

# The Effect Of Service Quality, Price Fairness, And Perceived Value At Customer Loyalty With Customer Satisfaction, Image And Trust As Intervening Variables At Super Air Jet Airlines

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**Abstract:** *The aviation industry in Indonesia has experienced rapid growth in recent years, one of which is the presence of low-cost airlines such as Super Air Jet. In the face of fierce competition, customer loyalty is a crucial factor to maintain existence. This study aims to analyze the influence of service quality, price fairness, and value perception on customer loyalty, with customer satisfaction, image, and trust as intervening variables. This study uses a quantitative approach with the Structural Equation Modeling (SEM) method on 228 respondents who use Super Air Jet services. The results of the study show that service quality, price fairness, and value perception have a significant positive effect on customer loyalty. Customer satisfaction has been shown to mediate the relationship of the three independent variables to loyalty, while image and trust play no significant role as mediators. These findings confirm that to increase customer loyalty, airlines need to focus on improving service quality and price transparency and strengthening value perceptions. This research makes a practical contribution to airline management in designing more effective service strategies in the low-cost airline market. In conclusion, customer loyalty is directly or indirectly influenced by functional factors related to the consumer's experience in using flight services.*

**Keywords:** *Customer Loyalty, Customer Satisfaction, Image, Perceived Value, Price Fairness, Service Quality and Trust.*

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## 1. INTRODUCTION

The aviation industry in Indonesia has experienced significant growth in recent years, becoming one of the most dynamic sectors in the national economy. According to data from the Directorate General of Civil Aviation, the number of domestic passengers using aviation services is increasing by 20% per year, with a total of more than 100 million passengers in 2023 (dephub, 2023). This growth is driven by increasing community mobility and economic growth, which requires airlines to not only provide adequate services but also provide a satisfying experience for customers (dephub, 2023). One airline that has emerged and attracted attention is Super Air Jet, which was launched in 2021. (superairjet, 2024) By offering new innovations and services, Super Air Jet seeks to meet the needs of more diverse customers, while also responding to the challenges of fierce competition in the aviation industry (superairjet, 2024).

Although Super Air Jet has successfully attracted customers, there are many issues and gaps that need further research. Despite the innovation offered, there has been no in-depth study that directly links service quality, price fairness, and perceived value to customer loyalty in the context of this airline. Previous studies have shown that customer loyalty is one of the indicators of success in the highly competitive airline industry (Kanchanawongpaisan et al., 2024). Given this gap, this study aims to identify and explain the relationship between these three main factors and their impact on customer loyalty. In addition, mediating variables such as customer satisfaction, image, and trust will be analyzed to understand how the influence of these three factors can be strengthened or weakened.

Service quality is an important factor that influences customer satisfaction and loyalty in the aviation industry. Service quality includes various elements, such as punctuality, aircraft cleanliness, staff service, and ease of access to information. In an initial survey of 500 Super Air Jet customers, around 85% of respondents considered the quality of service received to be the main factor influencing the decision to fly again with the airline with high service quality can create a positive experience for customers, which in turn increases satisfaction and loyalty (E. B. Setiawan et al., 2020).

Based on information from (megapolitanpos, 2023), problems in Super Air Jet's service, such as a two-hour delay and slow handling of wheelchair requests for elderly passengers, have caused dissatisfaction that can reduce customer loyalty. These problems indicate deficiencies in the service quality aspect, which includes timeliness and responsiveness to special passenger needs (megapolitanpos, 2023). Therefore, the perception of the value of the quality of service provided by customers can affect the fairness of the price that has been set by the airline to become a low-cost airline (superairjet, 2024).

Based on Super Air Jet passenger reviews, there were significant complaints regarding the fairness of the price, especially regarding the baggage policy. Passengers complained about the additional baggage fee of IDR 44,000 per kilogram, which reached IDR 866,800 for 19.7 kg, which was considered unreasonable and almost equivalent to the ticket price. In addition, customer dissatisfaction increased because the change in baggage policy was not clearly communicated in advance, especially when booking through Traveloka. This shows a lack of transparency in the airline's pricing and baggage policies. According to (Hameed et al., 2024), price fairness plays an important role in shaping customer perceptions of airlines. If the price offered is considered reasonable and comparable to the benefits received, this will increase the customer's desire to continue using the service.

SkyTrax review data shows that Super Air Jet's value for money aspect received a low rating, which is 2 out of 5 stars. This rating illustrates that customers feel they are not getting value that is commensurate with the costs incurred. Value for money is one indicator of perceived value, which reflects the balance between the benefits felt by customers and the costs they incur. This low rating is also consistent with the overall customer rating which only reached 2/10 out of 50 reviews, indicating a gap between customer service value expectations and the reality received.

Super Air Jet is a new airline operating in Indonesia and launched in 2021, focusing on the younger and technology-oriented market segment, Super Air Jet offers flight services that prioritize comfort, efficiency, and competitive prices (superairjet, 2024). The airline operates various domestic routes and strives to create an innovative flight experience through the use of digital applications and easy reservation systems (superairjet, 2024). Super Air Jet is also known for its commitment to high-quality customer service, which is one of its main selling points to attract and retain customers amidst increasingly fierce competition in the aviation industry (superairjet, 2024).

Based on customer reviews, Super Air Jet has an overall customer rating score of 2/10 based on 50 reviews. Out of the 50 reviews obtained, only 5 reviews recommend using SAJ airlines as flight transportation. This shows that in general, this airline is considered less than satisfactory by its customers (airlinequality, 2024).

food & beverages rating only got a rating of 1 out of 5, this shows that customers are less satisfied with the quality or choice of food and drinks provided during the flight. Then inflight entertainment only 2 out of 5, meaning that customers feel that the entertainment facilities on the plane are very limited or inadequate. The seat comfort rating also got a rating of 2 out of 5, this shows that customers may feel the seats are less

comfortable, either in terms of legroom, backrest, or the quality of the seat itself. In terms of staff service also only got a rating of 2 out of 5, this could indicate that the interaction or service from the airline staff was considered unfriendly, unprofessional, or less helpful by customers. And the value for money of the Super Air Jet airline also got a rating of 2 out of 5, this shows that customers feel that the service they receive is not worth the cost. Therefore overall, based on customer reviews and scores given, Super Air Jet is considered less than satisfactory in almost all aspects of the services they offer (airlinequality, 2024).

Based on review data, Super Air Jet's customer satisfaction level is very low with a rating of only 1 out of 5 stars. Customer dissatisfaction is mainly caused by significant flight delays, as reported to be up to 5 hours delay on a flight to Jakarta and 3 hours delay in other cases. This problem is exacerbated by poor handling of delays, where the airline does not provide adequate explanations to passengers, inadequate compensation (only snacks and water), and results in financial losses for passengers due to missing international flight connections. This results in passenger anger and conflict with the flight crew, which leads to negative recommendations from customers who explicitly advise against using Super Air Jet's services.

From several reviews about the image and trust of customers to SAJ airlines, customers said that they had a very good experience and the crew of SAJ airlines were very friendly, and the cabin was very acceptable for economy class. If seen from the reviews with on-time flights with aircraft in good condition and enough space for legs and luggage, then the reviews can be a good identity of image and trust towards SAJ airline (airlinequality, 2024)customer loyalty. Customer loyalty is one of the important indicators that determine the success of an airline, in this context, the Brand Index not only reflects the popularity of a brand, but also the extent to which the airline is able to maintain the trust of its customers amidst tight competition.

data in 2023, Super Air Jet's customer loyalty level can be reflected from its market share, where for domestic flights SAJ managed to achieve a market share of 15% and ranked 4th after Lion Air (28%), Citilink (17%), and Batik Air (16%). However, for international flight routes, SAJ's customer loyalty is still relatively low with a market share of only 2%, far below dominant players such as AirAsia (47%), Batik Air (20%), and Garuda (19%), which indicates that this airline still needs to improve its services to build stronger customer loyalty, especially in the international flight sector (Ministry of Transportation, 2024).

This problem is compounded by reports of flight delays and lack of responsiveness to passengers' special needs, which can affect customer loyalty. Therefore, it is important to investigate how service quality, price fairness, and perceived value contribute to customer loyalty in this airline. In addition, this study will also examine the role of intervening variables such as customer satisfaction, image, and trust in strengthening or weakening the relationship between these three main factors and customer loyalty.

This creates a significant gap between service quality expectations, price fairness, and perceived value that can affect customer satisfaction, image, and customer trust in customer loyalty of Super Air Jet airlines. The novelty of this study lies in the holistic approach in analyzing the interaction between service quality, price fairness, and perceived value, and its influence on customer loyalty by considering the variables of customer satisfaction, image, and trust as a connector. Based on the description above, the researcher wants to further examine the study entitled "The Influence of Service Quality, Price Fairness, and Perceived Value on Customer Loyalty of Super Air Jet Airlines with Customer Satisfaction, Image, and Trust as Intervening Variables".

## 2. METHOD

This research was a causal study. The paradigm in this study is positivism. According to (Sekaran & Bougie, 2016), the positivist approach is a study that tests causal relationships through manipulation and observation.

Based on its methodology, the study uses quantitative methodology. According to (Indrawati, 2018) writes those quantitative methods are rooted in traditional, positivistic, experimental or empiricist paradigms that develop from the tradition of empirical thought, with this quantitative method usually measuring objective facts through concepts derived from variables and described in indicators by considering the reliability aspect.

In this study, the population in question is all customers of Super Air Jet airlines who use the airline's services in the period 2021-2024. Primary data will be collected using a questionnaire distributed to Super Air Jet customers who have registered as service users. This questionnaire will be aimed at customers who have direct experience with service quality, prices that are considered fair, and their perceptions of the value of the services provided by Super Air Jet. In this study, the author conducted research using a non-probability sampling technique with a technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample Sekaran & Bougie, (2016).

Sampling in this study used the inverse square method. root that considers the probability of the ratio of the path coefficient to the standard error will be greater than the critical value of the statistical test with a certain level of significance. The commo power in a study is 80% and the significance value is at a level of 5% (Hair et al., 2021). Based on the calculations above, the minimum number of samples used in this study was 228.

There are three types of data collection techniques, namely interviews, observations, questionnaires. In this study, the data collection technique used was by using a questionnaire. Data sources are divided into two, namely primary data and secondary data. In the data analysis method, a series of tests were carried out on the data obtained from the respondents' answers received. The data was then analyzed using relevant analysis procedures in the study. This study uses the factor analysis method to process and analyze data obtained from respondents' answers. In addition, this study also uses descriptive analysis and path analysis to process and analyze data obtained from respondents' answers.

### 3. FINDINGS AND DISCUSSIONS

#### Validity Test

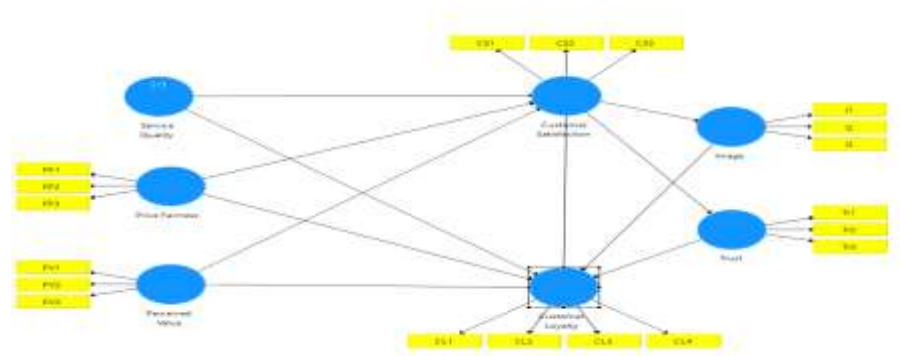


Figure 1. Research Model Framework

Table 1. Loading Factor

	Customer Loyalty	Customer Satisfaction	Image	Perceived Value	Price Fairness	Service Quality	Trust
A1						0.851	

	Customer Loyalty	Customer Satisfaction	Image	Perceived Value	Price Fairness	Service Quality	Trust
A2						0.834	
A3						0.842	
A4						0.838	
CL1	0.842						
CL2	0.841						
CL3	0.861						
CL4	0.869						
CS1		0.856					
CS2		0.872					
CS3		0.864					
E1						0.804	
E2						0.837	
E3						0.834	
E4						0.842	
E5						0.824	
I1			0.861				
I2			0.867				
I3			0.862				
PF1					0.860		
PF2					0.866		
PF3					0.879		
PV1				0.861			
PV2				0.860			
PV3				0.858			

	Customer Loyalty	Customer Satisfaction	Image	Perceived Value	Price Fairness	Service Quality	Trust
R1						0.794	
R2						0.833	
R3						0.824	
R4						0.826	
R5						0.845	
Rs1						0.833	
Rs2						0.832	
Rs3						0.834	
Rs4						0.846	
T1						0.851	
T2						0.832	
T3						0.831	
T4						0.828	
Tr1							0.863
Tr2							0.850
Tr3							0.863

Based on the analysis results, all indicators in each variable (Customer Loyalty, Customer Satisfaction, Image, Perceived Value, Price Fairness, Service Quality, Trust) have a loading factor value above 0.70, which indicates that each indicator has a strong contribution in measuring the intended latent construct. Thus, each indicator is able to represent the latent variable consistently.

**Table 2. AVE values**

Variables	Average Variance Extracted (AVE)
Customer Loyalty	0.728
Customer Satisfaction	0.746
Image	0.745

Variables	Average Variance Extracted (AVE)
Perceived Value	0.739
Price Fairness	0.755
Service Quality	0.693
Trust	0.737

Based on the calculation results of Average Variance Extracted (AVE) in the table above, all variables have AVE values above 0.50, indicating that each construct has good convergent validity. The highest AVE value is in the Price Fairness variable (0.755), while the lowest value is in the Service Quality variable (0.693). However, all AVE values meet the minimum limit of 0.50, so it can be concluded that each variable is able to explain more than 50% of the variance of its indicators. These results confirm that the research model has good ability in measuring the latent constructs used.

### Reliability Test

**Table 3. Reliability Test Results**

Variables	Cronbach's Alpha	Composite Reliability
Customer Loyalty	0.876	0.915
Customer Satisfaction	0.830	0.898
Image	0.829	0.898
Perceived Value	0.823	0.895
Price Fairness	0.838	0.902
Service Quality	0.979	0.980
Trust	0.822	0.894

Based on the results of reliability testing using Cronbach's Alpha and Composite Reliability (CR), all variables in this study have values above 0.70. Cronbach's Alpha values range from 0.822 to 0.979, indicating that each construct has good internal consistency. In addition, the Composite Reliability value is also in the range of 0.894 to 0.980, indicating that each construct has met high reliability standards. Thus, it can be concluded that this research instrument has a good level of reliability and can be used for further analysis.

### Model Fit Test

**Table 4. Model Fit Test Results**

Criteria	Mark
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SRMR	0.056
NFI	0.830
RMStheta	0.139

The estimated model in this study shows a fairly good fit based on several model fit indicators. The SRMR value of 0.056, which is below the threshold of 0.08, indicates that the difference between the sample covariance matrix and the model is still within acceptable limits. In addition, the NFI of 0.830 indicates that the model has a fairly good level of fit compared to the model without latent relationships. Furthermore, the rms value of Theta is 0.139. Therefore, overall, the model in this study can be said to be quite good in describing the relationship between the variables tested.

### Hypothesis Testing

**Table 5. Hypothesis Test Results**

Hypothesis	Path Coefficient	T Statistics ( O/STDEV )	P Values	Information
SQ → CL	0.217	3,458	0.001	Significant
PF → CL	0.226	4,604	0,000	Significant
PV → CL	0.120	3,322	0.001	Significant
SQ → CS → CL	0.069	3,350	0.001	Significant
PF → CS → CL	0.034	2,380	0.018	Significant
PV → CS → CL	0.030	2,325	0.020	Significant
CS → I → CL	0.027	1,386	0.166	Not Significant
CS → Tr → CL	0.037	1,932	0.054	Not Significant

The results of the hypothesis testing can be explained as follows.

#### Hypothesis 1

The T-statistic value of 3.458 and the P value of 0.001 indicate that service quality (SQ) affects customer loyalty (CL) based on the results of the hypothesis test. The T-statistic value which is greater than the T table value ( $3.458 > 1.96$ ) indicates that service quality (SQ) has a significant effect on customer loyalty (CL). Service quality (SQ) has a beneficial effect on customer loyalty (CL), which is indicated by the path coefficient value of 0.217 which is positive. Thus, service quality (SQ) affects customer loyalty (CL) positively and statistically significantly. Based on this, it means that the first hypothesis (H1) is accepted, which indicates that increasing service quality (SQ) can increase customer loyalty (CL).



## Hypothesis 2

The T-statistic value of 4.604 and the P value of 0.000 indicate that price fairness (PF) affects customer loyalty (CL) based on the results of the hypothesis test. The T-statistic value which is greater than the T table value ( $4.604 > 1.96$ ) indicates that price fairness (PF) has a significant effect on customer loyalty (CL). Price fairness (PF) has a beneficial effect on customer loyalty (CL), which is indicated by the path coefficient value of 0.226 which is positive. Thus, price fairness (PF) affects customer loyalty (CL) positively and statistically significantly. Based on this, it means that the second hypothesis (H2) is accepted, which indicates that increasing price fairness (PF) can increase customer loyalty (CL).

## Hypothesis 3

The T-statistic value of 3.322 and the P value of 0.001 indicate that perceived value (PV) affects customer loyalty (CL) based on the results of the hypothesis test. The T-statistic value which is greater than the T table value ( $3.322 > 1.96$ ) indicates that perceived value (PV) has a significant effect on customer loyalty (CL). Perceived value (PV) has a beneficial effect on customer loyalty (CL), which is indicated by the path coefficient value of 0.120 which is positive. Thus, perceived value (PV) affects customer loyalty (CL) positively and statistically significantly. Based on this, it means that the third hypothesis (H3) is accepted, which indicates that increasing perceived value (PV) can increase customer loyalty (CL).

## Hypothesis 4

The T-statistic value of 3.350 and the P value of 0.001 indicate that customer satisfaction (CS) mediates the effect of service quality (SQ) on customer loyalty (CL) based on the results of the hypothesis test. The T-statistic value which is greater than the T table value ( $3.350 > 1.96$ ) indicates that the mediation of customer satisfaction (CS) on the relationship between service quality (SQ) and customer loyalty (CL) is significant. This mediation effect is indicated by the path coefficient value of 0.069 which is positive. Thus, customer satisfaction (CS) mediates the effect of service quality (SQ) on customer loyalty (CL) statistically significantly. Based on this, it means that the fourth hypothesis (H4) is accepted, which indicates that customer satisfaction (CS) plays a role in increasing the relationship between service quality (SQ) and customer loyalty (CL).

## Hypothesis 5

The T-statistic value of 2.380 and the P value of 0.018 indicate that customer satisfaction (CS) mediates the effect of price fairness (PF) on customer loyalty (CL) based on the results of the hypothesis test. The T-statistic value which is greater than the T table value ( $2.380 > 1.96$ ) indicates that the mediation of customer satisfaction (CS) on the relationship between price fairness (PF) and customer loyalty (CL) is significant. This mediation effect is indicated by the path coefficient value of 0.034 which is positive. Thus, customer satisfaction (CS) mediates the effect of price fairness (PF) on customer loyalty (CL) statistically significantly. Based on this, it means that the fifth hypothesis (H5) is accepted, which indicates that customer satisfaction (CS) plays a role in increasing the relationship between price fairness (PF) and customer loyalty (CL).

## Hypothesis 6

The T-statistic value of 2.325 and the P value of 0.020 indicate that customer satisfaction (CS) mediates the effect of perceived value (PV) on customer loyalty (CL) based on the results of the hypothesis test. The T-statistic value which is greater than the T table value ( $2.325 > 1.96$ ) indicates that the mediation of customer satisfaction (CS) on the relationship between perceived value (PV) and customer loyalty (CL) is significant. This mediation effect is indicated by the path coefficient value of 0.030 which is positive. Thus, customer

satisfaction (CS) mediates the effect of perceived value (PV) on customer loyalty (CL) statistically significantly. Based on this, it means that the sixth hypothesis (H6) is accepted, which indicates that customer satisfaction (CS) plays a role in increasing the relationship between perceived value (PV) and customer loyalty (CL).

#### **Hypothesis 7**

The T-statistic value of 1.386 and the P value of 0.166 indicate that customer satisfaction (CS) does not significantly influence customer loyalty (CL) through image (I) based on the results of the hypothesis test. The T-statistic value which is smaller than the T table value ( $1.386 < 1.96$ ) indicates that the mediation of image (I) on the relationship between customer satisfaction (CS) and customer loyalty (CL) is not significant. This mediation effect is indicated by the path coefficient value of 0.027 which is positive, but not statistically strong enough. Thus, image (I) does not mediate the influence of customer satisfaction (CS) on customer loyalty (CL). Based on this, it means that the seventh hypothesis (H7) is rejected.

#### **Hypothesis 8**

The T-statistic value of 1.932 and the P value of 0.054 indicate that customer satisfaction (CS) does not significantly influence customer loyalty (CL) through trust (Tr) based on the results of the hypothesis test. The T-statistic value which is smaller than the T table value ( $1.932 < 1.96$ ) indicates that the mediation of trust (Tr) on the relationship between customer satisfaction (CS) and customer loyalty (CL) is not significant. This mediation effect is indicated by the path coefficient value of 0.037 which is positive, but not statistically strong enough. Thus, trust (Tr) does not mediate the influence of customer satisfaction (CS) on customer loyalty (CL). Based on this, it means that the eighth hypothesis (H8) is rejected.

#### **The influence of service quality on customer loyalty**

The T-statistic value of 3.458 and the P value of 0.001 indicate that service quality (SQ) has a significant effect on customer loyalty (CL). The path coefficient value of 0.217 which is positive indicates that increasing service quality will increase customer loyalty. Service quality is a key factor in building customer loyalty, especially in the service industry such as aviation. According to the SERVQUAL theory developed by Parasuraman, Zeithaml, and Berry (1988), service quality consists of five main dimensions: tangibility, reliability, responsiveness, assurance, and empathy. In the context of airlines, these five dimensions are very relevant, covering aspects such as flight punctuality, cabin crew friendliness, aircraft comfort, and ease of booking and customer service. Based on the results of the study, Service Quality has an average score of 3.88, indicating that Super Air Jet customers tend to be satisfied with the services provided, although there is still room for improvement to further increase customer loyalty.

In relation to the airline industry, especially low-cost carriers (LCCs), service quality is often a differentiating factor between airlines. LCC consumers generally have different service expectations compared to full-service airline consumers, where they prioritize service efficiency over premium comfort (Aryadinata & Idris, 2020). However, research shows that good service quality remains a major factor influencing customer satisfaction and loyalty. With an average score of 3.88, Super Air Jet is at a fairly good level in providing service.

#### **The influence of price fairness on customer loyalty**

The T-statistic value of 4.604 and the P value of 0.000 indicate that price fairness (PF) has a significant effect on customer loyalty (CL). The positive path coefficient value of 0.226 indicates that the fairer the price given, the higher the level of customer loyalty. Price fairness is an important concept in marketing theory and consumer behavior. According to research by Xia, Monroe, and Cox (2004) regarding price fairness,

customers will feel satisfied and tend to be loyal if they assess the price, they pay according to the value they receive. In the LCC airline industry, where ticket prices are often the main factor in purchasing decisions, price fairness is a critical aspect in building customer loyalty (Mandung et al., 2024; Ansari et al., 2023). Based on the results of the study, the average Price Fairness score of 3.74 indicates that customers feel the price they pay is quite fair compared to the service they receive.

In the airline industry, fair pricing does not only mean cheap ticket prices, but also includes additional policies such as baggage fees, schedule changes, and available facilities. LCC airlines such as Super Air Jet often implement competitive pricing strategies, but customers can be dissatisfied if there are additional costs that are not anticipated in advance. Therefore, it is important for airlines to maintain price transparency and provide clear information to customers regarding additional costs. That way, customers will feel that they are getting a fair price according to their expectations. In relation to this study which focuses on Super Air Jet, a score of 3.74 shows that most customers feel that the ticket prices offered are quite competitive and fair. However, airlines must remain careful not to create negative perceptions due to additional costs that are not explained transparently.

#### **The influence of perceived value on customer loyalty**

The T-statistic value of 3.322 and the P value of 0.001 indicate that perceived value (PV) has a significant effect on customer loyalty (CL). The positive path coefficient of 0.120 indicates that the higher the value perceived by customers, the more likely they are to remain loyal. Perceived value is a key factor in determining purchasing decisions and customer loyalty, especially in the service industry such as aviation. Perceived value is defined as the customer's perception of the comparison between the benefits they receive and the sacrifices they make (Sutrisno & Lazuardy, 2024). In the context of airlines, these benefits can be in the form of travel comfort, punctuality, crew service, and efficiency of the booking process, while sacrifices include ticket prices, time spent, and additional costs such as baggage or schedule changes. Based on the results of the study, the average perceived value score of 3.81 indicates that Super Air Jet customers consider that the benefits they get are quite comparable to the costs they spend

In the low - cost carrier (LCC) industry, perceived value becomes a more complex factor compared to full-service airlines. LCC consumers often consider not only the low-ticket price, but also the extent to which their flight experience remains satisfactory even with more limited services. According to Woodruff's (1997) Customer Value Hierarchy theory in Miron et al (2024), the value perceived by customers consists of three levels, namely product or service attributes, consequences of use, and the customer's ultimate goal. In aviation, the attributes in question include ticket prices and basic services, consequences of use include travel comfort and efficiency, while the ultimate goal is customer satisfaction and loyalty. With an average perceived value score of 3.81, Super Air Jet customers tend to feel that they get adequate benefits, although there are some aspects of the service that can still be improved to strengthen customer loyalty. In order to increase perceived value, Super Air Jet needs to focus on optimizing the customer experience by providing additional services that can increase comfort without significantly increasing prices.

#### **The influence of service quality on customer loyalty is mediated by customer satisfaction.**

The T-statistic value of 3.350 and the P value of 0.001 indicate that customer satisfaction (CS) significantly mediates the relationship between service quality (SQ) and customer loyalty (CL). The path coefficient of 0.069 indicates that although its influence is not as large as the direct influence, customer satisfaction still plays an important role in increasing loyalty. Customer satisfaction is a factor that bridges service quality with customer loyalty. According to Oliver (1980), customer satisfaction occurs when the service experience meets or exceeds customer expectations, which then encourages the customer's intention to use the service again in the future. In the context of the airline industry, high service quality will increase customer satisfaction, which

ultimately contributes to their loyalty to a particular airline. Based on the results of the study, it was found that Customer Satisfaction significantly mediates the relationship between Service Quality and Customer Loyalty, indicating that customers who are satisfied with the service they receive tend to be loyal customers.

The aviation industry is a sector that relies heavily on customer satisfaction to maintain its competitiveness. Airlines like Super Air Jet must understand that customer experience is not only influenced by individual factors such as the friendliness of the cabin crew or the cleanliness of the aircraft, but also by the overall experience that includes ease of booking, punctuality, and handling of customer complaints. If these aspects can be managed well, customer satisfaction will increase, which ultimately strengthens their loyalty to the airline.

**The effect of price fairness on customer loyalty is mediated by customer satisfaction.**

The T-statistic value of 2.380 and the P value of 0.018 indicate that customer satisfaction (CS) significantly mediates the relationship between price fairness (PF) and customer loyalty (CL). The positive path coefficient of 0.034 indicates that the fairer the price set, the higher the level of customer satisfaction, which ultimately increases their loyalty. Price fairness is an important aspect in determining customer satisfaction and their loyalty to a brand or service. In the context of the airline industry, price fairness can be interpreted as the match between the price paid and the quality of service received by customers. The price fairness theory proposed by Xia et al. (2004) states that customers will feel satisfied if the price they pay is comparable to the benefits obtained. The results of the study showed that customer satisfaction significantly mediates the relationship between price fairness and customer loyalty, which means that customers who feel that ticket prices are fair and just tend to feel more satisfied, and ultimately more loyal to the airline.

In the low-cost carrier (LCC) industry such as Super Air Jet, price fairness is a very sensitive aspect. LCC airline customers generally have the expectation that cheap ticket prices will not sacrifice basic service aspects, such as punctuality, cleanliness, and comfort during the flight. If the airline can maintain a balance between affordable prices and quality service, customer satisfaction will increase. The average price fairness score of 3.74 indicates that customers consider Super Air Jet's ticket prices to be quite fair, although there is still room for improvement so that this value can be further increased and contribute to customer loyalty.

**The influence of perceived value on customer loyalty is mediated by customer satisfaction.**

The T-statistic value of 2.325 and the P value of 0.020 indicate that customer satisfaction (CS) significantly mediates the relationship between perceived value (PV) and customer loyalty (CL). The positive path coefficient of 0.030 indicates that the higher the value perceived by customers, the greater their satisfaction, which ultimately increases loyalty. Perceived value is one of the main factors that influences customer satisfaction and ultimately forms their loyalty to a brand or service. In the airline industry, customers assess perceived value based on the balance between the benefits they receive and the costs they incur. The results of the study indicate that customer satisfaction significantly mediates the relationship between perceived value and customer loyalty, meaning that the higher the value perceived by customers, the more satisfied they are, and the more likely they are to continue using the same airline service in the future.

In the case of Super Air Jet, customers who feel that they get benefits that are commensurate with the price paid will be more satisfied and tend to be loyal. Research by Toncar et al. (2010) shows that the extent to which subjects' price expectations are met will affect their evaluation of service quality. This means that customers not only consider the absolute price of the ticket, but also how they assess the fairness of the price and the benefits obtained from the airline. If the ticket price is cheap but the service is poor, customers may not be loyal. Conversely, if the service is equal to or exceeds the price paid, they are more likely to stay with the airline. With an average perceived value score of 3.81, Super Air Jet customers seem to think that they

get a fairly good experience according to the price they pay. However, further improvements in certain aspects of the service can further strengthen customer satisfaction and loyalty.

#### **The influence of customer satisfaction on customer loyalty is mediated by image**

The T-statistic value of 1.386 and the P value of 0.166 indicate that image (I) does not significantly mediate the relationship between customer satisfaction (CS) and customer loyalty (CL). The path coefficient of 0.027 indicates that although there is an influence, it is not statistically significant enough. The results of the study indicate that image does not mediate the relationship between customer satisfaction and customer loyalty. In the context of the airline industry, airline image reflects customer perceptions of the airline's reputation, service quality, and brand associations. Based on Keller's (1993) brand equity theory, a company's image is very important in building customer loyalty. However, in this study, the customer satisfaction factor is more dominant in determining loyalty compared to the airline's image itself.

As a relatively new low-cost carrier (LCC) in the Indonesian aviation industry, Super Air Jet does not yet have a strong brand image like airlines that have been operating for a longer time, such as Lion Air or Citilink. Customers tend to consider price and service aspects more than brand image. Research by Oliver (1999) states that customer satisfaction is indeed an important factor in building loyalty. However, in a competitive industry such as LCC airlines, loyalty is often more influenced by functional factors such as price and flight schedules than by brand perceptions.

#### **The influence of customer satisfaction on customer loyalty is mediated by trust**

The T-statistic value of 1.932 and the P value of 0.054 indicate that trust (Tr) does not significantly mediate the relationship between customer satisfaction (CS) and customer loyalty (CL). The path coefficient of 0.037 indicates an influence, but not significant. The results of the study indicate that trust does not mediate the relationship between customer satisfaction and customer loyalty. Customer trust is a key factor in maintaining loyalty, especially in industries with high risk levels such as aviation. In the customer trust theory of Morgan & Hunt (1994), trust is formed when customers feel that a company is reliable and has integrity in providing services. However, in this study, customer satisfaction plays a more direct role in loyalty compared to trust.

As an LCC, Super Air Jet faces challenges in building long-term trust because customers are more likely to be oriented towards immediate benefits such as low-ticket prices and efficient service. In addition, because the airline is relatively new, customers may not have enough experience to judge how trustworthy the airline is in the long term. This condition shows that in an industry with high price competition, trust is often not a major factor in building loyalty, because customers tend to switch to other airlines if the price and service are more attractive.

The characteristics of the respondents in this study also support these findings. The majority of customers come from a younger age group with more flexible consumption patterns and are less tied to a particular brand. They may be satisfied with their flying experience, but that does not mean they have a high enough level of trust to remain loyal to the airline in the long term. In addition, in the airline industry, trust is often formed through long-term experience and the airline's track record in terms of safety, punctuality, and response to customer complaints.

#### **4. CONCLUSION**

Based on the results of the study and the data analysis conducted, it can be concluded that service quality, price fairness, and perceived value each have a positive and significant influence on customer loyalty at Super Air Jet. Customers who receive quality service tend to show greater loyalty to the airline, highlighting the importance of maintaining high standards in various service aspects. Similarly, customers perceive prices as

fair are more inclined to continue using the airline's services, which emphasizes the strategic value of transparent and justifiable pricing policies. Perceived value also contributes positively, suggesting that when customers feel they receive benefits proportional to their costs such as comfortable flights, efficient booking processes, and appropriate in-flight amenities they are more likely to remain loyal. Furthermore, the study found that customer satisfaction acts as a mediating variable between all three independent variables and customer loyalty. This means that improvements in service quality, price fairness, and perceived value not only directly influence loyalty but also enhance satisfaction, which in turn reinforces customer commitment to the airline. However, the variables of image and trust do not significantly mediate the relationship between satisfaction and loyalty, possibly due to Super Air Jet's relatively new market presence, which may have not yet established strong brand recognition or long-term customer trust. Overall, these findings underline the importance of prioritizing service improvements, price transparency, and customer experience enhancements to foster greater satisfaction and loyalty among passengers. Although brand image and trust are traditionally seen as essential in loyalty-building, this study suggests that for low-cost carriers like Super Air Jet, functional and experiential factors still dominate customer decision-making processes.

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