

Brand Communication

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Brand Communication and Service Quality Contribution in Building Brand Loyalty through Brand Trust in Indonesia's Garuda Airways

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Abstract

This study aims to determine the effect of brand communication on brand trust in Garuda Indonesia consumers, to determine the effect of service quality on brand trust in Garuda Indonesia consumers, to determine the effect of brand trust on brand loyalty to Garuda Indonesia consumers, to determine the effect of service quality on brand loyalty to Garuda Indonesia customers. The research sample is consumers who have used Garuda Indonesia flight services with 205 respondents. The data analysis technique used regression analysis with SPSS and AMOS SEM. The results showed that Hypothesis variable brand communication positive effect on brand trust in C.R value 4,652 with P value of 0,000. Hypothesis 2 variable service quality has an influence on brand trust with C.R value 11,492 with a P value of 0,000. Hypothesis 3 states that brand trust has positive influence on brand loyalty C.R value is 5,135 with a P value of 0,000. Hypothesis 4 states that service quality has no effect on brand loyalty with C.R value obtained -0.723 with P Value of 0.470. All of the findings will be discuss in the body of the paper and will give the contributions of this study.

Key Words:

Brand Communication, Service Quality, Loyalty, Trust

1. Introduction

The most valuable intangible asset owned by a company is a brand. In this context, the core of the company's marketing activities is brand loyalty. (Zehir, C., Sahin, A., Kitapci, H., & Ozsahin, 2011). The number of competitors and new entrants makes it even more difficult for consumers to stay loyal to a brand. Therefore, a brand must be able to get the trust of consumers so that it remains loyal. The existence of customer loyalty will have a big impact on the company. This can help the company to keep acquiring loyal customers as well as maintain their market share. Loyal customers are consumers who are loyal to a brand who will make repeated purchases and will also recommend through word-of-mouth to those around them (Ercis, A., Unal, S., Candan, FB, & Yildirim, 2012, Budiono et al, 2021).

Garuda Indonesia is the largest airline in Indonesia which is owned by the Indonesian state and has been operating since 1949. Until 2020, Garuda Indonesia operates 142 aircraft consisting of various types of aircraft,

from Propeller, Narrow Body, to Wide Body types. The company deactivated 23 aircraft in the past year due to aircraft age and technical considerations, 22 of which were Boeing 737-800NG and 1 of them was ATR 72 (Garuda Indonesia web, 2020). Garuda Indonesia aircraft is the nation flag airlines of Indonesia which has received many awards, one of which is "The Most Punctual Airline in The World" in the 2020 Punctuality League by an independent On Time Performance rating agency from England, OAG Flight view which assesses the performance of the airline's timeliness level world. Competition between other airlines has led Garuda Indonesia to reconsider the airline's Brand Communication and Service Quality. Likewise, customer trust and loyalty will be maintained.

Brand Communication is a strategy where a brand relationship with customers is created that will cause customers to become aware of a certain brand and that brand will be in their minds (Sahin, A., Zehir, C., & Kitapci, 2012, Purba, et al 2020, 2021). From the above explanation, it can be concluded that brand communication is brand communication that is able to have a positive impact on customers which in turn will lead to brand trust, trust in brands (Arenggoasih, 2017). This research will measure the magnitude of the effect of brand communication on the level of brand trust in Garuda Indonesia customers.

In addition, brand trust is also influenced by service quality. With good service quality, companies actually want to provide good emotional relationships to their customers. To increase company profitability, it is important for companies to maintain good relationships between brands and customers for long-term survival (Armed, I., Musarrat, MN, Usman, A., Shaukat, MZ, Ahmed, N., & Rehman, 2010). The level of company service quality can be assessed through the quality of services provided. The importance of service quality because service quality will be the difference between one brand and another. As a party who buys and consumes services, service quality is very influential and will be of great value to the company (Budiono, F., & Chandra, 2011, Purba, et al 2014, 2019, 2020, 2021). This research will measure the magnitude of the effect of service quality on the level of brand trust in Garuda Indonesia customers.

From the above explanation, it can be concluded that brand trust is when consumers are willing to believe in a brand with all the risks because in their minds there is an expectation that the brand will provide positive results to consumers which will eventually lead to brand loyalty (Arenggoasih, 2016, Budiono, et al 2020, 2021). Based on the description above, the researcher raises "The Influence of Brand Communication and Service Quality in building Brand Loyalty through Brand Trust on the Garuda Indonesia Brand". This study explores the relationship between brand communication and service quality in a relational context with an emphasis on understanding the role of linking brand trust and loyalty (Adirinekso, et al 2020, 2021, Purba and Panday, 2015, 20219, 2020). In the following, I begin by defining the constructs of my interest and developing a model of the relationships between these constructs. To develop my hypothesis, I draw on new and emerging relational marketing concepts. In this direction, I present survey methods, measures, and results designed to test interesting hypotheses.

2. Literature Review

Brand Communication

Communication always has an influence or effect on one or more people who are involved in the act of communication. This marketing communication provides awareness that there is a need for a consistent marketing campaign message concept, as well as the relationship between the communication media used in order to provide a consistent reputation between brand image and corporate image (Hermawan, 2012). Brand communication means all activities planned by the company to convey the uniqueness of its products to the intended target consumers (Schultz, D. E., Barnes, B., Schultz, H., & Azzaro, 2015). According to (Miryala & Aluvala, 2015), brand communication can be realized by doing advertising, publicity, direct marketing, personal selling with SPG and sales promotion. Brand communication has an effect on the characteristics of a product both physical form and icon of a product that sticks to their minds (Schultz, D. E., Barnes, B., Schultz, H., & Azzaro, 2015).

2.1. Service Quality

The definition of service quality is a process by which the company has consistency to balance consumer expectations to meet consumer needs and desires (Tjiptono, 2014). Service quality is a critical element for customers where the assessment is based on the quality of service obtained, how customers' service in the environment, the results obtained and the process of the results obtained (Zeithaml, et al 2017, Purba and Panday, 2015, Purba, et al, 2019, 2020, 2021). Service quality or service quality is the level of control and excellence of the company which is expected to meet consumer desires (Tjiptono, 2010 Purba, 2020, 2021). PT Garuda

Indonesia creates added value for the company by increasing service quality, such as providing quality service, proper flight hours so that the wishes and needs of passengers can be met. By performing well, passengers will feel satisfied and in the end passengers will be loyal to one brand and not switch to another airline.

According to (Sunyoto, 2012) Service quality is a balance between the needs and desires of consumers through company delivery. There is a match between expectations with management perceptions, conformity with the services provided between the company and customer perceptions. There is conformity between the employee's work standards and the agreement and services provided.

Based on these definitions of service quality, it can be concluded that all forms of service are carried out optimally by service providers in order to meet customer needs and expectations.

2.2. Brand Trust

Brand trust is the trust consumers put on a brand to reduce the risk felt by customers when they have a brand (Nguyen & Lee, 2015). This greatly helps customers to reduce distrust and reduce risk in vulnerable times. In general, brand trust is defined to provide a positive feeling to customers (Lassoued & Hobbs, 2015). Customer trust in any brand is a brand choice process (Hegner & Jevons, 2016). According to (Pagani, Racat, & Hofacker, 2019), brand trust can be explained by building a relationship between customers and brands. Customers play a major role in interacting with brands (Bian, 2012).

2.3. Brand Loyalty

According to (Kotler & Keller, 2016), loyalty is a customer commitment to repurchase and recommend a product or service that has been consumed. Brand loyalty provides security for the company to keep hindering other competitors through predictable customer demand by the company. According to (Salegna, 19 March 2018) customer loyalty in brand loyalty that owns an offline store can be directed to provide services through the online store. With an emotional connection between the customer and the brand, over time the customer will become loyal to the brand.

According to (Bambang, Lubis, & Darsono, 2017) brand loyalty is very important for companies because it can influence consumer purchasing decisions to buy the same product. When brand loyalty occurs, customers don't have to think over and over again to keep buying the same product. Garuda Indonesia improves services to develop customer loyalty by increasing brand service, value, good image, convenience and ease of purchase. To build long-term relationships between brands and customers, brands must be able to give customers free speech and participation in their actions. (Shanahan & Tran, 2019).

2.4. Relationship between Brand Communication and Brand Trust

At the beginning of the emergence of a brand, the company had a responsibility to provide an informative and clear message about the brand. (Chinomona, 2016). To provide awareness of brand characteristics to consumers, companies need to carry out useful and clear communication. Brands that are able to disseminate their characteristics in a communicative and attractive manner can provide an image to potential consumers that they will have a positive experience when using the brand (Ngatno, 2017, Ha, et al 2014).

According to (Sari & Widowati, 2014), brand/ trust is created when a customer puts all his trust in a brand for all its risks in the hope that the brand can benefit him. An attractive and convincing brand communication will create the desire of customers to try the brand, when they feel they are suitable it will create customer trust in the brand (He, 2015, Budiono, et al 2021, Purba, et al 2021). Therefore, brand communication has a positive effect on brand trust (Zehir, Sahin, Kitapci, & Ozsahin, 2011). Strengthened by (Etemadifard, Kafashpoor, & Zendeheel, The Effect of Brand Communication and Service Quality in the Creation of Brand Loyalty through Brand Trust (Case Study: Samsung's Representatives Company in Mashhad City), 2016) which states that the higher the level of brand communication, the value of brand trust will also be high. With company communication, the brand will be better known and give the effect of awareness to customers of the characteristics of the product.

2.5. Service Quality Relationship to Brand Trust

Quality is a dynamic condition that affects products, services, people, processes and environments that meet or exceed expectations. Service quality is defined as an effort to meet the needs and desires of consumers and the accuracy of their delivery in balancing consumer expectations. "Service quality is an important item in building brand trust and is defined as a decision that results from an estimation process where customers differentiate between the services they provide and the services they feel (Ahmed 2014). Lertwannawit and Gulid (2011) explain service quality research during the early 1980s concluding that service quality is closely related to the trust and commitment that service providers promise to provide to consumers, which has a direct impact on

the image of the organization.

2.6. Brand Trust Relationship to Brand Loyalty

In a marketing perspective, trust can be defined as the desire of customers to visit a brand again (Latif, Islam, & Mohamad, 2016). Brand trust is formed when a product reaches customer expectations and needs. Customers who feel satisfied and trust the product are not easy to replace the product and switch to another brand. (Shin, Amenuvor, Basilisco, & - Antwi, 2019). In addition, brand trust is perceived as expectations which are based on the belief that a brand has specific characteristics and characteristics that are consistent, competent, and trustworthy. (Naggar & Bendary, 2017). According to (Sohail, Wahid, & Al-Jabri, 2017), customer loyalty is a very important asset for a company, marketing efforts are directed at investigating the antecedents of brand loyalty. Customer trust in the brand creates confidence that the other party can be trusted and will lead to honest, strong and useful cooperation. Reliable brands focus on customer needs provided through services or products. Brand trust goes beyond the level of consumer satisfaction with functional performance and this makes the customer loyal to a brand. (Etemadifard, Kafashpoor, & Zendeudel, The Effect of Brand Communication and Service Quality in the Creation of Brand Loyalty through Brand Trust as reported in Case Study: Samsung's Representatives Company in Mashhad City, 2016).

2.7. Relationship between Service Quality and Brand Loyalty

Service Quality is one of the most important factors in creating customer satisfaction and fostering customer loyalty to a brand. The better the service quality is obtained, the customer will feel happy and satisfied. (Etemadifard, Kafashpoor, & Zendeudel, The Effect of Brand Communication and Service Quality in the Creation of Brand Loyalty through Brand Trust (Case Study: Samsung's Representatives Company in Mashhad City), 2016).

Brand loyalty can be determined by a psychological function that is observed in a certain time and includes the process of making a decision to choose a particular brand whenever compared to other alternatives. Brand loyalty is very important for a brand because it can allow them to charge premiums while reaching new customers through their loyal customers.

3. Method of Research

Population and sample

According to (Sekaran & Bougie, 2016) population is a group of objects that have certain characters or characteristics. The population in this study is those who have chosen Garuda Indonesia as the airline of choice. Meanwhile, the sample is part of the population (Nuryaman & Christina, 2015). In this study, researchers took a sampling technique, namely purposive sampling, which is a sampling technique according to certain criteria (Nuryaman & Christina, 2015). In this study the sample of this study refers to those who have transacted and have experience using Garuda Indonesia. For the number of samples in this study, 140 respondents were determined for the pretest test as many as 50 and 280 for the actual test obtained from the number of research indicators as many as 28 so that the number of samples was 10 times the number of indicators, namely $28 \times 5 = 140$ already meet the rules because is already over than 140, as stipulated in the formula.

Sampling technique

Sampling or sampling technique is a method used by researchers to take samples in a study. The sampling technique is a method or effort used by a researcher to obtain research samples and still represent the research population (Subana, 2005). The sampling technique used is that it does not provide equal opportunities for members of the population to be sampled or non-probability sampling. More precisely is the purposive sampling technique. This technique is a sampling technique using certain considerations or criteria in accordance with the research objectives (Arikunto, 2010).

4. Findings and Discussion

Results of the Validity and Reliability

Before continuing the actual research, the researcher pre-tested 50 respondents for this study with the following results: Table 4.1. Result of Validity Test of the items of indicators from all the Variables in this study. The validity of the instrument can be proven by some evidence. These evidences include content, otherwise known as content validity or content validity, constructively, otherwise known as construct validity,

and criteria, otherwise known as criterion validity. Content validity is assessed by experts. When measuring instruments are described in detail, the assessment will be easier to do.

Table 1 Validity Test results

Validity Test of data						
Variable 1.						
BC1	BC2	BC3	BC4	BC5		
0,717	0,690	0,643	0,637	0,506		
Variable 2.						
ServQ1	ServQ2	ServQ3	ServQ4	ServQ5	ServQ6	ServQ7
0,746	0,773	0,559	0,830	0,722	0,450	0,677
Variable 3.						
Brand L1	Brand L2	Brand L3	Brand L4	Brand L5		
0,660	0,649	0,504	0,319	0,674		
Variable 4.						
BrandTr1	BrandTr2	BrandTr3	BrandTr4	BrandTr5		
0,614	0,540	0,690	0,315	0,366		

Based displayed on table 4.1. It is known that the value of r_{count} greater r_{table} **0.279**, so that all question items for Brand Communication, Service Quality, Brand Loyalty, Brand Trust variables are already meet the requirement of validity.

Having tested the Validity, the next going to test the Reliability of the data collected. As well known that the function of the reliability test is to ensure that our measuring instrument (questionnaire) really has the ability to consistently measure something even though it is repeated many times on the same object (Sugiono, 2017).

Table 2. Reliability Test Results

Variables	Cronbach Alpha	Remark
<i>Brand communication</i>	0.833	Reliable
<i>Service quality</i>	0.878	Reliable
<i>Brand loyalty</i>	0.766	Reliable
<i>Brand trust</i>	0.728	Reliable

Based on descriptions as the table 4.2 above displayed. It can be seen that each variable in this study has a value greater than 0.6 and 0.7, so it is said to be reliable. Classical Assumption Test Results Normality Test Results

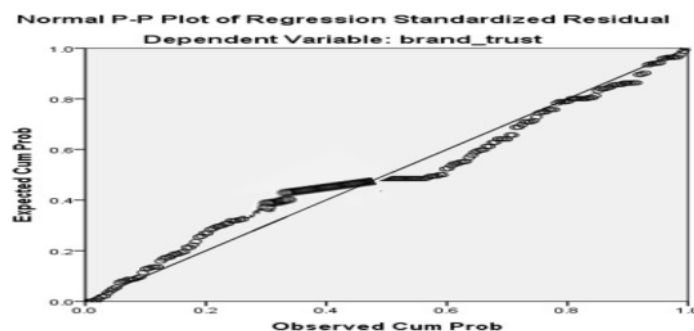


Figure 1 Model 1 normality test results

Judging from the figure 1 about normality test results, it is known that the data points are close to the normal line (the diagonal line) so that it can be said that the data in this study are normal. This means that the distribution of data in this study is normal.

Table 3. Model Autocorrelation Test Results 1

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,860 ^a	,739	,737	1,57365	1,689

a. Predictors: (Constant), kualitas_pelayanan, brand_communication

b. Dependent Variable: brand_trust

Based on the table above, it can be seen that in fact the test results for autocorrelation of 1.689 are between 1.5 and 2.5, meaning that there is no autocorrelation in this study.

Table 4. Autocorrelation Model 2 test results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,762 ^a	,580	,576	2,29646	1,993

a. Predictors: (Constant), kualitas_pelayanan, brand_trust

b. Dependent Variable: brand_loyalty

Based on the table above, it can be seen that the test results for autocorrelation of 1.993 are between 1.5 and 2.5, meaning that there is no found the autocorrelation in this study.

Table 5. F Model 1 test results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1418,260	2	709,130	286,358	,000 ^b
	Residual	500,228	202	2,476		
	Total	1918,488	204			

a. Dependent Variable: brand_trust

b. Predictors: (Constant), kualitas_pelayanan, brand_communication

From the table above it is known that the sig. F = 0.000 < 0.05, it can be said that the model is fit, so the independent variable can be used to predict the dependent. From the table above it is known that the sig. F = 0.000 < 0.05, it can be said that the model is fit, so the independent variable can be used to predict the dependent.

Table 6. F Model 2 test results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1473,518	2	736,759	139,704	,000 ^b
	Residual	1065,292	202	5,274		
	Total	2538,810	204			

a. Dependent Variable: brand_loyalty

b. Predictors: (Constant), kualitas_pelayanan, brand_trust

From the table above it is known that the sig. F = 0.000 < 0.05, it can be said that the model is fit, so the independent variable can be used to predict the dependent.

AMOS SEM Test Results

Evaluation of the Goodness of Fit Model Criteria, Tests using Chi-square, CFI, TLI, CMIN / DF, and RMSEA whose results are expected to fall within the desired range of values, can be used to evaluate the feasibility of a full SEM model, although GFI and AGFI are still marginally accepted, as in the table below.

Table 7. Goodness of Fit Index for the Full Model

<i>Goodness of Fit Indeks</i>	criteria	Result	Model Evaluation
AGFI	≥ 0.90	0.7	Marginal Fit
GFI	≥ 0.90	0.7	Marginal Fit
NFI	≥ 0.90	0.7	Marginal Fit
CFI	≥ 0.90	0.8	Good Fit
RMSEA	≤ 0.70	0.8	Good Fit
Chi-Square	< 124.6	33	Good Fit
Probability	> 0.05	0.8	Good Fit

It can be seen that the feasibility test value of the full model has met the goodness of fit criteria test standard such as AGFI has a value of 0.701 (marginal fit), GFI has a value of 0.765 (Marginal fit), NFI has a value of 0.833 (Marginal fit), CFI has a value of 0.875 (Marginal Fit), and the RMSEA value is 0.019 < 0.70 (Good Fit), Chi square and Probability good fit. Of all the tests carried out have met the criteria. So it is concluded that all tests are declared to have a good or fit model.

SEM testing

By obtaining the right model, parameter testing is carried out as hypothesized can be interpreted. The suitability test and static test were carried out to obtain an analysis of the results of data processing at the SEM full model stage. Based on the research results it can be concluded as follows:

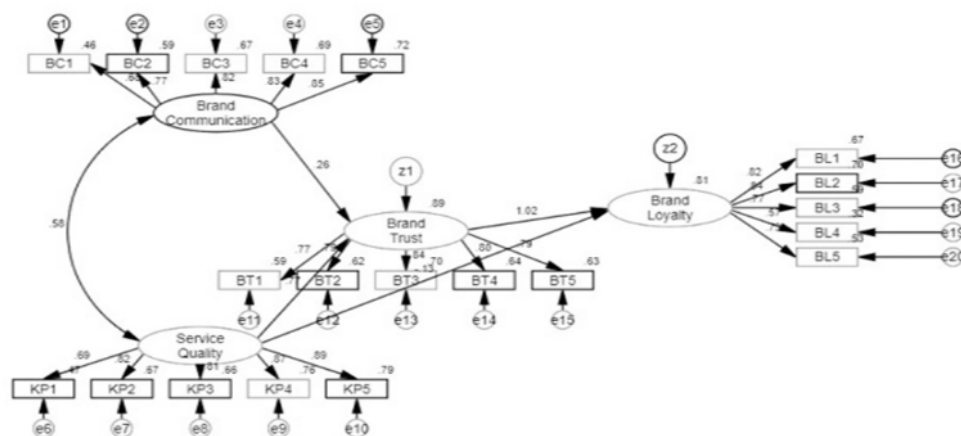


Figure 2. Hypothesis test results

Hypothesis testing

This hypothesis testing is used to determine how the results of testing the proposed research hypothesis. SEM analysis was chosen to be the basis for data processing for testing this hypothesis. SEM analysis performs hypothesis testing by analyzing the regression value. Analyzing the C.R (Critical Ratio) value and P (Probability) value on the results of the Regression Weights data processing then making comparisons with the predetermined statistical value limits is part of testing this hypothesis where the value of $CR \geq 2.00$, and the value of $P \leq 0.05$. If the results obtained exceed the predetermined value, it can be concluded that the research hypothesis is acceptable.

Brand communication has a positive effect on brand trust.

Hypothesis 1 says that brand communication affects brand trust. The C.R value obtained from data processing for the influence of brand communication variables on brand trust is 4,652 with a P value of 0,000. As a result, it was obtained a test value of ≥ 2.00 for CR and ≤ 0.05 for the P value, which fulfilled the requirements. So, it can be concluded that hypothesis 1 is accepted. "

According to (Bambang, Lubis, & Darsono, 2017) brand loyalty is very important for companies because it can influence consumer purchasing decisions to buy the same product. When brand loyalty occurs, customers don't have to think over and over again to keep buying the same product. Garuda Indonesia improves services to develop customer loyalty by increasing brand service, value, good image, convenience and ease of purchase. To build long-term relationships between brands and customers, brands must be able to give customers free speech and participation in their actions. (Shanahan & Tran, 2019).

This research is in line with research conducted by Toha (2016) that brand communication has a positive influence on brand trust. This means that better brand communication will increase brand trust.

Service quality has a positive effect on brand trust

Hypothesis 2 states that service quality has an influence on brand trust. The C.R value obtained from data processing for the influence of service quality variables on brand trust is 11,492 with a P value of 0,000. As a result, it was obtained a test value of ≥ 2.00 for CR and ≤ 0.05 for the P value, which fulfilled the requirements. So, it can be concluded that hypothesis 2 is accepted. " "Service quality is an important item in building brand trust and is defined as a decision that results from an estimation process where customers differentiate between the services they provide and the services they feel (Ahmed 2014). Lertwannawit and Gulid (2011) describe service quality research during the early 1980s concluding that service quality is closely related to the trust and commitment that service providers promise to provide to consumers, which has a direct impact on the image of the organization.

This study supports research conducted by Muttaqien et al. (2017) that service quality has an influence on brand trust. Service quality is one of the determinants of the level of customer trust in a brand. The better the

quality of service provided by the company to its customers, the higher the level of customer trust in the company will be. Customers, who feel cared for, responded to by all their needs and feel safe and comfortable while using the services of the company, then these customers must have really believed in the company.

Brand trust has a positive effect on brand loyalty

Hypothesis 3 says that brand trust has an influence on brand loyalty. The C.R value obtained from data processing for the influence of brand trust variables on brand loyalty is 5,135 with a P value of 0,000. As a result, it was obtained a test value of ≥ 2.00 for CR and ≤ 0.05 for the P value, which fulfilled the requirements. So, it can be concluded that hypothesis 3 is accepted. Customer trust in a brand creates confidence that the other party can be trusted and will lead to honest, strong and useful cooperation. Reliable brands focus on customer needs provided through services or products. Brand trust goes beyond the level of consumer satisfaction with functional performance and this makes the customer loyal to a brand. (Etemadifard, Kafashpoor, & Zendehdel, The Effect of Brand Communication and Service Quality in the Creation of Brand Loyalty through Brand Trust (Case Study: Samsung's Representatives Company in Mashhad City), 2016).

This research is in line with research conducted by Muttaqien (2017) which shows that brand trust has an influence on brand loyalty. The relationship between these two variables is strengthened by a statement (Chinomona, 2016) in his research which states that the higher the levels of customer trust in the brand, the higher customer loyalty to an expected brand. Furthermore (Veloutsou, 2015) said in his research that trust has been recognized as an important influence in shaping customer commitment that leads to loyalty..

Service quality has a negative effect on brand loyalty

Hypothesis 4 states that service quality has no effect on brand loyalty. The C.R value obtained from data processing for the effect of service quality variables on brand loyalty is - 0.723 with a P value of 0.470. As a result, the test value is ≥ 2.00 for CR and ≤ 0.05 for P value, where it does not meet the requirements. So, it can be concluded that hypothesis 4 is rejected.

Service Quality is one of the most important factors to create customer satisfaction and to foster customer loyalty to a brand. The better the service quality is obtained, the customer will feel happy and satisfied. Brand loyalty is very important for a brand because it allows them to charge premiums while reaching new customers through their loyal customers. Research conducted by Muttaqien et al (2017) states that service quality has no effect on brand loyalty. Customer trust must of course be maintained by the company by improving service quality. The more the level of customer trust in a company grows; the customers will be loyal to the company by making repeated purchases or recommending products / services to others (Etemadifard et al, 2013)

5. Conclusion and Suggestions

Conclusion

The results of the research and analysis that has been carried out will be concluded based on the following research hypotheses:

1. Hypothesis 1 says that brand communication affects brand trust. The C.R value obtained from data processing for the influence of brand communication variables on brand trust is 4,652 with a P value of 0,000. "
2. Hypothesis 2 states that service quality has an influence on brand trust. The C.R value obtained from data processing for the influence of service quality variables on brand trust is 11,492 with a P value of 0,000. "
3. Hypothesis 3 states that brand trust has an influence on brand loyalty. The C.R value obtained from data processing for the influence of brand trust variables on brand loyalty is 5,135 with a P value of 0,000. "
4. Hypothesis 4 states that service quality has no effect on brand loyalty. The C.R value obtained from data processing for the effect of service quality variables on brand loyalty is -0.723 with a P value of 0.470.

Limitation and Suggestion

Based on the research that has been done, it has limitations in this study. First, the research was only conducted on the Garuda Indonesia airline. Both of the studies only use variables that affect brand loyalty and brand trust, namely brand communication and service quality.

Based on the limitations that have been described suggestions for future research, namely:

1. For future research, you can conduct research with Lion Air, Batik Air, or Sriwijaya Air. Mascapi has

- modern and innovative potential in this e¹
2. Research variables can add other factors that affect brand loyalty and brand trust.

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