

ABSTRACT

The global aviation industry faced significant challenges following the COVID-19 pandemic, forcing airlines to adapt their operational strategies. One of the approaches adopted by Batik Air Malaysia is interline cooperation, which allows for network expansion without the need to increase fleet capacity. This study analyzes the impact of interline cooperation on the operational efficiency of Batik Air Malaysia, focusing on reducing fixed costs, optimizing fleet utilization, and expanding route networks without significant investment in new aircraft. The research uses a qualitative approach with semi-structured interviews with professionals involved in Batik Air Malaysia's operations, as well as thematic data analysis to identify key patterns. The findings indicate that while interline cooperation provides cost savings and expands service reach, the expected operational efficiency was not fully achieved due to several challenges, including mismatched technological systems between airlines and misalignment between market demand and expanded routes. This study also highlights the importance of system integration to enhance operational coordination and create further efficiencies within the interline model. Overall, while interline cooperation provides some benefits, long-term success depends on technological alignment and responsiveness to evolving market dynamics.

Keywords: Interline Cooperation, Operational Efficiency, Batik Air Malaysia, Digital Technology, Airlines.