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The Influence of Airline Image and Service Quality on Purchase Intention and Its Impact on Passenger Loyalty of Lion Air

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Abstract. Lion Air is the airline remaining in operation in Indonesia, serving the community's air transportation requirements. This airline charges low fares. The level of service quality impacts customer loyalty, particularly in transport services. In this context, the three categories of service quality are pre-, in-, and post-flight. This study adopts SERVQUAL Theory and Loyalty Theory as a theoretical review. This research used a quantitative methodology. SEM PLS via route analysis will be used to analyze the gathered data. A total of 260 samples were utilized. According to the study's findings, purchasing intention is positively and significantly impacted by airline image and service quality. Customer loyalty is positively and significantly impacted by purchase intention. Service quality and airline image have a major indirect impact on loyalty via purchasing intention. Thus, purchase intention is a mediating variable that connects customer perceptions of image and service with their decision to remain loyal to Lion Air. This finding provides important implications for Lion Air management to focus on building a positive image and consistency in service to encourage purchase intention and increase customer loyalty in the long term.

Keywords: Airline Image, Loyalty, Service Quality, Purchase Intention

INTRODUCTION

The aviation industry in Indonesia has experienced significant growth. Based on data from the Ministry of Transportation, the number of domestic passengers increased by 30% in 2023 compared to the previous year (Gisario et al., 2019; Karaman et al., 2018; Ukwandu et al., 2022; Xiong & Wang, 2022). This growth is driving airlines, in particular, low-cost carriers, to meet the needs and desires of customers. Businesses are racing to create high-quality products and services to meet this demand. Companies that are able to provide the best quality are not only able to survive in a competitive market but also encourage customers to buy tickets (Bashir et al., 2019; Purba et al., 2021; Purnamasari et al., 2014; Vila et al., 2015; Zhao, 2022).

For customers who want to travel long distances quickly, flights remain the top choice. Nevertheless, customer perception of airline services greatly determines the company's reputation. High-quality service will enhance the airline's reputation. On the other hand, the company's image will decline in the eyes of customers if the services provided are less than satisfactory. Therefore, the level of service that can give a good impression to customers is a determining factor in building the airline's reputation. Without a purchasing procedure, customers find it difficult to initiate a service that makes them feel engaged. To be able to compete and retain customers, companies must have a competitive advantage by continuing to innovate and offer solutions to unmet consumer needs. This also applies to businesses that want to introduce new products; they must be able to provide real solutions in order to satisfy customers and win their loyalty.

Lion Air has managed to survive in the Indonesian aviation industry. Based on 2023 statistical data from the Ministry of Transportation, Lion Air controls more than 27.73% of the domestic aviation market share. To increase and maintain market share, Lion Air needs to provide the best quality of service to customers. A report from the Directorate General of Civil Aviation on the 2023 Air Transport Statistics book issued in February 2024 informs that PT Lion Air's domestic scheduled commercial air transport production for 2019-2023 is as follows: 2019 (23,737,227 passengers), 2020 (12,516,590 passengers), 2021 (9,893,130 passengers), 2022 (18,731,962 passengers), and 2023 (18,287,883 passengers). From the above data, there is a decrease in the number of passengers by 444,079 from 2022 to 2023, and when compared to 2019, there was a decrease in the number of passengers by 5,449,344. The decrease in the number of passengers is an important signal for Lion Air to continue to improve its strategy and/or service quality in order to maintain and even expand its market share in the aviation industry.

To improve strategy, purchase intention is an aspect that needs to be considered. Purchase intention is a feeling that influences a customer's decision to buy a product by paying attention to the company's reputation, service quality, and third-party recommendations. In business competition, companies need to implement a customer-oriented strategy, which is to understand customer wants and ensure they are interested in making a repeat purchase. Negative perceptions of the company tend to hinder purchase intent and customer visits. Conversely, buying intentions are often influenced by a positive image of the company.

Research by Sharfina (2023) shows that Lion Air's intention to reuse the airline is only 16.7%, while 83.3% of customers are not interested in reusing the airline. This low interest in repurchases should be an important concern, considering that repurchases are an indicator of customer loyalty and satisfaction. Squirrelly et al. (2022) explain that repurchase is the activity of buying a product more than once, which means that the customer chooses to return to the product after the previous purchase experience. One of the keys to creating purchase intention is increasing brand image and quality of service.

Brand image strongly forms a positive perception of the company and increases customers' buying interest. Brand image itself is an overview of how people view, learn, and interact with a brand (CHASUN, n.d.; Kuncoro & Windyasari, 2021; Mundiri, 2016; Purnomo & Indriani, 2018; Sawlani & SE, 2021). Customers will be more likely to make purchases if they have a good perception of a brand. Customer trust and loyalty can be enhanced with a positive brand image. Conversely, sympathy or interest in airlines will be reduced if they have a negative brand image.

In the aviation industry, brand image is often referred to as airline image, which is the customer's perception of the airline based on the information received about the airline. For customers, airline image is one of the key criteria for making important decisions regarding their flights. Airline image reflects passengers' perception or impression of the airline's reputation, quality, and brand values. Along with the advancement of information technology, the role of airline image is increasingly important, as it is a determining factor in purchase intention and an important point in recommendations to other customers.

According to Keller & Kotler (2016), another element that can also create customer satisfaction is the quality of service. The company provides quality service in order to meet the wishes and expectations of customers. This affects purchase intention. Service quality is the fulfillment of customer needs by comparing expectations with the results obtained. Thus, it can be determined whether the service has met quality standards or not. According to Duarte &

Herlina (2020), the quality of in-flight service consists of three stages: pre-flight, in-flight, and post-flight service quality is part of this process. Good service can increase customer loyalty. Customers will feel unhappy if the service they get is not as expected. As a result, they will not make a repurchase. Customers will feel happy if the service is according to their wishes. In the end, this will make customer loyalty increase.

Customer loyalty is an important factor that has an influence on the success of a business. The large number of loyal clients in a business has undoubtedly influenced and contributed positively to its growth and sustainability (Gunawan, 2022; Konečnik Ruzzier et al., 2014; Magatef et al., 2023; SETIYAWAN, 2022). Customer satisfaction can be generated through a strong service quality approach. This will inspire customers to dedicate themselves to establishing a positive relationship with the business. As a result, this approach benefits businesses because it can consistently establish strong bonds with customers and guarantee that consumer satisfaction will be met to the maximum. Due to the competitive level of competition, every company competes to provide quality service and create a brand image that is easy for its customers to remember. To build customer loyalty, Lion Air needs to pay attention to the airline's image, service quality, and customer satisfaction. Good service quality and economical costs are factors that can cause customers to feel satisfied and become loyal.

As a foundation in marketing strategy, customer loyalty is essential for business continuity. The goal is to increase market share and profitability. Customer loyalty is a behavior or emotion that urges customers to return to buying goods or services. According to Putra & Ekawati (2017), customer loyalty is a customer's attachment to a brand. This is marked by a commitment to remain loyal to the brand. This loyalty is reflected in the decision to make repeat purchases consistently.

Based on the above phenomenon, it can be a challenge for Lion Air to provide quality service and increase the number of customers. So, customer loyalty can increase.

Variable selection airline image, quality of service, and purchase intention in the context of low-cost airlines is based on high consumer sensitivity to price perceptions, service value, and user experience. In the low-cost carrier (LCC) industry, where margins are low, customer loyalty is strongly influenced by value perception and satisfaction with core and ancillary services. Therefore, understanding the relationship between image and quality of service to purchase intention and loyalty is strategic in maintaining the market. In line with this, Kim & C. Lee (2021) found that brand image significantly affects customer loyalty. They emphasized the importance of company competence in building a strong image. Meanwhile, according to Kurniasih & Yuliaty (2022), in the study they did not find a strong correlation between brand image and customer loyalty in the context of fashion products, which shows that the industry context can influence the results of the research. A company's image is important, but its effect on customer loyalty is not always consistent. This depends on external factors, such as the competitive environment.

Dwijayanti & Mudfarikah (2022) conducted a study that found that the interest in repurchase was significantly influenced by the quality of service. Therefore, customer loyalty can be encouraged through improving the quality of service. Herlina and Duarte (2020) also researched the quality of service in the aviation industry. Good service quality will increase customer loyalty and satisfaction. However, the impact of service quality can be small on customer loyalty in certain contexts, as happened in PT Multi Karya Perkasa. The quality of service does not always have a direct influence on satisfaction and repurchase intention. Possibly, there are other factors that are more dominant in a given context.

Amini et al. (2020) explain that customer trust and satisfaction increase repurchase intention. This shows that purchase intent is an important indicator of customer loyalty. With a regression coefficient value that shows a strong relationship, purchase intent has a significant influence on customer loyalty. Instead, A. Kumar et al. (2021) state that while buying intent is important, in some cases, buying intent does not always lead to a purchase action, indicating a gap between intent and action. In line with Sharma & Chan (2021), it was found that while there is a relationship between company image and purchase intent, other factors such as customer experience can moderate this relationship, suggesting that purchase intent does not always serve as a strong predictor for loyalty.

Ginger & Brown (2022) state that customer loyalty includes repurchases, commitment, and a positive attitude toward the company. This shows that loyalty is a complex construct. The statement is in line with Kumar & Shah (2020), who highlight the importance of technology in building customer loyalty, especially in the digital age, suggesting that customer loyalty can be influenced by new factors that emerge. A different opinion was expressed by Homburg & Giering (2001), who show that while customer satisfaction contributes to loyalty, there are many other factors that can affect this relationship, so there is not always a direct relationship. This is in line with Suryani & Rosalina (2019), who found that in some contexts, customer loyalty is not always built despite the presence of satisfaction, suggesting that there are other factors to consider.

In fact, there are many studies that examine the positive correlation between customer loyalty and service quality with airline image. However, these results are not always consistent. In addition, research examining the mediating role of purchase intent specifically in the low-cost industry in Indonesia, especially Lion Air, is still very limited. This study aims to fill this gap by understanding the relationship between these variables in the context of LCC Indonesia.

From the above analysis, it can be seen that although many studies show a positive relationship between the variables studied, there are many studies that state that these influences are not always significant or consistent. This creates a research gap that needs to be explored further, especially in the context of the aviation industry that affects customer loyalty.

The author feels that research on the impact of airline image and service quality related to customer loyalty and purchase intention still needs to be done. It is hoped that this research can contribute to the development of science in the aviation sector and provide recommendations to airlines in improving the quality of service and airline image.

The novelty of this study lies in the fact that the researcher focuses on the relationship between airline image, service quality, purchase intention, and customer loyalty in a specific context, namely Lion Air. In addition, this study adopts Servqual Theory and Loyalty Theory in the context of the aviation industry, which has not been studied in previous research.

In this research, seven problem formulations will be discussed, including: (1) Does airline image affect purchase intention? (2) Does service quality affect purchase intention? (3) Does airline image affect customer loyalty? (4) Does service quality affect customer loyalty? (5) Does purchase intention affect customer loyalty? (6) Is there an indirect influence between airline image and customer loyalty through purchase intention? (7) Is there an indirect influence between service quality and customer loyalty through purchase intention? The purpose of this study is to find out how airline image affects purchase intention, how service quality affects purchase intention, how airline image affects customer loyalty, how service quality affects customer loyalty, how purchase intention affects customer loyalty, and the indirect influence between airline image and service quality on customer loyalty.

It is hoped that this study can be used as reference material and a source of information for future research in the field of marketing, especially airline image, loyalty, and purchase interest, as well as a reference for future research. The researchers hope that this study can bring practical benefits, namely as a reference and consideration material that helps companies understand airline image, loyalty, important purchase interest, and make consumer purchasing decisions.

Some recent studies, such as Hassan & Salem (2022) and Yas et al. (2022), underscore the importance of the industry context in moderating these relationships, particularly in the low-cost aviation industry. This research aims to address these gaps and provide theoretical and practical benefits in the literature on service marketing management in the domestic aviation sector.

METHOD

The research focused on Lion Air and its consumers, utilizing quantitative methods with primary and secondary data. Primary data was gathered via a questionnaire distributed through Google Form to respondents who had flown with Lion Air within the past year. The questionnaire, built on a modified Likert scale, measured variables such as airline image, service quality, purchase intention, and customer loyalty. Sampling followed the accidental sampling method (Sabang & Fitriani, 2024; Friday & Nyimbili, 2024), and sample size determination used the Hair et al. (2019) formula, resulting in 260 valid respondents. Validity and reliability tests followed Pearson correlation techniques and Cronbach's Alpha standards. Validity was measured through outer loading and AVE values, while reliability was assessed via Cronbach's Alpha and composite reliability. Questionnaire instruments were accepted as valid and reliable if all items exceeded the statistical thresholds.

Data analysis employed Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach using SmartPLS version 3, suitable for non-normal data and small sample sizes. The PLS-SEM process began with outer model evaluation (reflective indicators) using convergent and discriminant validity tests and continued with inner model assessment to evaluate latent variable relationships. Structural model metrics included R-Square, F-Square, and predictive relevance (Q^2). Direct and indirect effects were tested through bootstrapping, with hypotheses considered significant when P-values were <0.05 and T-statistics >1.96 (Ghozali, 2021). Reflective constructs were used, and latent variables were interpreted based on their indicator responses. The soft modeling approach in PLS avoided multivariate normality assumptions and allowed prediction-oriented analysis (Ghozali, 2021).

RESULTS AND DISCUSSION

Descriptive Analysis

Descriptive analysis aims to provide a description or summary of data so that it can be understood and informative. The information presented was based on 260 respondents' answers to 4 variable components. Furthermore, the number of interval classes must be equal to 5 intervals to determine the average score of each respondent's answer meets the assessment category. The analysis of airline image variables is carried out based on various indicators that have been determined. The airline image indicator consists of five statements. There are several factors that are considered in this study. The following are the results of respondents' perception of airline image. The average value of the total perception of respondents ranged from 4.47 (on a scale of 1-5) to 5.00 in the category of very good which is the average assessment of the airline image variable. Based on these findings, researchers argue that airline image is very good. This is because the majority of respondents who responded to the questionnaire about all positive statements made by the author gave a response of Quite Appropriate.

Service quality analysis is carried out based on the indications that have been determined, there are 7 statements in the service quality indicator. The following are the results of respondents' perception of service quality. The total average value of respondents' perception of service quality of 4.34 (on a scale of 1-7) in the very good category is the respondent's assessment of service quality. The findings of each question answer stated that the respondents gave a positive assessment of the quality of service. The purchase intention analysis is carried out based on the indications that have been determined, there are 9 statements in the purchase intention indicator. The mean value of 4.25 was obtained. In the good category, the average value of the overall perception of the respondent towards purchase intention was 4.25. Customer loyalty analysis is carried out based on the indication that there are 5 statements in the customer loyalty indicator.

The mean value is 4.38. The overall average value of respondents' perception of customers is 4.38 with a good category.

Data Analysis

1. Validity Test of Research Instruments

In this study, an online questionnaire was used to collect data. Then, 260 respondents were obtained. Before analyzing the data, the validity of the questionnaire was first tested to ensure the suitability of the research instrument. The SEM-PLS method is used to test the validity. The validity test results are considered valid if they have a loading factor value greater than 0.7. Even so, there are some indicators whose loading factor value is less than 0.7.

Table 1. Validity Test Results

Indicators	Coefficient	Information
X11	0,754	Valid
X12	0,785	Valid
X13	0,850	Valid
X14	0,861	Valid
X15	0,832	Valid
X21	0,854	Valid
X22	0,893	Valid
X23	0,786	Valid
X24	0,808	Valid
X25	0,877	Valid
X26	0,894	Valid

X27	0,715	Valid
Y11	0,780	Valid
Y12	0,841	Valid
Y13	0,868	Valid
Y14	0,866	Valid
Y15	0,887	Valid
Y16	0,873	Valid
Y17	0,828	Valid
Y18	0,727	Valid
Y19	0,720	Valid
Z1	0,734	Valid
Z2	0,902	Valid
Z3	0,858	Valid
Z4	0,874	Valid
Z5	0,905	Valid

Source: Data Processed, 2025.

2. Reliability Test of Research Instruments

The next step after the questionnaire is considered valid is to conduct a reliability test. This test can assess how credible the questionnaire is. Questionnaires that are used repeatedly in the study need to be tested in order to ensure their reliability in measuring the variables studied. The reliability indicator used is Cronbach's Alpha value. Cronbach’s Alpha values between 0.7 and 0.9 indicate very high reliability, values between 0.5 and 0.7 indicate moderate reliability, and values below 0.5 indicate low reliability. The test results show that the question item as a whole has very high reliability. So, it is suitable to be used in this study. The results of the reliability test can be found through Table 2.

Table 2 Reliability Test Results

Variable	Cronbach's Alpha	Information
Airline Image	0,875	Reliable
Quality of Service	0,926	Reliable
Customer Loyalty	0,908	Reliable
Purchase Intention	0,940	Reliable

Source: Data Processed, 2025

3. Discriminatory Validity Test

Table 3 shows that the variance of indicators that are substantially included in the construct can be measured by looking at the factor loading (FL) value, which reflects the results of the evaluation of the reliability of the construct based on discriminant validity. According to Fornell and Larcker (1981:227), the minimum limit of FL values accepted is ≥ 0.5 as a criterion for discriminant validity. Based on the data in Table 8, any FL value that is less than or equal to 0.5.

Table 3 Discriminant Validity (Fornell-Larcker Criterion)

	Airline Image	Quality Service	Loyalty Customer	Purchase Intent
Airline Image	0,817			
Quality of Service	0,821	0,835		
Customer Loyalty	0,782	0,780	0,857	
Purchase Intention	0,806	0,785	0,844	0,823

Source: Data Processed, 2025

If a construct has a value greater than the cross loading value of other rows and columns, then all related indicators are considered to meet the measurement criteria. Thus, the discriminant validity and reliability of the construct can be considered met if these conditions are met.

4. Coefficient Determination (R2)

The determination coefficient can be used to measure the influence of independent variables on dependent variables. The data was analyzed using SmartPLS version 3.0 and obtained an R-Square value as seen in Table 4.

Table 4 Coefficient of Determination

	R Square	R Square Adjusted
Customer Loyalty	0,755	0,752
Purchase Intention	0,696	0,693

Source: Data Processed, 2025

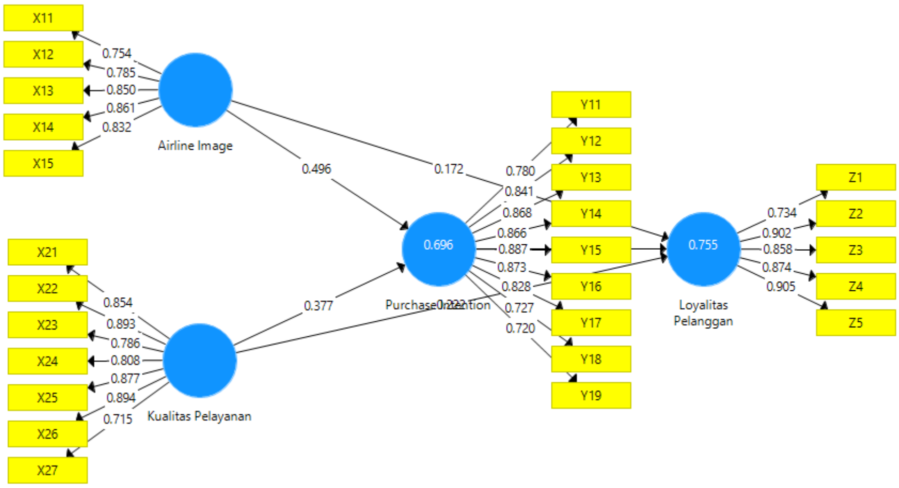
With a value of 0.755, the customer loyalty variable showed a significant influence with a percentage of 75.5%. This shows that customer loyalty can affect other variables by 75.5%. The purchase intention variable has a value of 0.696, showing a significant influence with a percentage of 69.6%. This shows that purchase intention can affect other variables by 69.6%.

5. PLS SEM Analysis

This research involves five latent variables, where each variable has a distinctive indicator (manifest) according to the operational variables that have been described. The PLS SEM analysis can test the relationships between variables by evaluating the inner model and the outer model.

a. Evaluation of Measurement Models (Outer Model)

The function of the outer model is to assess the reliability and validity of a model (Ghozali, 2015). Meanwhile, the inner model functions to predict the relationship between latent variables. The evaluation of convergent reliability is carried out by measuring parameters in the measurement model, such as the value of the loading factor and AVE as indicators of convergent validity. The validity of the discriminant is tested through cross loading values. Meanwhile, the reliability of the measurement model was evaluated using Composite Reliability. With the help of SmartPLS software, the validity and reliability of the data of each latent variable can be measured during the evaluation of the outer model. The results of the analysis, obtained from data processing using SmartPLS, are summarized in the image of the outer model shown in Figure 2.



Picture 1 Early outer models

Source: Data Processed, 2025.

The results of the initial analysis of the outer model showed that all the correlation coefficients between the variables and their indicators met the standard criteria set for the outer model. This is a sign that this model has good and consistent reliability and validity.

b. Evaluation of the assessment on the outer model

External model analysis is a process to assess the correlation between observed variables or a number of indicators that indicate the latent variable being studied. In this study, there are four types of tests that must be performed, namely Convergent Validity, Cronbach's Alpha, Average Variance Extracted, and Composite Reliability.

A test is considered valid if it demonstrates consistency and accuracy in measurements. Validity serves as a measure of the accuracy of the instrument, which can be seen from the AVE value. Table 10 shows the average variance for all four variables, with the standard AVE value at least greater than 0.5. These criteria are met by the variables studied in this study. This shows that the instruments used have a high level of precision and consistency.

Table 5 Constructs of Reliability and Validity

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Airline Image	0,875	0,909	0,668
Quality of Service	0,926	0,941	0,697
Customer Loyalty	0,908	0,932	0,734
Purchase Intention	0,940	0,950	0,678

Source: Data Processed, 2025

c. Evaluation of Assessment on Structural Model Test (Inner Model)

The inner model assessment ensures the relationship between the other three variables that make up the inner model. Through the bootstrapping technique, statistical values and path coefficients are generated in SmartPLS. Variables in the model have a strong and positive influence. This is indicated by a P-value that is less than 0.05 and a calculated T-value that is greater than the T of the table of 1.66. Table 11 shows the results of bootstrapping.

Table 6 Bootstrapping Results

	T Statistics (|O/STDEV|)	P Values	Information
Airline Image → Purchase Intention	6,254	0,000	H1: Accepted
Quality of Service → Purchase Intention	4,719	0,000	H2: Accepted
Airline Image → Customer Loyalty	2,094	0,037	H3: Accepted
Customer Loyalty→ Service Quality	2,204	0,028	H4: Accepted
Purchase Intent → Customer Loyalty	7,200	0,000	H5: Accepted
Airline Image → Purchase Intention → Customer Loyalty	4,632	0,000	H6: Accepted
Quality of Service → Purchase Intention → Customer Loyalty	3,855	0,000	H7: Accepted

Source: Data Processed, 2025

The Influence of Airline Image on Purchase Intention

With a value of 6.254 and a P-value of 0.000 < 0.05, the first hypothesis was accepted. This is based on the results of data processing on the influence of airline image on purchase intention.

The results of the research stated that airline image has a positive and strong effect on consumer buying intent towards Lion Air. The more positive the image of Lion Air that is embedded in the minds of potential passengers, the greater their desire to buy tickets and use the airline's flight services. These findings reinforce the theory that consumer perceptions of brands, particularly in service industries such as aviation, play an important role in the purchasing decision-making process.

Lion Air has its own challenges in forming a positive image in the midst of fierce competition. Factors such as competitive prices, high flight frequencies, as well as wide route coverage have been Lion Air's main strengths in attracting the market's attention. However, other aspects such as on-time performance, quality of customer service, and flight safety are also very influential in shaping the overall image of the airline. The study states that consumers are not only considering price, but also paying attention to their perception of the overall experience of flying with Lion Air.

As such, these findings provide strategic implications for Lion Air's management to continue to strengthen the airline's image through consistent service improvements and brand communication. Efforts to improve the overall customer experience, ensure safety aspects, and improve punctuality will have a great influence in shaping consumer perception in a positive way. Building a strong airline image will not only increase purchase intent, but also have a long-term impact on competitive advantage and customer loyalty.

The Effect of Service Quality on Purchase Intention

The value of 4.719 and the P-value of 0.000 < 0.05 were obtained from the results of data processing on the effect of service quality on purchase intention. This value is a sign that the second hypothesis is accepted.

The results of the study show that the quality of Lion Air's service has a positive and significant effect on customer purchase intention. The better the customer's perception of Lion Air, the more they want to buy tickets and use the airline's flight services. This is in accordance with the theory of consumer behavior which explains that service quality has an impact on purchase decisions, especially in intangible service industries such as the aviation sector.

In the context of Lion Air as a low-cost airline, service quality is often a sensitive issue. However, the results of this study show that consumers still pay attention to service aspects such as flight attendant friendliness, clarity of information, ease of check-in process, and cleanliness of the aircraft cabin. When these aspects are done well, it will create a positive perception that can encourage future purchase intentions. Although Lion Air is known for its affordable fares, this result proves that cheap prices alone are not enough; Consumers still expect a service experience that meets their basic expectations.

More specifically, in the context of Lion Air, these results show that service improvement efforts can improve customer satisfaction and sales volume. For example, improvements in on-time performance, more informative and friendly flight attendant services, and improvements to the customer complaint handling system, will directly increase consumer perception of service quality. When consumers feel well treated and get decent service even at a low price, they will be more confident and motivated to buy tickets from Lion Air again.

Thus, Lion Air management needs to see service quality not only as an operational obligation, but as a strategic factor that can strengthen its market position. Consistent service quality over the long term can increase customer loyalty and company image, as well as encourage positive word-of-mouth that contributes to overall business growth.

The Influence of Airline Image on Customer Loyalty

The value of 2.094 and the P-value of 0.037 < 0.05 were obtained from the data processing of the influence of airline image on customer loyalty. This value indicates that the third hypothesis is accepted.

The results of the research show that airline image has a positive and significant effect on customer loyalty. The better Lion Air's reputation, the more likely consumers are to stay loyal and make future repeat purchases. In the airline industry, customer loyalty describes the level of satisfaction and is an important indicator to maintain a company's competitiveness in a sustainable manner.

As the largest low-cost airline in Indonesia, Lion Air is widely known by the public for its affordable fares and wide route coverage, including to remote areas. Nevertheless, the airline's image is not only shaped by price and route coverage, but also by consumer perception of aspects such as flight safety, cabin comfort, service quality, and problem management. When customers have a positive experience and perceive Lion Air as a reliable and efficient airline, then their tendency to stick with Lion Air in the future will increase.

In the case of Lion Air, despite facing challenges in terms of timeliness and public perception of safety, the results of this study show that customers still show loyalty when they feel that Lion Air's overall image still meets their basic expectations. Competitive prices, ease of booking, and high flight frequencies are important elements in building this positive image.

The implications of these findings confirm that building and maintaining a positive image of the airline is crucial in creating and maintaining customer loyalty. Lion Air's management needs to consistently improve aspects that affect public perception, such as crisis communication, improved customer service, and targeted and sustainable branding. Customer loyalty formed from a positive image not only results in repeat purchases, but also triggers word-of-mouth promotions that expand the new customer base.

The Effect of Service Quality on Customer Loyalty

The value of 2.204 and the P-value of 0.028 < 0.05 were obtained from the results of data processing on the effect of service quality on customer loyalty. This value indicates that the fourth hypothesis is accepted.

The results of the research show that service quality has a positive and significant effect on customer loyalty. The better the customer's perception of Lion Air's service quality, the more likely it is for customers to continue to use the airline's services repeatedly and recommend them to others. In the airline industry, there is fierce competition and a wide range of airline choices, customer loyalty is a very important strategic asset to ensure the company's long-term success.

Various important aspects of service quality include on-time performance, friendliness and professionalism of staff, ease of booking process, and comfort and cleanliness of in-flight facilities. For Lion Air, maintaining service quality is a challenge in itself, because it must balance cost efficiency with customer satisfaction. However, the results of this study prove that when Lion Air is able to provide responsive, consistent, and customer service that meets customer expectations, customer loyalty can be formed strongly, regardless of price limitations or additional services.

This discovery is in accordance with the theory presented by Parasuraman, Zeithaml, and Berry (1988) through the SERVQUAL model. They explained that the dimensions of service quality, such as accuracy, responsiveness, confidence, empathy, and tangibles are closely related to customer loyalty and satisfaction. According to Suhartanto et al. (2019), service quality has a significant influence on airline passenger loyalty.

Customer loyalty is not only measured by the frequency of ticket purchases, but also the willingness of customers to continue to choose Lion Air even though there are other airline alternatives. So, good service quality can be the main differentiator in the eyes of customers. Improvements to the basics such as flight schedule accuracy, baggage handling, clarity of information, and professionalism of field and cabin staff are concrete steps that can strengthen customer loyalty to the airline.

Thus, these findings provide strategic implications for Lion Air's management not to neglect the service aspect in the low-cost business model. In addition to being a determinant of satisfaction, service quality is also an important foundation for creating long-term relationships with customers. Building customer loyalty with consistent service quality can have a positive effect on company image, market growth, and market stability.

The Influence of Purchase Intention on Customer Loyalty

The effect of purchase intention on customer loyalty was found with a value of 7,200 and a P-value of 0.000 < 0.05. This value indicates that the fifth hypothesis is accepted.

The results of the research show that purchase intent has a positive and significant effect on Lion Air customer loyalty. The greater the customer's intention to buy Lion Air tickets, the more likely they are to become loyal customers in the future. In the context of consumer behavior, purchase intent is an early indicator of an actual purchase decision, and when that intent is supported by a satisfying experience, it can develop into long-term loyalty.

High purchase intent reflects customer confidence and preference for the brand, in this case Lion Air, both for reasons of price, route coverage, and positive perception of the airline's service and reliability. Consumers who consistently have the intention to buy Lion Air tickets are likely to have a stable positive perception and confidence in the quality of services offered. When such purchase intent is realized and accompanied by a flying experience that matches or exceeds expectations, then an emotional connection between the customer and the airline can be formed, which ultimately increases loyalty.

In the case of Lion Air, the customer's purchase intention can arise due to various factors, such as competitive prices, high flight frequency, ease of booking tickets, and the perception that Lion Air is a practical choice for domestic travel. When customers consistently consider and choose Lion Air in their travel plans, it indicates a strong loyalty tendency. This loyalty is further strengthened when the expectations that drive the purchase intent are met or exceeded in actual experience.

The implications of these findings for Lion Air management are the importance of ensuring that the customer experience is consistent with the expectations that drive purchase intent. A marketing strategy that is able to build purchase intent must be balanced with good service quality and customer satisfaction so that loyalty can be formed naturally. In other words, purchase intent should be managed not only as a short-term target, but also as part of a strategy to build loyalty and retain customers.

The indirect influence of airline image on customer loyalty through purchase intent.

Indirectly, airline image has a significant positive impact on customer loyalty through purchase intention as a mediation variable. In other words, Lion Air's positive image encourages increased consumer purchase intent, which further contributes to the formation of customer loyalty. The findings explain that while airline image is not directly the main determinant of loyalty, it plays an important role in shaping consumers' intention to make a purchase, which in turn drives them to become loyal customers.

In the context of the airline industry, the image of an airline includes various aspects such as the company's reputation, perception of aviation safety and security, cabin comfort, staff professionalism, and general impression of service. Lion Air, as a low-cost airline that covers many regions in Indonesia, has built an image as an affordable and accessible airline. This image drives the emergence of purchase intent because consumers feel that Lion Air can meet their transportation needs at competitive prices. Purchase intent formed from this positive perception becomes the gateway to customer loyalty, especially when the flying experience obtained meets or exceeds expectations.

For Lion Air's management, the implications of the findings are crucial. Companies need to strengthen a consistent and relevant brand image in the eyes of customers to build and maintain customer loyalty on an ongoing basis. A positive image will drive purchase intent, and a consistent experience that aligns with that image will build loyalty. Therefore, brand marketing and communication strategies must be aligned with the actual quality of service so that the transition process from purchase intent to loyalty runs effectively.

Indirect Effect of Service Satisfaction on Customer Loyalty Through Purchase Intention

Through purchase intent as a mediation variable, customer satisfaction has a significant indirect effect on customer loyalty. Customers who are satisfied with Lion Air's services usually have higher repurchase intentions and will develop into loyalty to the airline. So, customer satisfaction has a direct effect on loyalty through increased purchase intent.

In the aviation industry, service satisfaction is the result of customer evaluation of their experience while using airline services, which includes punctuality, cabin comfort, crew service, ease of booking process, and complaint handling. For Lion Air, which operates as a low-cost airline, maintaining service satisfaction is a challenge in itself. However, when customers are satisfied with the service they receive—albeit at a low rate—they tend to consider using the service again, which is reflected in high purchase intent. This purchase intent then acts as a bridge that strengthens the relationship between satisfaction and loyalty.

In the context of Lion Air, efforts to increase customer loyalty should not only be focused on promotions or retention programs, but start with refining the basic service aspects that create satisfaction. Satisfied customers will be more likely to put trust and show a desire to buy back, and if these positive experiences are repeated, then loyalty will form naturally. For example, increased punctuality, flight attendant friendliness, and ease of access to customer service can drive satisfaction that has a long-term impact.

Managerially, these results have important implications for Lion Air. Focusing on service satisfaction will not only have a direct impact on loyalty, but also form a strong purchase intent as an intermediate step. Therefore, during the customer journey, management needs to ensure that every contact is done properly, from the booking process to post-flight. With a consistent and responsive service strategy, Lion Air can build ongoing loyalty through a strong purchase intention channel.

CONCLUSIONS

Based on the results of the data analysis that has been carried out, several conclusions can be conveyed as follows: First, the image of the airline has a significant positive influence on purchase intention, which means that **Lion Air's** positive image, such as the perception of affordable prices, services that are well known by the public, and a wide route network, can encourage consumer intention to buy flight tickets. Second, the quality of service also has a positive effect on purchase intention, where good service, including reliability, punctuality, cabin crew friendliness, and ease of the booking process, can increase customers' desire to repurchase **Lion Air** tickets. Third, purchase intention has a positive impact on customer loyalty, which means that the higher the customer's intention to buy **Lion Air** tickets, the more likely they are to become loyal customers. Fourth, airline image has a positive effect on customer loyalty through purchase intention, which shows that airline image can shape an initial perception that drives purchase intention and ultimately increases customer loyalty. Fifth, good service quality affects customer loyalty through purchase intention, where customer satisfaction with service will encourage repurchase intention, which will then build customer loyalty in the long run.

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