaction or pleasure foster an emotional bond with the good or service, not merely a reference based on logic. Customer loyalty is very high as a result. Contrarily, unsatisfied clients will feel uncomfortable and eventually become disloyal to the business.
3. Customer behavior and intention are directly influenced by quality of service. this statement shows that they have a loyal mindset at the time. This comes from the positive feedback they receive regarding the parties' quality services. One of the key determinants of excellent service is element competency from everyone within a firm that possesses the abilities and information required to provide a certain service.

## REFERENCE

- Armstrong, G., & Kotler, P. (2001). *Principles of Marketing*. New Jersey: Prentice Hall.
- Assael, H. (1992). *Consumer Behavior and Marketing Action*. Boston: PWS-Kent Publishing.
- Baloglu, S. (2002). Dimensions of customer loyalty: Separating friends from well wishers. *Cornell Hotel and Restaurant Administration Quarterly*, 43(1), 47-59.
- Berry, L. L., Parasuraman, A., & Zeithaml, V. A. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
- Bloemer, J., & de Ruyter, K. (1998). On the relationship between store image, store satisfaction, and store loyalty. *European Journal of Marketing*, 32(5/6), 499-513.
- Bowen, J. T., & Chen, S. L. (2001). The relationship between customer loyalty and customer satisfaction. *International Journal of Contemporary Hospitality Management*, 13(5), 213-217.
- Brady, M. K., & Cronin, J. J. (2001). Some new thoughts on conceptualizing perceived service quality. *Journal of Marketing*, 65(3), 34-49.
- Caruana, A. (2002). Service loyalty: The effects of service quality and the mediating role of customer satisfaction. *European Journal of Marketing*, 36(7/8), 811-828.

- Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(3), 55–68.
- Cronin, J. J., Brady, M. K., & Hult, G. T. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions. *Journal of Retailing*, 76(2), 193–218.
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. (1994). The American customer satisfaction index: Nature, purpose, and findings. *Journal of Marketing*, 60(4), 7–18.
- Fullerton, G. (2002). The impact of brand commitment on loyalty to retail service brands. *Canadian Journal of Administrative Sciences*, 20(4), 333–344.
- Gronroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing*, 18(4), 36–44.
- Griffin, J. (2002). *Customer Loyalty: How to Earn It, How to Keep It*. San Francisco: Jossey-Bass.
- Kotler, P. (2000). *Marketing Management*. New Jersey: Prentice Hall.
- Kotler, P. (2002). *Marketing Management: Millennium Edition*. New Jersey: Prentice Hall.
- Kotler, P. (2005). *Marketing Management*. New Jersey: Pearson Education.
- Lee, J., Lee, J., & Feick, L. (2001). The impact of switching costs on customer satisfaction-loyalty link. *Journal of Services Marketing*, 15(1), 35–48.
- Mittal, V., & Kamakura, W. A. (2001). Satisfaction, repurchase intent, and repurchase behavior. *Journal of Marketing Research*, 38(1), 131–142.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38.
- Namukasa, J. (2013). The influence of airline service quality on passenger satisfaction and loyalty. *The TQM Journal*, 25(5), 520–532.
- Oliver, R. L. (1977). Effect of expectation and disconfirmation on postexposure product evaluations. *Journal of Applied Psychology*, 62(4), 480–486.
- Oliver, R. L. (1980). A cognitive model of antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469.
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63, 33–44.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. New York: Free Press.
- Saha, G. C. (2009). Service quality, satisfaction, and behavioral intentions: A study of low-cost airline carriers in Thailand. *Managing Service Quality*, 19(3), 350–372.
- Sugiyono. (2002). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Tjiptono, F. (2005). *Service, Quality and Satisfaction*. Yogyakarta: Andi Offset.
- Yu, Y. T., & Dean, A. (2001). The contribution of emotional satisfaction to consumer loyalty. *International Journal of Service Industry Management*, 12(3), 234–250.