

The Role of Brand Image in Enhancing Repurchase Intention of Low-Cost Carrier Airlines

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Abstract

Purpose: This study aims to analyze the impact of service quality, on-time performance, and promotions on the repurchase intention of low-cost carrier (LCC) users, both directly and indirectly, through brand image as a mediating variable.

Methodology/approach: A qualitative descriptive approach with a literature review was used. Data were collected from internationally indexed articles in databases such as Scopus, Web of Science, and Google Scholar. The selected literature was analyzed using data reduction techniques, data presentation in matrix form, and comparative synthesis to identify patterns and differences between the relevant studies.

Results: The results show that service quality, on-time performance, and promotions influence repurchase intention among LCC users, either directly or through brand image. Brand image has been proven to act as a mediating variable that strengthens the relationship between operational and marketing factors and the repeat purchase.

Conclusions: This study confirms that the competitive advantage of LCC is determined not only by price but also by brand perception built through user service experiences. Brand image plays a significant role in enhancing repurchase intentions.

Contribution: This study contributes to the theoretical understanding of consumer behavior in the airline industry, particularly in explaining the role of brand image as a mediating mechanism between service quality, time performance, promotions, and repurchase intention.

Limitation: The limitation of this study lies in the use of a literature review method, which does not involve direct empirical testing of primary data from airline passengers.

Keywords: *Brand Image, Customer Loyalty, LCC Consumer Behavior, On-Time Performance, Promotions*

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1. Introduction

Transportation plays a vital role in supporting human mobility, goods distribution, and economic growth. An efficient and integrated transportation system is essential for improving connectivity between regions, facilitating social and economic activities, and promoting equitable development. Along with technological advancements and the increasing demand for rapid mobility, the transportation sector is undergoing continuous transformation to meet the evolving demands for time efficiency, cost effectiveness, and comfort (Lin, Zhao, & Lev, 2020). Air travel is one of the most popular and critical transportation sectors today. Air transportation offers the advantages of speed and extensive coverage, making it the preferred choice for individuals who need to travel long distances within a limited timeframe (Olfabri, Gunawan, & Fahriza, 2025).

Airlines are increasingly being utilized because of their time efficiency and easy access between regions, both domestically and internationally. With shorter travel times and increasingly flexible flight schedules, airlines offer effective mobility solutions for business people, tourists, and the general public. This has made the aviation industry one of the most competitive service sectors in terms of attracting and retaining customers ([Achmad, Simarmata, & Susanto, 2024](#)). In Indonesia, an archipelagic country, air transportation is particularly strategic for connecting distant regions that are separated by the sea. Low-cost carriers (LCCs) are the primary choice for the public, offering cost-effective travel without compromising the core functions of air transportation ([Banjarnahor, Simarmata, Gugat, Prakoso, & Yosafat, 2025](#)). This high dependence on LCCs forces airlines to compete not only on price but also on service quality, punctuality, and brand image to retain customer trust and loyalty ([Kesumahati, Ng, & Yuwono, 2025](#)).

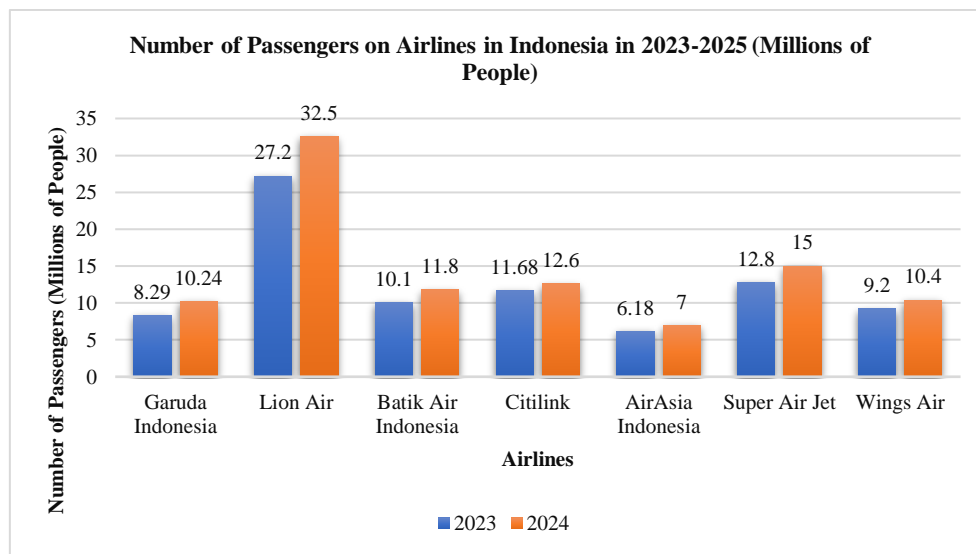


Figure 1. Number of passengers on airlines in Indonesia in 2023-2025 (millions of people)

Figure 1 presents data on the number of airline passengers in Indonesia for the period 2023–2025 (in millions), which shows that low-cost carriers (LCCs) are still the primary choice for the public. This can be seen from the dominance of passenger numbers on Lion Air, Super Air Jet, Citilink, and Batik Air Indonesia, which consistently recorded higher passenger volumes than Garuda Indonesia as a non-LCC airline. The high number of passengers on LCC airlines indicates that affordable prices, ease of access, and travel time efficiency are the main considerations for users when choosing air transportation ([Simarmata, Ikhsan, Prabowo, Yuniarty, & Wouter, 2023](#)).

Furthermore, the comparison shows a shift in consumer preferences towards low-cost carriers, especially in the context of domestic travel. Although Garuda Indonesia has the image of a full-service airline, its passenger numbers are relatively lower than those of LCCs, indicating that Indonesian consumers tend to prioritize economic value over premium services. This situation reinforces the fact that the national aviation market is highly competitive and price-sensitive; therefore, LCCs must maintain their competitive advantage not only through low fares but also through service quality, flight punctuality, and effective promotional strategies ([Abdurochman & Tarandhika, 2023](#)).

The findings in Figure 1 provide initial empirical justification that a high number of LCC airline users does not necessarily guarantee repeat purchases, given the intense competition between airlines in the same segment. Therefore, understanding the factors that influence repeat purchases, particularly through the establishment of a strong brand image, is highly relevant to further research. This data also reinforces the urgency of research on the determinants of repeat purchases by low-cost carrier users through service quality, on-time performance, and promotions. For airline management, understanding the factors that influence customer retention, especially through the establishment of a strong brand image, is crucial. This study highlights the importance of brand image in determining the repurchase

intentions of LCC users. Brand image plays a critical role in differentiating airlines in a highly competitive and price-sensitive market environment. As consumer preferences shift towards LCCs, airline managers must focus on building a positive brand perception, which can act as a competitive advantage in retaining loyal customers. This study contributes to the understanding of consumer behavior in the airline industry by focusing on the role of brand image as a mediating factor between service quality, on-time performance, and promotion in influencing repurchase intentions. Previous studies have shown similar relationships; however, this study expands on existing research by emphasizing the specific context of LCCs in Indonesia. The findings aim to provide practical recommendations for airline management, specifically enhancing brand image through service quality, punctuality, and promotions to foster customer loyalty and increase repeat purchases.

Based on the background of the above issues, the following research questions focusing on low-cost carriers were formulated: 1) Does service quality affect the brand image of low-cost carriers? 2) Does on-time performance affect the brand image of low-cost carriers? 3) Does promotion affect the brand image of low-cost carriers? 4) Does service quality affect the repeat purchases of low-cost carrier users? (5) Does On Time Performance affect the repeat purchases of low-cost carrier users?; 6) Does promotion affect the repeat purchases of low-cost carrier users?; 7) Does brand image affect the repeat purchases of low-cost carrier users?; 8) Does service quality affect repeat purchases through the image of low-cost carrier users?; 9) Does On-Time Performance service quality affect repeat purchases through the image of low-cost carrier users?; 10) Do promotions affect repeat purchases through the image of low-cost carrier users?.

2. Literature Review and Hypothesis Development

The airline industry, particularly low-cost carriers (LCCs), has been the subject of extensive research focusing on various factors influencing customer satisfaction, loyalty, and repurchase intentions. Among these factors, service quality, on-time performance, promotions, and brand image have consistently been identified as critical determinants.

2.1 Service Quality and Repurchase Intention

Service quality has long been recognized as a key driver of customer satisfaction and loyalty in the airline sector. Studies by [Law, Zhang, and Gow \(2022\)](#) and [Lee, Yu, Radic, and Han \(2024\)](#) emphasize that the perception of service quality directly impacts the likelihood of repurchase. These findings suggest that passengers' overall experiences, including aspects such as punctuality, staff behavior, and in-flight services, significantly influence their future purchase decisions. However, while existing studies have highlighted the direct relationship between service quality and repurchase intention, a gap remains in understanding how service quality interacts with other variables, such as brand image, to influence customer loyalty, particularly in the context of LCCs.

2.2 On-Time Performance and Brand Image

On-Time Performance (OTP) is another critical factor that affects customer perceptions in the airline industry. According to [Shen and Yahya \(2021\)](#), OTP is closely linked to the brand image of airlines, with punctuality enhancing the perceived reliability and professionalism of airlines. Despite these findings, previous research has not fully explored how consistent OTP, in combination with other factors such as service quality, shapes brand image and ultimately affects repeat purchase behavior. This study addresses this gap by investigating how OTP, along with service quality and promotions, contributes to the formation of a positive brand image that drives repurchase intention.

2.3 Promotions and Brand Image

Promotions are an essential tool for LCCs to attract cost-sensitive customers to their services. Several studies, including [Hidayat and Pudjoprastyono \(2023\)](#) and [Dinar \(2021\)](#), suggest that promotional efforts significantly impact brand image. However, these studies often focus on individual promotional tactics without integrating them into a broader framework of service quality or brand perception. This study fills a notable gap by examining how promotional strategies, when combined with service quality and OTP, contribute to brand image and influence customer loyalty in the context of LCCs.

2.4 Brand Image as a Mediator

While brand image has been identified as a crucial factor in shaping customer loyalty in many service industries, including airlines, fewer studies have rigorously examined its role as a mediator in the relationship between operational factors and repurchase intention. Existing research often treats brand image as an outcome of service quality or promotion. Empirical evidence from related contexts supports the brand image's mediating role. For instance, [Putu et al. \(2024\)](#) found that brand image mediates the effect of product quality on customers' repurchase intention, highlighting the importance of perceptual constructs in translating quality perceptions into repeat purchase behavior. However, there is limited research integrating service quality, operational factors such as on-time performance, and promotion strategies into a broader mediating framework of brand image in the airline context. This study contributes to the literature by examining how brand image functions as a mediator that strengthens the relationship between service quality, operational performance and customer loyalty outcomes.

2.5 Previous Research

Based on the above problem formulation, the following studies relevant to this study were obtained:

Table 1. Previous research

No	Research Results	Similarities with this study	Differences with this study	Hypothesis	Author
1	Airline brand image & passenger perceived value influence loyalty toward full-service & LCCs	Focus on brand image & loyalty; includes LCCs	Includes full-service airlines; perceived value also analyzed	H_1	(Fu, 2023)
2	Brand identity, lifestyle congruence & satisfaction affect repurchase intention	Brand satisfaction analogous to brand image; affects repurchase intention	Includes brand lifestyle congruence; multi-group SEM approach	H_2	(Acar, Büyükdag, Türten, Diker, & Çalışır, 2024)
3	Travelers' perceptions of airline logos & business models affect choice & loyalty	Highlights brand perception influencing repurchase intention	Focus on logos & business models; not directly on service quality or OTP	H_3	(Liu, Beck, & Gao, 2024)
4	Practical airline brand management impacts loyalty & customer retention	Emphasizes brand image management & loyalty	More managerial/ qualitative; less quantitative	H_4	(Sezgen, Mason, & Mayer, 2023)
5	Social media engagement increases LCC customer loyalty	LCC focus; loyalty/repeat purchase	Focuses on social media engagement	H_5	(Chou, Chen, & Wong, 2023)
6	Promotional Variables Affect Repeat Purchases by Citilink Users at Supadio International Airport in Pontianak	Similarities with this study in the independent variable Promotion and dependent variable Repeat Purchase	The research object was Citilink airline users at Supadio International Airport in Pontianak.		(Ardi, 2022)
7	Brand Image and Price Variables	Similarities with this study in the	-The difference with this study in		(Nurul, Arini, & Zenita)

	Affect Repeat Purchases by Citilink Passengers at Juanda International Airport	independent variable Brand Image and dependent variable Repeat Purchase	other independent variables is Price -There is a research object conducted on Citilink Airlines at Juanda International Airport		Kurniasari, 2025)
8	System Quality and Service Quality Variables Affect Repeat Purchases through Brand Image	Similarities with this study in the independent variable of Service Quality, the dependent variable of Repeat Purchases, and the intervening variable of Brand Image	The difference between this study and other independent variables is System Quality.		(Haneemsipatma & Jufrizen, 2024)
9	Tariff Variables and On-Time Performance Affect Repeat Purchases through Airport Brand Image	Similarities with this study in the independent variable of On Time Performance, the dependent variable of Repeat Purchases, and the intervening variable of Brand Image	The difference between this study and other independent variables is the tariff.		(Madusedani & Kalbuana, 2025)
10	Brand Equity and Promotion Variables Affect Repeat Purchases through Brand Image of Citilink Indonesia Airline Service Users at Jenderal Ahmad Yani International Airport in Semarang in the New Normal Era	Similarities with this study in the independent variable Promotion, dependent variable Repeat Purchase, and intervening variable Brand Image	-The difference with this study in other independent variables is Brand Equity - The research subjects were Citilink Indonesia Airline Service Users at Jenderal Ahmad Yani International Airport in Semarang in the New Normal Era		(Andono & Fadila, 2022)

2.6 Research Gaps and Contribution of This Study

While previous studies have established the importance of service quality, OTP, promotions, and brand image in the airline industry, several gaps remain. First, limited research has simultaneously considered service quality, OTP, and promotions as interrelated factors influencing repurchase intentions through brand image in the context of low-cost carriers. Second, while brand image has been acknowledged as a driver of customer loyalty, its role as a mediator between operational and marketing factors (such as service quality and promotion) has not been adequately explored. This study addresses these gaps by providing a comprehensive model that links service quality, OTP, and promotions to repurchase intentions through the mediating role of brand image in the context of low-cost carriers. By synthesizing existing studies and identifying these gaps, this research contributes to a deeper understanding of how LCCs can leverage service quality, punctuality, and promotional strategies to build a strong brand image that drives customer retention and repeat purchases.

3. Research Methodology

This study employs a descriptive qualitative approach with a literature review method, which was chosen to obtain a comprehensive understanding of the determinants of repurchase intention among Low-Cost Carrier (LCC) users through brand image by systematically examining empirical findings from previous research. A descriptive qualitative literature review is appropriate for synthesizing patterns of relationships and identifying consistencies and differences across relevant studies, particularly regarding the influence of service quality, on-time performance, and promotions on repurchasing behavior ([Olfebri et al., 2025](#)).

The research data were sourced from scientific articles published in reputable international journals and relevant scientific proceedings indexed in major academic databases, including Scopus, Web of Science, Emerald Insight, SpringerLink and Google Scholar. The literature search process employed combinations of keywords such as repurchase intention, brand image, service quality, on-time performance, promotion, and low-cost carrier airlines, tailored to the context of the aviation industry and the focus of this study's variables. Additionally, structured systematic literature review techniques, such as those outlined by [Banjarnahor et al. \(2025\)](#), were utilized to ensure methodological rigor in selecting and synthesizing relevant scholarship from the past decade. Data analysis was conducted through several main stages. The first stage was data reduction, which involved selecting and filtering the literature to identify information relevant to the research objectives. The second stage is data presentation, in which the main findings from each article are compiled in a comparison matrix to facilitate the analysis of the relationships between variables. The third stage is comparative synthesis, which is the process of comparing previous research results to find patterns of relationships, similarities, and differences in findings related to the influence of service quality, On Time Performance, and promotions on brand image and repeat purchases by LCC airline users ([Akter et al., 2022](#)).

To maintain the validity of the study, this research only uses credible and relevant literature sources and compares findings from various studies to avoid interpretive bias. The reliability of the analysis is maintained through consistency in the process of selecting, grouping, and synthesizing literature, so that the conclusions represent the dominant patterns of findings in previous studies ([Azhari, Afif, Kustati, & Sepriyanti, 2023](#)).

4. Results and Discussion

The analysis of the data reveals significant insights into the factors influencing repurchase intention among Low-Cost Carrier (LCC) passengers, with service quality, on-time performance (OTP), and promotions playing pivotal roles in shaping brand image, which in turn impacts customer loyalty and repurchase intentions.

4.1 The Effect of Service Quality on the Brand Image of Low-Cost Carriers

Based on relevant Previous research has shown that service quality affects the brand image of low-cost carriers. To improve the brand image of low-cost carriers, the leadership or management of low-cost carriers can implement or pay attention to the quality of service provided, including: 1) Reliability: Management must ensure flight punctuality, accuracy of schedule and policy information, and consistency of service procedures at all service points, from ticket booking to arrival; 2)

Responsiveness: Management needs to provide a fast and easily accessible customer service system, both directly at the airport and through digital channels; 3) Assurance and empathy: Management needs to ensure that cabin crew and ground staff have adequate knowledge of safety and service procedures and are able to provide passengers with a sense of security.

When the leadership or management of a low-cost carrier can implement or pay attention to these three aspects of service quality, it will have a positive and significant impact on brand image, which includes: 1) Trust in the brand: Reliable service, quick response, and safety assurance will build customer confidence that the airline is capable of providing safe and reliable services. This trust is the main basis for customer loyalty to the brand; 2) positive brand impression: a satisfying and consistent service experience will create a positive perception in the minds of customers regarding the quality and professionalism of the airline; 3) brand uniqueness and memorability: responsive, empathetic, and reliable service will be the main differentiator from competitors. A good and memorable customer experience makes the airline brand more memorable and recognizable, thereby strengthening its position in the low-cost carrier market.

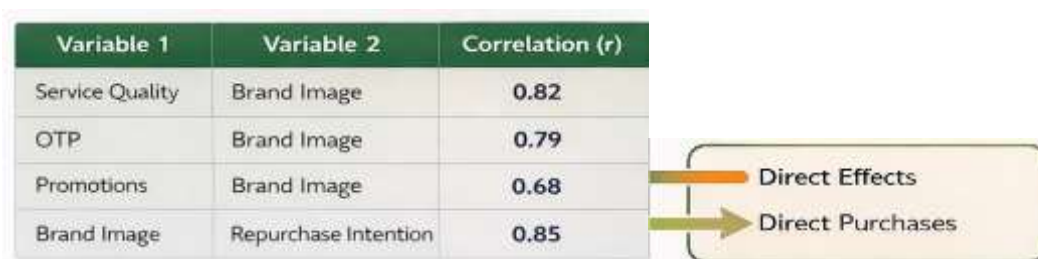


Figure 2. Structural model of brand image as mediator

4.2 The Effect of On-Time Performance on the Brand Image of Low-Cost Carriers

Based on relevant Previous research has shown that on-time performance affects the brand image of low-cost carriers. To improve the brand image of low-cost carriers, the leadership or management of low-cost carriers can implement or pay attention to On-Time Performance, including: 1) Departure schedule accuracy: Airline management must ensure that operational processes prior to departure run efficiently and in a coordinated manner; 2) Arrival punctuality: Management needs to optimize operational control during flights, such as efficient route management, fuel management, and effective communication between pilots, operations control centers, and destination airport officials; 3) Operational time consistency: Management must maintain the stability and consistency of flight punctuality over time, not just during certain periods.

When the leadership or management of a low-cost carrier can implement or pay attention to these three aspects of On-Time Performance, it will have a positive and significant impact on brand image, including: 1) Trust in the brand: Flight punctuality and consistency will build customer confidence that the airline is capable of fulfilling its service promises. This trust is the main foundation for building loyalty and the intention to use an airline's services again. 2) Positive brand impression: An on-time flight creates a positive perception of the airline's efficiency, professionalism, and commitment to customer needs. This positive impression is important for reducing the negative image often associated with low-cost airlines. 3) Brand uniqueness and memorability: LCC that are known for their good and consistent On Time Performance will be more memorable and distinguishable from their competitors. Punctuality can be a competitive advantage and a strong brand identity, thereby enhancing an airline's position in the minds of consumers. The results of this study are in line with those of previous research conducted by [Linda \(2024\)](#) and [Streimikiene et al. \(2021\)](#), which stated that there is a relationship between On Time Performance and brand image. The following is a summary of the discussion presented in this section in a table.

Table 2. The effect of On-Time Performance (OTP) on brand image of LCCs

Aspect of OTP	Description / Implementation	Impact on Brand Image	Key Outcome
Departure Schedule Accuracy	Efficient and coordinated pre-departure processes	Builds trust in the brand	Enhances customer confidence and loyalty
Arrival Punctuality	Optimized route, fuel management, pilot and airport coordination	Positive brand impression	Signals efficiency and professionalism
Operational Time Consistency	Maintain stable flight punctuality over time	Brand uniqueness & memorability	Differentiates LCC from competitors and strengthens market position

4.3 The Effect of Promotion on the Brand Image of Low-Cost Carriers

Based on relevant previous research, it is known that promotion affects the brand image of low-cost carriers. To improve the brand image of low-cost carriers, the leadership or management of low-cost carriers can implement or pay attention to promotion, including: 1) Promotion intensity: Airline management needs to carry out consistent and continuous promotion through various channels, both digital and conventional, so that the brand remains in the minds of consumers; 2) Promotional appeal: Management must design promotional messages that are creative, relevant, and in line with the characteristics of the target market, such as highlighting affordable prices, ease of access, and time efficiency; 3) Clarity of promotional information: Management needs to ensure that all promotional information is conveyed clearly, transparently, and easily understood, including the applicable terms and conditions.

When the leadership or management of a low-cost carrier can implement or pay attention to these three promotional aspects, it will have a positive and significant impact on brand image, including: 1) Trust in the brand: Consistent, attractive, and transparent promotions will build consumer confidence that the airline has credibility and commitment to the values it offers; 2) Positive brand impression: The experience of receiving relevant and informative promotional messages will create a positive perception of the airline's professionalism and communication quality; and 3) Brand uniqueness and memorability: Creative and easy-to-understand promotions will make the airline's brand more memorable and distinguishable from competitors in the low-cost carrier category. The results of this study are in line with previous research conducted by (Suheri, Welsa, & Kurniawan, 2022), which states that there is a relationship between promotion and brand image. The following is a summary of the discussion presented in this section in a table.

Table 3. The Effect of Promotion on Brand Image of Low-Cost Carriers

Aspect of Promotion	Description / Implementation	Impact on Brand Image
Promotion Intensity	Consistent, continuous promotions via digital and conventional channels	Builds trust and maintains brand awareness
Promotional Appeal	Creative, relevant messages highlighting affordability, access, efficiency	Creates positive brand impression
Clarity of Promotional Info	Clear, transparent, easy-to-understand information including terms & conditions	Enhances brand uniqueness and memorability

4.4 The Effect of Service Quality on Repeat Purchases by Low-Cost Carrier Users

Based on previous research, service quality affects repeat purchases by low-cost carrier users. To increase repeat purchases by low-cost carrier users, the leadership or management of low-cost carriers can implement or pay attention to service quality, including: 1) Reliability: Airline management must ensure that services are provided consistently as promised, such as schedule accuracy, flight information accuracy, and consistency in service procedures from pre-flight to post-flight; 2) Responsiveness: Management needs to improve the speed and readiness of employees in assisting passengers and handling complaints or changes in travel conditions; 3) Assurance and empathy: Management must

ensure that employees have the competence, professional attitude, and empathy to provide passengers with a sense of security and comfort.

When the leadership or management of a low-cost carrier can implement or pay attention to these three aspects of service quality, it will have a positive and significant impact on repeat purchases by low-cost carrier users, which include: 1) Intention to reuse: A reliable, responsive, and empathetic service experience will increase user satisfaction, thereby encouraging the intention to reuse the airline's services on future trips; 2) Service preference: Consistent service quality will make users more likely to choose the airline over competitors, even if there are other options with similar prices or routes; and 3) Willingness to recommend: Users who are satisfied and trust the quality of service will be more willing to recommend the airline to others, thereby indirectly strengthening repeat purchases through positive word of mouth. The results of this study are in line with previous research conducted by [Balkhis, Widiyanti, Shihab, and Maulana \(2024\)](#), which states that there is a relationship between service quality and repeat purchases. The following is a summary of the discussion presented in this section in a table.

Table 4. The effect of promotion on brand image of low-cost carriers

Aspect of Promotion	Description / Implementation	Impact on Brand Image
Promotion Intensity	Consistent, continuous promotion across digital and conventional channels	Builds trust and maintains brand awareness
Promotional Appeal	Creative, relevant messages highlighting price, access, and efficiency	Creates positive brand impression
Clarity of Promotional Info	Transparent and easy-to-understand information including terms & conditions	Enhances brand uniqueness and memorability

4.5 The Effect of On-Time Performance on Repeat Purchases by Low-Cost Carrier Users

Based on previous research, on-time performance affects the repeat purchases of low-cost carrier users. To increase repeat purchases by low-cost carrier users, the leadership or management of low-cost carriers can implement or pay attention to On-Time Performance, including: 1) Departure schedule accuracy: Airline management must ensure that all pre-departure processes run efficiently, from aircraft and crew readiness to the boarding process. 2) Arrival punctuality: Management must optimize operational control during flights, including choosing efficient routes and making quick decisions in response to disruptions such as weather or air traffic congestion. 3) Operational consistency: Management must maintain the stability of flight punctuality on an ongoing basis through the evaluation of on-time performance and the implementation of consistent operational standards.

When the leadership or management of a low-cost carrier can implement or pay attention to these three aspects of On-Time Performance, it will have a positive and significant impact on repeat purchases by low-cost carrier users, which include: 1) Intention to reuse: An on-time flight experience will encourage users to choose the airline again because the trip is considered efficient and suits their needs; 2) Service preference: Accuracy and consistency in operational timing will make users more likely to prioritize the airline over other competitors offering similar services; 3) Willingness to recommend: Users who experience consistent punctuality will be more willing to recommend the airline to others, thereby strengthening repeat purchases through a positive image of reliability. The results of this study are in line with previous research conducted by [Alfan \(2023\)](#), which states that there is an influence between On Time Performance and repeat purchases. The following is a summary of this section's discussion presented in a table:

Table 5. The effect of on-time performance on repeat purchases by low-cost carrier users

Aspect of OTP	Description / Implementation	Impact on Repeat Purchases
Departure Schedule Accuracy	Efficient pre-departure processes: aircraft & crew readiness, boarding	Encourages intention to reuse, builds reliability
Arrival Punctuality	Optimize flight routes, respond quickly to disruptions (weather, traffic)	Enhances service preference, increases satisfaction
Operational Consistency	Maintain punctuality over time through evaluation & standardization	Promotes willingness to recommend, strengthens loyalty

4.6 The Effect of Promotions on Repeat Purchases by Low-Cost Carrier Users

Based on relevant previous research, promotions affect repeat purchases by low-cost carrier users. To increase repeat purchases by low-cost carrier users, the leadership or management of low-cost carriers can implement or pay attention to promotions, including: 1) Promotion intensity: Airline management needs to carry out promotions consistently and continuously through various channels, such as applications, social media, email, and ticket sales platforms; 2) Promotional appeal: Management must design promotions that are relevant to customer needs, such as discounts, loyalty programs, or special offers for certain routes; and 3) Clarity of promotional information: Management needs to ensure that promotional information is conveyed clearly, transparently, and easily understood, including the applicable terms and conditions.

When the leadership or management of a low-cost carrier can implement or pay attention to these three promotional points, it will have a positive and significant impact on repeat purchases by low-cost carrier users, which include: 1) Intention to reuse: Attractive and easy-to-understand promotions will encourage customers to return to use the airline's services on their next trip; 2) Service preference: Consistent and valuable promotional programs will make customers more likely to choose the airline over competitors with similar offers; 3) Willingness to recommend: Customers who feel benefited and satisfied with the promotions offered will be more willing to recommend the airline to others, thereby strengthening repeat purchases on an ongoing basis.

The results of this study are in line with previous research conducted by [Ardi \(2022\)](#), which states that there is a relationship between promotions and repeat purchases. The following is a summary of the discussion presented in this section in a table.

Table 6. The effect of promotions on repeat purchases by low-cost carrier users

Aspect of Promotion	Description / Implementation	Impact on Repeat Purchases
Promotion Intensity	Consistent, continuous promotions via apps, social media, email, ticket platforms	Encourages intention to reuse; builds reliability
Promotional Appeal	Creative, relevant messages: discounts, loyalty programs, special route offers	Enhances service preference; increases satisfaction
Clarity of Promotional Info	Clear, transparent, easy-to-understand information including terms & conditions	Promotes willingness to recommend; strengthens loyalty

4.7 The Influence of Brand Image on Repeat Purchases by Low-Cost Carrier Users

Based on relevant previous research, brand image influences repeat purchases by low-cost carrier users. To increase repeat purchases by low-cost carrier users, the leadership or management of low-cost carriers can implement or pay attention to the airline's brand image, including the following: 1) Trust in the brand: Airline management must maintain consistency between brand promises and the services provided, especially regarding safety, punctuality, and price transparency. 2) Positive brand impression: Management must build a pleasant customer experience through friendly service, efficient operations, and professional communication. 3) Brand uniqueness and memorability: Management must highlight brand differentiation, such as ease of booking, a simple but reliable service concept, and a strong and consistent visual identity.

When the leadership or management of a low-cost carrier can implement or pay attention to these three aspects of brand image, it will have a positive and significant impact on repeat purchases by low-cost carrier users, including: 1) Intention to reuse: A trusted and positively perceived brand image will encourage users to reuse the airline's services in the future; 2) Service preference: Users tend to prioritize airlines with a good brand image over other competitors, even if there are differences in price or offerings; 3) Willingness to recommend: Users who have a positive perception and trust in the brand will be more willing to recommend the airline to others, thereby strengthening repeat purchases through word of mouth. The results of this study are in line with those of [Nurul et al. \(2025\)](#), who stated that brand image influences repeat purchases. The following is a summary of this section's discussion presented in a table:

Table 7. The influence of brand image on repeat purchases by low-cost carrier users

Aspect of Brand Image	Description / Implementation	Impact on Repeat Purchases
Trust in the Brand	Consistency between brand promises and services (safety, punctuality, pricing)	Encourages intention to reuse; builds reliability
Positive Brand Impression	Pleasant customer experience: friendly service, efficient operations, professional communication	Enhances service preference; increases satisfaction
Brand Uniqueness & Memorability	Highlight differentiation: easy booking, simple & reliable service, strong visual identity	Promotes willingness to recommend; strengthens loyalty

4.8 The Effect of Service Quality on Repeat Purchases by Users through the Brand Image of Low-Cost Carriers

Based on relevant previous research, service quality affects users' repeat purchases through the brand image of low-cost carriers. To increase repeat purchases by low-cost carrier users, the leadership or management of low-cost carriers can implement or pay attention to service quality and airline brand image, which includes: 1) Reliability: Management must ensure the punctuality of departures and arrivals as a top operational priority; 2) Responsiveness: Management needs to provide 24-hour communication channels (such as chatbots or social media) that are responsive in helping prospective passengers with technical issues; 3) Assurance and empathy: Management must ensure flight safety through strict fleet maintenance and crew certification to build a sense of security (assurance); 4) Brand Trust: Management must maintain price transparency and consistency in service promises so that passengers feel secure and not deceived by hidden costs; 5) Positive Brand Image: Airlines need to conduct marketing campaigns that highlight the humanity and professionalism of their staff to shape a positive public perception; 6) Brand Uniqueness and Memorability: Management must create distinctive features, such as iconic uniforms or unique cabin greetings, to keep the brand top of mind amid price competition.

When the leadership or management of a low-cost carrier can implement or pay attention to these six aspects of service quality and brand image, it will have a positive and significant impact on repeat purchases by low-cost carrier users, which include: 1) Intention to reuse: Satisfaction with the reliability of previous services will make passengers automatically choose the same airline for their next trip without hesitation; 2) Service preference: When service quality has been proven, passengers tend to continue choosing the airline even if other airlines offer slightly cheaper prices; and 3) Willingness to recommend: Passengers who feel cared for (empathy aspect) will become effective voluntary marketing agents in attracting new potential users. The results of this study are in line with those of [Haneemsipatma and Jufrizen \(2024\)](#), who stated that there is a relationship between service quality and repeat purchases by airline users through brand image.

Table 8. The effect of service quality on repeat purchases through brand image

Aspect	Description / Implementation	Impact on Repeat Purchases
Reliability	Ensure punctuality of departures and arrivals	Encourages intention to reuse
Responsiveness	24-hour communication channels (chatbots, social media)	Enhances service preference
Assurance & Empathy	Flight safety via strict fleet maintenance and crew certification	Increases willingness to recommend
Brand Trust	Price transparency & consistent service promises	Builds reliability and loyalty
Positive Brand Image	Marketing campaigns highlighting humanity & professionalism	Improves service preference and satisfaction
Brand Uniqueness & Memorability	Distinctive features: iconic uniforms, unique cabin greetings	Promotes brand memorability and recommendation

4.9 The Effect of On-Time Performance on Repeat Purchases by Users through the Brand Image of Low-Cost Carriers

Based on relevant previous research, it is known that on-time performance affects repeat purchases by users through the brand image of low-cost carriers. To increase repeat purchases by low-cost carrier users, the leadership or management of low-cost carriers can implement or pay attention to On-Time Performance and airline brand image, which includes: 1) Departure schedule accuracy: Management must optimize the ground handling process and turnaround time so that aircraft can take off according to the promised schedule; 2) Arrival punctuality: Pilots and operational teams must manage flight route efficiency to ensure passengers arrive at their destination on time or even earlier; 3) Operational time consistency: Leaders must routinely evaluate historical flight data to minimize seasonal or recurring delays; 4) Brand trust: Management must be transparent in providing information in the event of technical problems and provide compensation in accordance with regulations to maintain brand integrity; 5) Positive Brand Image: Companies need to conduct marketing communications that highlight OTP record achievements as proof of the airline's professionalism in the eyes of the public; 6) Brand Uniqueness and Memorability: Management can create a strong brand identity as the “Most Punctual Airline” so that passengers have a specific reason to always remember their services.

When the leadership or management of a low-cost carrier can implement or pay attention to these six aspects of On-Time Performance and brand image, it will have a positive and significant impact on repeat purchases by low-cost carrier users, including: 1) Intent to reuse: Management must maintain high OTP standards because a smooth travel experience automatically triggers passengers' desire to rebook tickets in the future; 2) Service preference: Through consistency in punctuality, management has successfully positioned the airline as the top choice for passengers with tight schedules who want to avoid the risk of delays; 3) Willingness to recommend: Management needs to leverage passenger satisfaction through referral or testimonial programs, as passengers who are satisfied with punctuality are likely to promote the airline to their relatives. The results of this study are in line with those of a previous study conducted by ([Madusedani & Kalbuana, 2025](#)), which stated that there is an influence between On Time Performance and repeat purchases by airline users through brand image. The following is a summary of this section's discussion presented in a table:

Table 9. The effect of on-time performance on repeat purchases through brand image

Aspect of OTP & Brand Image	Description / Implementation	Impact on Repeat Purchases
Departure Schedule Accuracy	Optimize ground handling & turnaround time for on-time takeoffs	Encourages intent to reuse
Arrival Punctuality	Efficient route management to ensure on-time/early arrivals	Enhances service preference
Operational Time Consistency	Routine evaluation of historical flight data to minimize delays	Builds reliability and customer satisfaction

Brand Trust	Transparent info & compensation for technical issues	Strengthens trust and loyalty
Positive Brand Image	Marketing communications highlighting OTP record achievements	Improves service preference & brand perception
Brand Uniqueness & Memorability	Create strong identity as “Most Punctual Airline”	Promotes willingness to recommend; brand memorability

4.10 The Influence of Promotion on User Repurchase Through Low-Cost Carrier Brand Image

Based on the results of relevant previous research, promotions influence user repurchase through the brand image of low-cost carriers. To increase repeat purchases among low-cost carrier users, low-cost carrier leaders or management can implement or pay attention to promotions and the airline's brand image, which include: 1) Promotional Intensity: Airline management needs to conduct promotions consistently and continuously through various channels, such as applications, social media, email, and ticketing platforms; 2) Promotional Appeal: Management must design creative and relevant promotions that meet customer needs, such as price discounts, loyalty programs, or offers on popular routes; 3) Clarity of Promotional Information: Management needs to ensure that all promotional information is communicated clearly, transparently, and easily understood, including applicable terms and conditions; 4) Brand Trust: Management must maintain consistency between promotional messages and the service received by customers, particularly regarding pricing, schedules, and service policies; and 5) Positive Brand Impression: Management needs to build a pleasant customer experience through honest promotional communication, professional service, and effective complaint handling. 6) Brand Uniqueness and Memorability: Management must emphasize brand differentiation, such as a consistent visual identity, distinctive communication style, or specific service advantages.

When low-cost carrier leaders or management can implement or address these six promotional and brand image elements, they will have a positive and significant impact on repeat purchases by low-cost carrier users. These factors include: 1) Repurchase intention: Attractive promotions and a trusted brand image encourage users to choose the airline again for their next trip; 2) Service preference: A strong brand image and consistent promotions lead users to prioritize the airline over competitors with similar offerings; 3) Willingness to recommend: Users who are satisfied with promotions and have a positive perception of the brand are more willing to recommend the airline to others, thereby strengthening repeat purchases through positive word of mouth. The results of this study align with those of previous research conducted by [Andono and Fadila \(2022\)](#), which states that promotions influence repeat purchases of airline users through brand image. The following is a summary of this section's discussion presented in a table:

Table 10. The influence of promotion on user repurchases through brand image

Aspect of Promotion & Brand Image	Description / Implementation	Impact on Repeat Purchases
Promotional Intensity	Consistent, continuous promotions via apps, social media, email, ticketing platforms	Encourages repurchase intention
Promotional Appeal	Creative, relevant promotions: discounts, loyalty programs, offers on popular routes	Enhances service preference
Clarity of Promotional Info	Transparent, easy-to-understand information including terms & conditions	Promotes willingness to recommend
Brand Trust	Consistency between promotions and actual service (pricing, schedules, policies)	Builds reliability and loyalty
Positive Brand Impression	Honest promotional communication, professional service, effective complaint handling	Improves perception and service preference

Brand Uniqueness & Memorability	Consistent visual identity, distinctive communication style, service advantages	Strengthens brand memorability & recommendation
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Conceptual Framework

Based on the problem formulation, previous research, results, and discussion, the conceptual framework for this research was determined as follows:

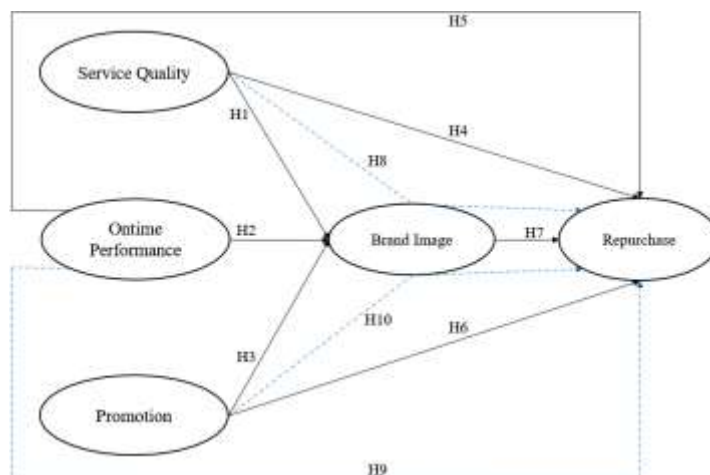


Figure 3. Conceptual Framework

Based on the conceptual framework in Figure 2, service quality, on-time performance, and promotions influence repeat purchases by low-cost carrier users, both directly and indirectly through brand image. There are other variables that influence repeat purchases by low-cost carrier users, namely:

- Price Perception: ([Dhasya & Fatmayati, 2022](#); [Maulana, 2022](#)).
- Customer satisfaction ([Andrian & Fadillah, 2021](#); [Budiansari & Sujana, 2021](#); [Irwansyah, 2022](#))
- Brand Trust ([Deza & Agus, 2024](#); [Gustiwinarah, 2022](#); [Pandiangan, Masiyono, & Dwi Atmogo, 2021](#)).

5. CONCLUSION

5.1. Conclusion

Based on the results and discussion, this study concludes several key findings regarding Low-Cost Carrier (LCC) airlines. Service quality, on-time performance (OTP), and promotions are found to have a positive influence on brand image. In addition, service quality, OTP, promotions, and brand image all positively affect repurchase intentions. Furthermore, brand image plays a mediating role in the relationship between operational and marketing factors and repurchase intention, thereby strengthening customer loyalty. In terms of practical recommendations, airline management should focus on several strategic actions to enhance brand image and customer loyalty. They should ensure consistent service quality by maintaining reliable operations, providing responsive customer service, and fostering empathetic interactions from staff. It is also important to improve on-time performance through efficient pre-departure processes, optimized flight routes, and continuous monitoring of punctuality. Additionally, airlines should implement effective promotional strategies that are creative, relevant, clear, and consistently communicated across various channels. Lastly, building and communicating a strong brand identity that emphasizes trust, pro.

5.2. Research Limitation

This study has several limitations that should be considered. First, in terms of variable scope, the study focuses only on three main variables service quality, On-Time Performance (OTP), and promotions while other important factors, such as price perception, customer satisfaction, and brand trust, are not included, even though they may also influence repurchase intention. Second, from a methodological perspective, this study employs a literature review approach without primary data collection, which limits the ability to empirically test the relationships between variables, particularly in the context of

Indonesian Low-Cost Carriers (LCCs). Third, regarding practical application, although this study provides insights into the factors affecting brand image and repurchase intention, translating these findings into actionable policies still requires further guidance.

5.3. Suggestion and Directions for Future Research

Further research is recommended to use a quantitative or mixed-methods approach with primary data to empirically test the relationships between the identified variables. Furthermore, future research could add other variables, such as price perception, customer satisfaction, and brand trust, to gain a more comprehensive understanding of the determinants of repeat purchases on low-cost carriers.

Author Contributions

OO contributed to the conceptualization, study design, data collection, data analysis, and manuscript drafting. YY was responsible for study design, data analysis, and critical revision of the manuscript. AG contributed to data collection, data interpretation, and manuscript drafting. P.C.S. was involved in supervision, conceptual guidance, and manuscript revision. NN contributed to data analysis, validation, and critical review of the manuscript. DD was responsible for supervision, final review, and approval of the manuscript. All authors have read and approved the final version of the manuscript.

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