

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

(Survey of The Garuda Indonesia Passenger Domiciled in Malang, East Java)

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## ABSTRAK

*Penelitian ini bertujuan untuk menjelaskan pengaruh kualitas pelayanan terhadap citra merek, pengaruh kualitas pelayanan terhadap kepuasan pelanggan, dan pengaruh citra merek terhadap kepuasan pelanggan. Jenis penelitian yang digunakan adalah explanatory dengan pendekatan kuantitatif. Variabel dalam penelitian ini meliputi kualitas pelayanan, citra merek dan kepuasan pelanggan. Populasi penelitian ini adalah penumpang Garuda Indonesia yang berumur 17 tahun ke atas, berdomisili di Malang, mengetahui cara pengisian angket dan pernah menggunakan maskapai Garuda Indonesia dalam satu tahun terakhir. Sampel yang digunakan dalam penelitian ini sebanyak 138 responden yang diambil dengan menggunakan purposive sampling dan metode pengumpulan data menggunakan angket. Analisis data yang digunakan adalah analisis data deskriptif dan analisis jalur (path analysis) menunjukkan bahwa kualitas pelayanan berpengaruh signifikan terhadap citra merek dan kepuasan pelanggan, citra merek berpengaruh signifikan terhadap kepuasan pelanggan. Berdasarkan hasil penelitian ini Garuda Indonesia harus bisa mengembangkan dan memaksimalkan indikator dari kualitas pelayanan, mengingat pelayanan adalah aspek yang penting untuk kepuasan pelanggan. Garuda Indonesia harus menjaga citra merek yang tetap baik setelah mendapatkan penghargaan maskapai bintang lima dan Garuda Indonesia harus meningkatkan fasilitas seperti penambahan counter check-in dan menambahkan jaringan pelayanan pelanggan terutama di kota kecil.*

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

## ABSTRACT

The research aims to clarify the influence of service quality on brand image, the influence of service quality on customer satisfaction and the influence of brand image on customer satisfaction. The type of research is explanatory with quantitative approach. Variable in the research was service quality, brand image and customer satisfaction. Population in the research was Garuda Indonesia passenger aged 17 years old and older, domiciled in Malang, know how to fill in a questionnaire and ever used Garuda Indonesia at least in a years. The sample used in the research was 138 people chosen with purposive sampling and data collection methods in questionnaire. Analysis of data used descriptive analysis and path analysis. The result of path analysis show that service quality significantly influence brand image and customer satisfaction, brand image significantly to customer satisfaction. Based on the research's result, Garuda Indonesia should develop and maximize its five indicator of Service Quality, considering service is important aspect in customer satisfaction. Garuda Indonesia should keeping a good brand image after getting 5 stars award and Garuda Indonesia should improve more facility such as adding the number of check in counter and expanding the customer service network especially in small city.

**Keyword:** *Service Quality, Brand Image, Customer Satisfaction*

## INTRODUCTION

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

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

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

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

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

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

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

In the same year, Garuda Indonesia was also managed to catch the award "Premium Asean Airlines" by the agency Frost and Sullivan ([www.garuda-indonesia.com/files/pdf/investor-relations/report/2015](http://www.garuda-indonesia.com/files/pdf/investor-relations/report/2015)) as the airline which takes in

the satisfaction level of customer high enough. More over with the growing market, airlines should be more courageous and meticulous in running its marketing strategy to provide different quality of services. Brand image that is maintained from 2013-2015 as the best ten airlines proves that Garuda Indonesia is eligible to be the object of research. The ten airlines that reach the best ten Airlines in the world according to Skytrax and Top best domestic airlines. It can be seen in the following table:

**Table 1 Best ten airlines according to SkyTrax**

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

Source: Skytrax 2015 ([www.airlinequality.com](http://www.airlinequality.com) Access in 27 Mei 2016)

Based on the data from skytrax, Garuda Indonesia obtained 11<sup>th</sup> rank in 2012, in the next year the airline got 8<sup>th</sup> position and also in 2014 and 2015. Garuda Indonesia succeed to maintain its brand and quality to stable in ten world best airlines according to skytrax.

**Table 2 Top Best Award Domestic airlines**

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

Sources: Top Brand Award

([http://www.topbrandaward.com/topbrandsurvey/surveyresult/top\\_brand\\_index\\_2015\\_fase\\_1](http://www.topbrandaward.com/topbrandsurvey/surveyresult/top_brand_index_2015_fase_1) access in October 6th 2016)

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

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

## THEORITICAL FRAMEWORK

### Service Quality

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

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

#### 1. Tangible

Tangible is the ability of a company to demonstrate its existence to external parties. Appearance and abilities of physical infrastructure companies and the state of the surrounding environment is tangible proof of the services provided by the company.

## 2. Reliability

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

## 3. Responsiveness

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

## 4. Assurance

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

- a. Communication, which continuously provide information to customers in the language and use words that clear so that customers can easily understand in addition the company should be fast and responsive in addressing complaints and complaints made by customers.
- b. The need for collateral for a trust given to customers, believability or the nature of honesty. Embed trust, provide good credibility for the company in the future.
- c. Security, the existence of a trust from the customer care services received. Of course, the performance provides a guarantee maximal trust
- d. Competence that is on the skills and necessary in order to provide service to customers can be implemented optimally.
- e. Courtesy, in the service of the existence of a moral value held by the company in providing services to customers. Politeness would guarantee compensation offered to customers in accordance with the conditions and circumstances.

## Brand Image

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

image is the reason that leads. People tend to purchase product/service and to be a customer of company that have an image or matching with their personal.

According to Kotler and Keller (2009:406), image is a number of beliefs, ideas, and the impression held by someone about an object. In essence, brand image is a description or impression that inflicted by a brand in consumer mind. Placement brand image in the minds of consumers must be done continuously to keep the brand image created stronger and accepted positively.

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

### 1. Strength of brand association

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

### 2. Favourability of brand association

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

### 3. Uniqueness of brand association

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

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

## Customer Satisfaction

Customer satisfaction is a condition where consumer expectations able to fulfill the product Kotler & Armstrong, (1999). The marketing activities of the company in principle will lead to the creation of superior value that will be given to the customer. The creation of superior value will generate a level of satisfaction which declared results of the comparison of the performance of products / services received and expected Kotler (1997). According to Sumarwan (2003), satisfaction are level of feeling after comparing the performance / outcome as experienced with expectations. So, the level of satisfaction are difference between the perceived performance with expectations.

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

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

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

#### Relationship Between Variable

According to Tjiptono (1999), the company's reputation is part of corporate image concept and its part of total services quality concept. Zeithaml (1988:8) argues that the perceived quality of a product or service is closely related to the reputation associated with the brand name. Kotler and Armstrong (2008:498) argue that a service company to win the competition by consistently delivering high-quality service compared to competitors and higher than the expectations of customers. Service quality and satisfaction, according to Tjiptono (2005:54) have a close relationship with the customer satisfaction. Brand image is the thing that sticks in the minds of customers through perceptual associations that are formed based on the assessment going to a brand company's customer Kotler (2005: 59).

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

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

#### Hypothesis

Hypothesis according to Nazir (2011: 151) is a temporary answer to a research problem that must be verified through empirical research. The relationship of variables that involved in the study showed a relationship between variables existing research model and hypotheses can be seen:

H<sub>1</sub> : Service Quality influence on Brand Image

H<sub>2</sub> : Service Quality influence on Customer Satisfaction

H<sub>3</sub> : Brand Image influence on Customer Satisfaction

#### RESEARCH METHODS

The research used explanatory research with quantitative approach. Variable of the research consist of Service Quality (X) as independent variable, Brand Image (Y1) and Customer Satisfaction (Y2) as dependent variable. The collection of data obtained from distributing questionnaire to 138 Garuda Indonesia passenger domiciled in Malang East Java. Sampling technique that used in the research is purposive sampling. All indicator and items was valid and reliable. Descriptive and path analysis was used in the research

#### RESULT AND DISCUSSION

##### Path Analysis Result

Table 3 Path Analysis Result

Independen t	Dependent	Beta	<i>t<sub>count</sub></i>	prob	Infor m
Service Quality	Brand Image	0.544	7.559	0.000	Sig
Brand Image	Customer Satisfaction	0.308	3.736	0.000	Sig
Service Quality	Customer Satisfaction	0.367	4.452	0.000	Sig

##### H<sub>1</sub> : Service Quality influence on Brand Image

The influence of service quality on brand image showed with beta coefficient 0.554, *t<sub>count</sub>* 7.559 and probability 0.000 (p<0,05) then the hypothesis that stated service quality influence on brand image is accepted.

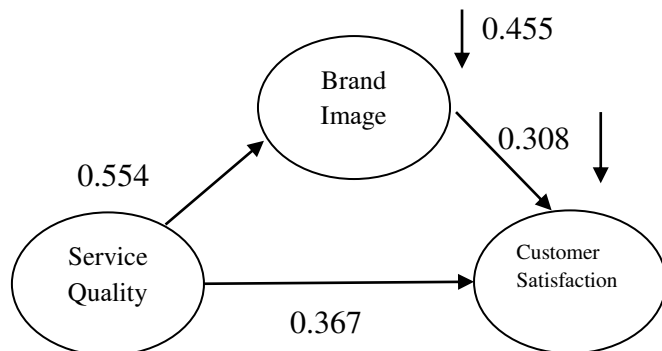
##### H<sub>2</sub> : Service Quality influence on Customer Satisfaction

The influence of service quality on customer satisfaction showed with beta coefficient 0.367, *t<sub>count</sub>* 4.452 and probability 0.000 (p<0,05) then the hypothesis that stated service quality influence on brand image is accepted.



### H<sub>3</sub> : Brand Image influence on Customer Satisfaction

The influence of brand image on customer satisfaction showed with beta coefficient 0.308,  $t_{count}$  3.736 and probability 0.000 ( $p < 0,05$ ) then the hypothesis that stated brand image influence on brand image is accepted.



**Figure 1 Path Analysis Result Diagram**

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

### Assessment Model

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

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

### DISCUSSION

#### The Influence of Service Quality on Brand Image

Based on the data in Table 1, it showed the result of path analysis from positive effect of service quality variable on brand image indicated by the path coefficient ( $\beta$ ) of 0.554 and the results show a significant effect of service quality on brand image with a probability of 0.000 ( $p < 0.05$ ). Service quality contribution on brand image obtained determination coefficient 29.60% while other variable outside the research consist of 70.40%.

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

Garuda Indonesia brand was increase recognized by the wider community to make a great strength of the brand in consumers minds and bring an image that cannot disappear. The presence of good service quality create a positive impact so the brand image will preserve and resulted good image in consumer mind. Establish, maintain services and good brand image already made Garuda Indonesia airline became a very appropriate choice as a full-service airlines. It can be done by maximizing its five indicators of service quality. Based on descriptive analysis of variables, known that empathy indicators has an average low of 4.21 means that empathy owned by Garuda Indonesia has been quite good but needs to be increased again with some more complex attention to customers. Assurance

indicator is an indicator of service quality which has an average of 4.33 where Garuda Indonesia maximizing their service quality assurance provided to passengers. Assurance that provide by the Garuda Indonesia covering believe a track record as an international carrier of Garuda Indonesia, Garuda Indonesia is safe airline, Garuda Indonesia airline is comfortable.

### **The Influence of Service Quality on Customer Satisfaction**

Based on the data in Table 1, it showed the result of path analysis from positive effect of service quality variable on customer satisfaction indicated by the path coefficient ( $\beta$ ) of 0.308 and the results show a significant effect of service quality on brand image with a probability of 0.001 ( $p < 0.05$ ). Service quality contribution on brand customer satisfaction obtained determination coefficient 35.30% while other variable outside the research consist of 64.70%. The results support by previous research conducted by Chien and Hsiung (2011) found that brand image such as brand value and brand characteristic showed positive relation to the customer satisfaction. Following the result is in line with finding of Shahroudi and Naimi's research (2014) discovered that there is significant relationship between brand image and customer satisfaction directly. The study result conclude that there is significant influence on two hypothesis and another one are negative. The path analysis result toward the hypotheses test based on the empirical data of two hypotheses proven.

Another research which support from Sondoh et al (2007) found that brand image benefit are positively related to overall satisfaction. The identification of brand image benefits of the branded product will help practitioners to establish effective marketing strategies. Hasan (2013: 216) in another theories found that a brand that has a strong and positive image will be able to make the customer feel more satisfied with the products that have been purchased. Based on result of Table 1, it can be seen that variable of brand image on customer satisfaction influence significantly. When a brand has a strong and positive image in consumers mind, consumer will choose a brand that always remembered in their mind. It implies that most of the Garuda Indonesia passengers have different need, with the selection of different class of grade in Garuda Indonesia will make the airlines as a superior option to make the customer satisfied

### **The Influence of Brand Image on Customer Satisfaction**

Based on the data in Table 1, it showed the result of path analysis from positive effect of brand image variable on customer satisfaction indicated by the path coefficient ( $\beta$ ) of 0.308 and the results show a significant effect of service quality on brand image with a probability of 0.000 ( $p < 0.05$ ). Brand image contribution on customer satisfaction obtained determination coefficient 35.30% while other variable outside the research consist of 64.70%.

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

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

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

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

## CONCLUSION AND SUGGESTION

### Conclusion

Based on data analysis result and the discussion related to the Influence of service quality on brand image and customer satisfaction obtained some conclusions such as:

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

### Suggestion

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

1. Garuda Indonesia should develop and maximize its five indicator of Service Quality, considering the service to customers as a very important aspect in customer satisfaction so that customers would be interested in re-using Garuda Indonesia Airlines.
2. Garuda Indonesia should keeping a good brand image especially after getting 5 stars award

from Skytrax as well as improving a better level of service quality. Hopefully, by the brand image embedded in Garuda Indonesia airlines both in domestic and international flight will provide good feedback for the company.

3. Garuda Indonesia should improve more facility such as adding the number of check in counter and expanding the customer service network for customer especially in small city. In line with premium facilities hopefully will be more benefit for customer in terms of the needs fulfillment of customer before and after using Garuda Indonesia Airlines.
4. For the next research, it is expected to do the same research by using different of object and population to validity the research. Moreover, it can be examined with other variables to get more varied result.

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