



Jurnal Review Pendidikan dan Pengajaran
<http://journal.universitaspahlawan.ac.id/index.php/jrpp>
 Volume 7 Nomor1, 2024
 P-2655-710X e-ISSN 2655-6022

Submitted : 01/01/2024
 Reviewed : 03/01/2024
 Accepted : 05/01/2024
 Published : 07/01/2024

Aghni Aulia Aziz¹
 Aliman²

E-SERVQUAL EFFECT ON BRAND IMAGE THROUGH E-SATISFACTION IN INDONESIAN AIRPORTS APPS USERS AT SOEKARNO-HATTA AIRPORT

Abstract

The development of the internet has caused changes in the world of transportation where the digitalization system makes it easier for consumers to make ticket reservations, view flight schedules, and others. The more consumers can influence the quality of electronic services, it is necessary to pay attention to the quality of electronic services that can affect the brand image of users of the quality of electronic services in the Airport Apps Indonesia application. This study focuses on the effect of e-service quality on brand image through e-satisfaction on the Indonesia Airport Apps application at Soekarno-Hatta Airport. The purpose of this study was to determine the effect of e-service quality on brand image through e-satisfaction on the Indonesia Airport Apps application at Soekarno-Hatta Airport. The research methodology uses quantitative methods with data obtained from the Indonesian Airport Application user questionnaire which opens 260 samples and the analysis technique used is Partial Least Square with processing using Smartpls v3.3.3 software. Hypothesis testing with t-test statistics. The results showed that the effect of e-service quality had an effect on e-satisfaction, then e-satisfaction had an effect on brand image, then e-service quality had an effect on brand image, and e-service quality had an effect on brand image through e-satisfaction.

Keyword: E-Service Quality, E-Satisfaction, Brand Image

Abstrak

Perkembangan internet telah menyebabkan perubahan dalam dunia transportasi dimana sistem digitalisasi mempermudah konsumen dalam melakukan pemesanan tiket, melihat jadwal penerbangan, dan lainnya. Semakin konsumen dapat mempengaruhi kualitas e-services, maka perlu memperhatikan kualitas e-service quality yang dapat mempengaruhi brand image pengguna e-service quality pada aplikasi Indonesia Airport Apps. Penelitian ini berfokus pada pengaruh kualitas e-service quality terhadap brand image melalui e-satisfaction pada aplikasi Indonesia Airport Apps di bandara Soekarno-Hatta. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh e-service quality terhadap brand image melalui e-satisfaction pada aplikasi Indonesia Airport Apps di bandara Soekarno-Hatta. Metodologi penelitian menggunakan metode kuantitatif dengan data diperoleh dari kuesioner pengguna Indonesia Airport Apps yang membuka 260 sampel dan teknik analisis yang digunakan adalah Partial Least Square dengan pengolahan menggunakan software Smartpls v3.3.3. Pengujian hipotesis dengan statistik uji-t. Hasil penelitian menunjukkan bahwa pengaruh e-service quality berpengaruh terhadap e-satisfaction, lalu e-satisfaction berpengaruh terhadap brand image, kemudian e-service quality berpengaruh terhadap brand image, dan e-service quality berpengaruh terhadap brand image melalui e-satisfaction.

Kata Kunci: E-Service Quality, E-Satisfaction, Brand Image

PENDAHULUAN

The user of the internet during a pandemic as it is now is very important because the government issued a PPKM policy to the community, especially Java-Bali in order to break the chain of the spread of Covid-19. In this case, each company will compete to improve comfort, convenience, and security so that in ordering products and buying and selling goods and

^{1,2)}Fakultas Manajemen dan Bisnis, Horizon University Indonesia
 email: aghni.aziz.krw@horizon.ac.id, aliman.aliman.krw@horizon.ac.id

services offered by the company will be guaranteed only through the application in the smartphone.

Indonesia Airport Apps is the official mobile application directly from PT. Angkasa Pura II which is a new breakthrough in information technology released in 2017. In this application, many features are provided, including electronic reporting (e-check in) for Indonesian airlines and Air Asia Indonesia, book flight for bookings online airline tickets, sky trains, golf car assistants, bus reservations, airport area hotel reservations, e-commerce services, and online top-ups & bills. Then there is a map of the location of restaurants and shopping, reporting of lost items, information about tourist locations, and careers for service users who need information about job vacancies at PT. Angkasa Pura II.

Indonesia Airport Apps are in the spotlight of service users. This is because consumers no longer have to go out of the house to order plane tickets. Consumers just need to order tickets just by sitting at home and using their smartphone. The display that is presented is not too complicated because this application is made so that all people from the young to the elderly can use it. This application becomes very interesting where users can see who have downloaded this application from both the iOS and Android operating systems starting from 2017 – February 2020. The following are the number of downloaders from the Android and iOS operating systems.



Figure 1. Indonesia Airports Apps Downloader (Android and iOS) Source: PT. Angkasa Pura II, 2020

From Figure 1 it can be seen that the number of downloaders based on the Android operating system from 2017 - February 2020 was 258,100 downloaders. Then the number of downloaders based on the iOS operating system from 2017 - February 2020, which was 37,992 downloads. Consumers who downloaded the Indonesia Airports Apps application from the android and iOS systems when added up are 296.092. However, in reality, with such a large number, it is still too far to meet the target. Judging from the overall number of passengers using Angkasa Pura II (Soekarno-Hatta) airport services and the number of passengers using the Indonesia Airport Apps application, it still looks very far away. The following is data on the total number of passengers using AP II (Soekarno-Hatta) airport services.

Table 1. Passengers at Soekarno-Hatta AP II Airport 2016 – 2020

No	Tahun	Jumlah Penumpang Keberangkatan
1	2016	27,198,448
2	2017	29,304,802
3	2018	28,405,593
4	2019	27,163,886
5	2020	10,139,718

Source: PT. Angkasa Pura II

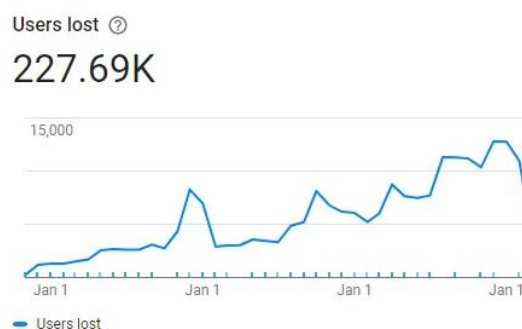
Based on table 1 above, it can be said that the number of domestic and international departing passengers from 2016 – 2020 has fluctuated, but in 2020 it decreased from the previous year, from 27,163,886 passengers to 10,139,718 passengers. Meanwhile, the number of

passengers using the Indonesia Airport Apps application amounted to 296,092. This is because the application branding provided is not optimal. It can be seen through the top-brand application website below.

SITUS ONLINE BOOKING TIKET PESAWAT DAN TRAVEL			SITUS ONLINE BOOKING TIKET PESAWAT DAN TRAVEL			SITUS ONLINE BOOKING TIKET PESAWAT DAN TRAVEL		
BRAND	TBI 2019		BRAND	TBI 2020		BRAND	TBI	
Traveloka.com	30.0%	TOP	Traveloka.com	30.5%	TOP	Traveloka.com	45.7%	TOP
Tiket.com	6.0%		Tiket.com	7.5%		Trivago.co.id	6.5%	
Trivago.co.id	4.9%		Trivago.co.id	5.6%		Pegipegi.com	3.1%	
Agoda.com	2.7%		Agoda.com	4.4%		Tiket.com	2.8%	
Pegipegi.com	1.8%		Pegipegi.com	2.2%		Agoda.com	2.3%	

Figure 2. Top Brand Index 2018 – 2020 Source: www.topbrand-award.com

Supported by picture 2 above, that Indonesian Airport Apps are not included in the top brand index from 2018 - 2020. The first rank from 2018 to 2020 is Traveloka. Branding plays a very important role in service companies that are able to increase customer loyalty (Berry, 2000). A good brand image is evidenced by the expectations of passengers through satisfaction, experience, and service loyalty. Thus, Angkasa Pura II management must focus on improving brand image and service quality so that consumers are more satisfied so that they will use AP II's services continuously. In today's era, most consumer behavior makes purchasing decisions based on brand image in order to reduce errors in purchases (Shafiq, 2015). However, a phenomenon occurs where users delete applications from the smartphone they are using or it can be said to be uninstalling apps. The following is the number of users who delete the application from the smartphone they use.



Gambar 3. User Uninstall (Uninstall) Application Source: Adjacent Unit PT. Angkasa Pura II 2020

Based on Figure 3 above, users who delete applications from their smartphones are 227,690 users. While the number of downloaders is 290,092, the total users of this application are 68,402. Indirectly, this affects the level of user satisfaction in using the services of the Indonesia Airport Apps application. A high level of satisfaction creates a high level of trust in a product or service.

Customer satisfaction is the measure and expectations of customers with products or services of companies or agencies along with customers using these products or services (Laurent, 2016). Service quality is also known as Service Quality which is measuring the extent to which the difference between reality and customer expectations for the services they receive. If the quality of this service is utilized or supported by technology such as the internet in the form of the quality of using an application or internet site, it is called E-Service Quality or more familiarly known as E-ServQual. E-ServQual can be measured by looking at the graph of the number of users who gave a rating and the number of users who did not give a rating and is supported by some user feedback, it can be seen in the graph below:

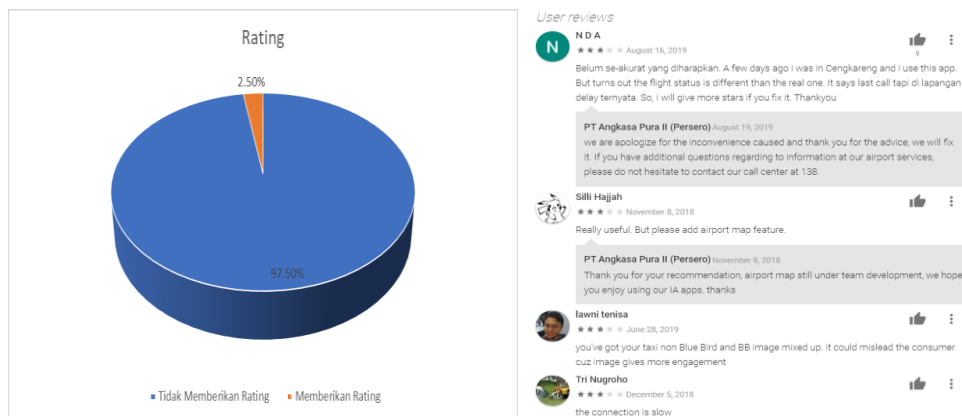


Figure 4. Graphics and User Reviews of Indonesia Airport Apps Sumber: Google Play Store

Figure 4 shows that the percentage of users who gave a rating and did not give a rating, namely 1,610 (2.50%) users who gave a rating and 66,792 (97.5%) users who did not give a rating. Then evidenced by the snippet of the comment column, it can be seen that many users are not satisfied with the service quality of the Indonesia Airport Apps application. Users provide constructive criticism and suggestions to serve as the main material for improvement in order to improve the quality of electronic services.

Literature Review

A. E-Service Quality

E-Service Quality as a level of how a website effectively and efficiently facilitates customers in terms of shopping, making purchases and the delivery process of products and services. This includes the customer's ability to access the website, search for products and product-related information, and leave the site with minimal effort (Suwondo, 2017). E-Service Quality is a determinant of competitive advantage and a factor in a company's long-term success. E-Service Quality is an electronic service such as all types of services / services that are run through an electronic intermediary (internet) which includes transactions that are initiated and controlled by consumers (Parasuraman, 2005).

B. E-Satisfaction

E-Satisfaction is a feeling of pleasure or disappointment that a person has based on the comparison between the reality obtained and the expectations of the consumer. If the goods and services purchased by consumers are in accordance with consumer expectations, the consumer is satisfied, and vice versa (Priansa, 2017). E-Satisfaction is an important construct to understand online sports fans both the intentions and behavior of the web fans or online applications, where user satisfaction will reflect the user's desire to revisit the websites that have been used (Bulut, 2015).

C. Brand Image

Brand Image reflects consumer perceptions of airport management which are formed from the actions of airport managers in the past and the future (Lindestad, 1998). Brand is a sign or symbol that gives the identity of a particular product or service which can be in the form of words, pictures or a combination of both. Brands can create a company image. Image is a set of beliefs, ideas and impressions that a person has of an object. People's attitudes and actions towards objects are highly conditioned by the brand image itself (Alma, 2016).

D. Hypothesis Development

In Zehir, Cemal and Elif Narcikara's research (2016), entitled e-service quality and e-recovery service quality: effects on value perceptions and loyal intentions, concluded that E-Service Quality and E-Recovery Service Quality have a significant influence on E-service quality. Satisfaction. The E-Recovery Service Quality scale is to measure the service quality perceived by consumers in a service recovery situation. Service recovery occurs when a service-related problem arises and the company tries to provide a specific solution to a specific problem.

Kambiz and Naimi (in Wahyu et al, 2019) found that consumer satisfaction had a significant effect on brand image. The results of Neupane's research (2015) state that brand image and

customer satisfaction have a strong positive relationship. Corporate Image plays an important role in determining customer satisfaction and influencing brand loyalty (Wu, 2011).

In the relationship between e-service quality and brand image, Gronos (1984) explains that service quality is a very important variable in shaping consumer perceptions of brand image. Then Saleem and Raja (2014) and Kandampully et al. (2011) reported on the hotel business that e-service quality has a positive effect on brand image. In the air transportation industry, service quality has a significant effect on brand image (Geraldine and Chikwendu, 2013; Zins, 2001; Park et al., 2006). Hapsari et al. (2017) also found a positive relationship between service quality and brand image. In other studies, brand image shows a positive influence on service quality (Bloemer et al., 1998; Wu et al., 2011).

According to Melinda (2017) in researching the effect of E-Service quality on the Brand Image of Go-Jek customers through E-Satisfaction in the Go-Ride category, that Brand Image is more dominantly formed by E-Satisfaction, which means that if you want to improve your Brand Image you need to prioritize satisfaction. customer first. According to Hendra (2018), E-Service Quality has proven to have a significant effect on Brand Image through E-Satisfaction (eS) in the Indonesian E-Commerce marketplace. Most companies and service providers in E-Commerce try to provide the best electronic services in order to satisfy consumers and develop long-term relationships because without consumer electronics loyalty, the best designed electronic business model will soon collapse. From the explanation above, research hypotheses are defined as follows:

H1: E-Servqual has an effect on passenger E-Satisfaction in the use of the Indonesian Airports Apps application

H2: E-Satisfaction has an effect on Brand Image in the use of the Indonesian Airports Apps application

H3: E-Servqual has an effect on the Brand Image of passengers in using the Indonesian Airports Apps application

H4: E-Servqual has an effect on Brand Image by being mediated by passenger E-Satisfaction in the use of Indonesian Airports Apps

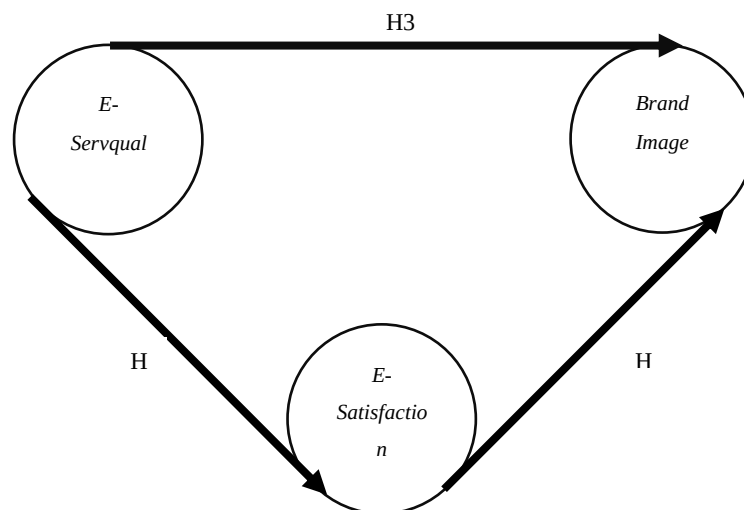


Figure 5. Research Model

RESEARCH METHODOLOGY

In this study using quantitative research methods conducted with descriptive analysis. According to Sugiyono (2015), states that the type of qualitative research means the process of exploring and understanding the meaning of each individual or group behavior and describing social or humanitarian problems. This study identifies how the electronic service quality (E-Service Quality), level of satisfaction (E-Satisfaction), and brand image (Brand Image) in the Indonesia Airport Apps application at Soekarno-Hatta airport.

The population used is all users of the Indonesia Airport Apps application and the sample used is using non-probability sampling with purposive sampling technique, as many as 260

respondents using Heirs criteria where sampling is taken with a ratio of 1:10 from the number of questionnaires. Data analysis in this study used PLS which was carried out in two stages, namely:

1. The measurement model test is a test of the validity and reliability of each dimension and research indicator.

2. The structural model test aims to investigate whether or not there is an influence between the variables studied using the PLS t test.

In the PLS (Partial Least Square) method, the analytical techniques carried out are as follows:

1. Measurement analysis (outer model)
 - a. Convergent Validity is an indicator that is not based on item scores/component scores with construct scores, which can be seen from standard loading factors that describe the order between measurement items (indicators) and their construction.
 - b. Discriminant Validity is a measurement model with reflexive indicators based on the measurement of cross loading on the construct.
 - c. Composite reliability is an indicator measuring a construct that can be seen in the display of the coefficient of the latent variable.
 - d. Cronbach's Alpha is a reliability test carried out to strengthen the results of composite reliability on a variable.
2. Inner model analysis (inner relation, structural model and substantive theory) describes the relationship between latent variables based on substantive theory. Inner model analysis can be evaluated using R-square on the dependent construct, Stone-Geisser Q-square test to get relevance predictions and test t and significant comes from the structural path parameter coefficient
3. PLS analysis with Intervening variable test. This analysis is useful for testing the hypothesis of the indirect effect of a variable that affects (exogenous) on the influenced variable (endogenous) which is mediated/mediated by an intervening variable (mediator variable), the criteria:
 - a. If the P-Values < 0.05 , then it is significant (the effect is indirect), meaning that the intervening variable "plays a role" in mediating the relationship of an exogenous variable to an endogenous variable.
 - b. If the P-Values > 0.05 , then it is not significant (the effect is direct), meaning that the intervening variable "does not play a role" in mediating/mediating the relationship of an exogenous variable to an endogenous variable.

RESULT AND DISCUSSION

Data obtained and processed by PLS-SEM using SmartPLS 3.3.3 software. Analysis of the measurement model (outer model) is how to test the validity and reliability of the model. Following that, inner model analysis is determined with the bootstrapping method on to produce the statistical test used (t test).

Analysis of the measurement model (outer model) is how to test the validity and reliability of dimensions and indicators in measuring research variables that are constructs. This analysis is able to explain the value of loading factor, construct validity, composite reliability and discriminant validity.

Tabel 2. Analisis Model Pengukuran (Outer Model)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0.820	0.822	0.893	0.736
E-Satisfaction	0.830	0.840	0.888	0.665
E-Service Quality	0.870	0.877	0.903	0.609

The outer model is assessed by looking at the convergent validity (the magnitude of the loading factor for each construct). A loading factor above 0.70 is highly recommended, however, a loading factor of 0.50 – 0.60 can still be tolerated as long as the model is still in the development stage. Table 4.12 shows that all indicators have a loading factor value above 0.50. This means that it can be concluded that all indicator variables are valid. The composite reliability value of each construct has met the requirements above 0.70, as well as the Cronbach's alpha value of all constructs has met the requirements because it has a value above 0.70.

To test the validity of the variable construct, it can be seen from the average variance extracted (AVE) value which has a minimum criterion of 0.50 for each construct. Table 4.18 shows that all variables have an AVE value greater than 0.50. It also shows that all constructs in the model designed in this study meet the criteria of discriminant validity.

The structural model test on the inner model aims to investigate whether or not there is an influence between the variables studied using the t test from PLS. The R-square value can state whether the variable construct is significant or not, that is, if the value on the R-square must be greater than 50%. Table 4.13 shows that the R-square value of the E-Satisfaction construct is 0.647, which means that the construct of the E-Satisfaction variable can be explained by the E-Servqual construct of 64.7%, so that the variable is significant. The R-square value in the Brand Image construct is 0.646, which means that the Brand Image variable construct can be explained by the E-Servqual and E-Satisfaction constructs of 64.6%, so that the variable is also significant.

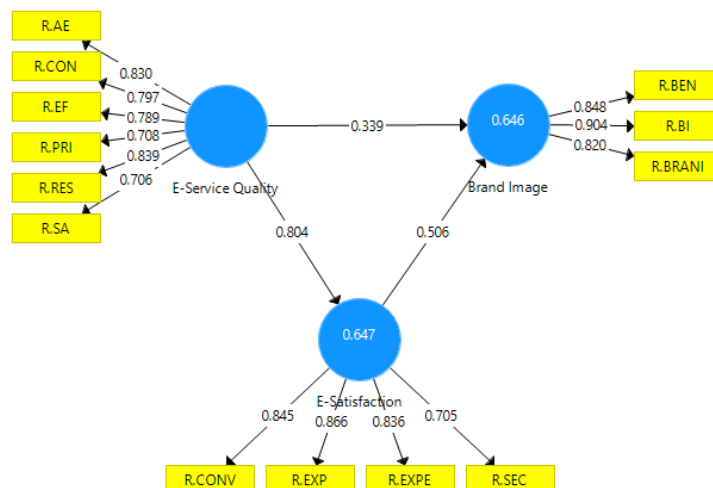


Figure 6. Loading Factor (PLS Algorithm) Source: Data diolah, 2021

This research analyzes hypothesis testing with Partial Least Square (PLS) approach using SmartPLS v3.3.3. According to Ghazali (2013), the provisions for assessing the results of the t-test hypothesis are used with a significance level of 5%, then the significant hypothesis can be seen from the Path Coefficients T - Statistics table, so if $t_{statistics} > 1.97$ means H_a is accepted and H_0 is rejected. In the intervening variable the P-Values value can be accepted if the P-Values value < 0.05 , it is significant so that the intervening variable plays a role in the model, if $P_{values} > 0.05$ the intervening variable is independent (Ghozali 2013).

Table 3. Path Coefficients (Bootstrapping)

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
E-Service Quality -> E-Satisfaction	0.482	0.484	0.072	6.685	0.000
E-Satisfaction -> Brand Image	0.325	0.323	0.075	4.306	0.000
E-Service Quality -> Brand Image	0.804	0.806	0.028	29.116	0.000

Moderating Effect 1 -> Brand Image	-0.073	-0.078	0.033	2.187	0.029
---------------------------------------	--------	--------	-------	-------	-------

H1: E-Servqual has an effect on passenger E-Satisfaction in the use of the Indonesian Airports Apps application

From the test results, it shows that E-Servqual in the Indonesian Airports Apps application has a positive effect on passenger E-Satisfaction with a standard error value of 0.010 which means there are other factors that affect E-Satisfaction by 1%. Another indication that shows a significant relationship between E-Servqual and E-Satisfaction is the value of T-statistics $>$ T-table ($27.767 > 1.653$) and P-values $<$ Significance level ($0.000 < 0.05$), so the conclusion is that H0 is rejected. . Based on the partial hypothesis testing above, E-Servqual (X) in the Indonesian Airports Apps service has a positive and significant effect on E-Satisfaction (Y) for Indonesian Airports Apps users.

E-Service Quality plays an important role in E-Satisfaction because E-Satisfaction depends on E-Service Quality. Furthermore, when consumers feel that the online service quality of an E-Commerce is high, it will support increased online satisfaction from consumers as well. The quality of electronic services (E-Service Quality) in the Indonesian Airports Apps application has an influence on the satisfaction of the users of the application. If the quality of the service is developed and becomes better, it will affect the increase in electronic user satisfaction (E-Satisfaction) of users of the application.

H2: E-Satisfaction has an effect on Brand Image in the use of the Indonesian Airports Apps application

From the test results, it shows that E-Satisfaction in the Indonesian Airports Apps application has a positive effect on the passenger's Brand Image with a standard error value of 0.010 which means that there are other factors that affect the Brand Image of 1%. Another indication that shows a significant relationship between E-Satisfaction and Brand Image is the value of T-statistics $>$ T-table ($6.910 > 1.653$) and P-values $<$ Significance level ($0.000 < 0.05$), so the conclusion is that H0 is rejected. Based on the partial hypothesis testing above, E-Satisfaction (Y) in the Indonesian Airports Apps service has a positive and significant effect on the Brand Image (Z) of the Indonesian Airports Apps.

The higher the E-Satisfaction through the dimensions of consumer experience where their expectations are met and the impression of experience on an application, website or online store, in the end consumers increasingly believe in the application's Brand Image because it is in accordance with consumer expectations or expectations.

H3: E-Servqual has an effect on the Brand Image of passengers in using the Indonesian Airports Apps application

From the test results, it shows that the E-Service Quality in the Indonesian Airports Apps application has a positive effect on the passenger's Brand Image with a standard error value of 0.010 which means that there are other factors that affect the Brand Image of 1%. Another indication that shows a significant relationship between E-Service Quality and Brand Image is the value of T-statistics $>$ T-table ($4.423 > 1.653$) and P-values $<$ Significance level ($0.000 < 0.05$), so the conclusion is H0 is rejected. . Based on the hypothesis testing above, the E-Service Quality (X) in the Indonesian Airports Apps service has a positive and significant effect on the Brand Image (Z) on the Indonesian Airports Apps.

The higher the E-Service Quality provided, the higher the brand image obtained. The quality of service for the Indonesian Airport App is good, it will affect every customer who uses this application so that customers will always remember a brand or application through the quality of service that has been provided.

H4: E-Servqual has an effect on Brand Image by being mediated by passenger E-Satisfaction in the use of Indonesian Airports Apps

From the test results, it shows that the E-Service Quality in the Indonesian Airports Apps application has a positive effect on the Brand Image of Indonesian Airports Apps users which is mediated by the user's E-Satisfaction with a standard error value of 0.077 which means there are other factors that affect E-Satisfaction of 7.7. %. Another indication that shows a significant

relationship between E-Service Quality and Brand Image mediated by E-Satisfaction is the T-statistic value $> T\text{-table}$ ($6.725 > 1.653$) and P-values $< \text{Significance level}$ ($0.000 < 0.05$).

The higher the E-Service Quality provided by Indonesian Airport Apps, the higher the satisfaction obtained by consumers so that consumers will remember the services that have been obtained by the Indonesian Airport App which indirectly improves the brand image obtained.

CONCLUSION

E-Service Quality has an effect on passenger E-Satisfaction in the use of the Indonesian Airports Apps application at Soekarno-Hatta Airport, meaning that the higher the quality of electronic services provided to consumers, the higher the level of satisfaction obtained by consumers through the Indonesia Airport Apps application. The quality of the electronic service is determined E-Satisfaction berpengaruh terhadap Brand Image penumpang dalam penggunaan aplikasi Indonesian Airports Apps di Bandara Soekarno-Hatta artinya semakin tinggi tingkat kepuasan konsumen pada aplikasi Indonesia Airport App, maka akan semakin tinggi brand image yang didapat.

E-Service Quality affects the Brand Image of the application in Indonesian Airports Apps at Soekarno-Hatta Airport. The higher the E-Service Quality provided, the higher the brand image obtained.

E-Service Quality in the application and mediated by customer satisfaction. E-Satisfaction affects the Brand Image of passengers in the use of the Indonesian Airports Apps application at Soekarno-Hatta Airport. The higher the quality of electronic services (E-Service Quality) will result in consumer electronic satisfaction as well and will determine and influence the brand image produced by the company so that the experiences that have been experienced by consumers related to using this application will be easy to remember and always use this application.

RECOMMENDATION

Research results on the E-Satisfaction variable in the Security dimension need to be increased again by using fingerprint scanning and pin number security, this is aimed at making users feel more secure and free for every transaction made on this application.

The results of research on electronic service quality (E-Service Quality) on the Privacy dimension, PT Angkasa Pura II (Persero) especially related units, need to further improve this aspect of the dimension. The way to increase this dimension is to set up a fingerprint protection feature, where using this system will be more secure and only users who match the fingerprint can access their personal data.

REFERENCES

- Anderson, R. E., & Srinivisan. (2003). E-Satisfaction and E-Loyalty: A Contingency Framework. *Psychology and Marketing*, 123-138.
- Berry, L. (2000). Cultivating Service Brand Equity. *Journal of the Academy of Marketing Science*, 128-137.
- Bezerra, & Gomes. (2019). Determinants of Passenger Loyalty in Multi-Airport Regions: Implications for Tourism Destination. *Tourism Management Perspectives*, 145-158.
- Cemal, Z., & Elif, B. (2014). E-service Quality and E-Recovery Service Quality: Effects on Value Perceptions and Loyalty Intentions. *Procedia - Social and Behavioral Sciences*, 1071-1079.
- Chaerudin, I., & Dina, N. (2019). *Pelayanan Prima 4.0 Pada Terminal Bandara*. Jakarta: I. Jakarta.
- Fitzsimmons, J. A. (2011). *Service Management Operations, Strategy, Information Technology* (7th ed). New York: McGraw-Hill.
- Fransisca. (2017). Analisa Pengaruh Brand Image Terhadap Customer Loyalty dan Customer Satisfaction sebagai Mediator di Hotel Shangri-La Surabaya. *Jurnal Hospitality dan Manajemen Jasa*, 20-33.

- Geraldine, O., & U, C. D. (2013). Effects of Airline Service Quality on Airline Image and Passengers Loyalty: Findings from Arik Air Nigeria Passengers. *Journal of Hospitality Management and Tourism*, 19-28.
- H, H. H., J, K., & T.D, J. (2009). Relationships and Impacts of Service Quality, Perceived Value, Customer Satisfaction, and Image: An Empirical Study. *Service Industries Journal*, 111-125.
- Hapsari, R., Clemes, M. D., & Dean, D. (2017). The impact of service quality, customer engagement and selected marketing constructs on airline passenger loyalty. *International Journal of Quality and Service Sciences*, 21-40.
- Harianto, D., & Subagio, H. (2013). Analisa Pengaruh Kualitas Layanan, Brand Image, dan Atmosfer terhadap Loyalitas Konsumen dengan Kepuasan Konsumen Sebagai Variabel Intervening Konsumen Kedai Deja- Vu Surabaya. *Jurnal Manajemen Pemasaran*, 1-8.
- Hendra, & K. S, B. (2018). The Effect of E-Service Quality and E-Recovery Service Quality on E-Loyalty through E-Satisfaction, on E-Commerce in Indonesia. *Journal of Management Tourims*, 178-195.
- Johnston, C. d. (2012). *Service Operations Management: Improving Service Delivery*, 4th Edition. England: Warwick University.
- Kambiz, & Naimi. (2014). The Impact of Brand Image on Customer Satisfaction and Loyalty Intention (Case Study: Consumer of Hygiene Products). *International Journal of Engineering Innovation & Research Vol 3, Issue 1*, 2277-5668.
- Laurent, F. (2016). E-Serivce Quality terhadap Loyalitas Pelanggan Go-Jek Melalui Kepuasan Pelanggan. *Jurnal Manajemen Universitas Kristen Petra* 4, 95.
- Melinda. (2017). Pengaruh E-Service Quality terhadap E-Loyalty Pelanggan Go-Jek melalui E-Satisfaction pada Kategoru Go-Ride. *Jurnal Manajemen Bisnis*, 22-48.