

ABSTRACT

The aviation industry in Indonesia has experienced significant growth in recent years, becoming one of the most dynamic sectors in the national economy, especially with the emergence of new airlines such as Super Air Jet (SAJ) that offer low-cost flight services. This growth is driven by increased community mobility and economic growth, which requires airlines to not only provide adequate services but also provide a satisfying experience for customers in an increasingly competitive aviation industry.

This study aims to analyze the effect of service quality, price fairness, and perceived value on customer loyalty at Super Air Jet airlines. This research also reviews relevant previous studies and develops a framework that shows the relationship between these variables. This framework emphasizes how customer satisfaction can mediate the relationship between service quality, price fairness, and perceived value on customer loyalty.

This study uses a type of quantitative causal research with the method used in this study using the Structural Equation Modeling (SEM) method to analyze data obtained from respondents, and testing the validity and reliability of research instruments and testing the proposed hypothesis. With a positivism research paradigm, using a deductive approach, with the strategy applied online survey or questionnaire strategy by distributing through social media such as Line, WhatsApp, Instagram, and others with moderate research involvement, and the time of research implementation using cross-sectional.

This study involved 404 respondents who were users of Super Air Jet airline services. Data analysis was carried out using descriptive statistical methods as well as validity, reliability, and hypothesis testing. The results showed that service quality, price fairness, and perceived value have a positive influence on customer loyalty. In addition, customer satisfaction is proven to mediate the relationship between independent variables and customer loyalty, while image and trust do not have a significant mediating role in this study. These findings provide insight into strategies to increase customer loyalty through improving service quality and price fairness.

Customer satisfaction is a major factor in building customer loyalty. To increase loyalty, airlines need to focus on improving service quality and the perceived value customers receive. Research suggestions include improving price transparency and further exploration of other factors that may influence customer loyalty in the low-cost airline industry.

Keywords: *Customer Loyalty, Customer Satisfaction, Image, Perceived Value, Price Fairness, Service Quality, and Trust.*