

ABSTRACT

Lion Air is an Indonesian airline company and a member of PT. Lion Air Group, alongside Wings Air and Batik Air. Lion Air operates on the principle of a low-cost carrier (LCC). According to data sources, Lion Air has the highest number of passengers in Indonesia, approximately 14.6 million. However, the airline has received 33 customer complaints, with 23 of them related to punctuality issues and delays. Paradoxically, Lion Air continues to experience an annual increase in the number of passengers and has established itself as one of the leading brands in Indonesia.

This research is conducted in response to the gap between passenger complaints and the increasing number of passengers and achievements of Lion Air in Indonesia. Based on this issue, the study aims to analyze the extent to which service quality influences brand loyalty, mediated by customer engagement, brand trust, and customer satisfaction. The population for this research consists of all Lion Air passengers who have completed at least two transactions with the airline. A sample of 115 respondents was selected using non-probability sampling. Data collection was carried out through the distribution of questionnaires. The research employed the Partial Least Square-Structural Equation Model (PLS-SEM) analysis method, utilizing SmartPLS 3.0 as the analysis tool.

The findings of this study indicate that service quality has a significant impact on brand loyalty. Furthermore, the research results reveal that service quality indirectly influences brand loyalty through the mediation of customer satisfaction and brand trust.

Keywords: Service Quality, Brand Loyalty, Customer Engagement, Brand Trust, Customer Satisfaction