

The Effect of Service Quality and Electronic Word of Mouth (E-WOM) Towards the Loyalty Through Brand Image (The Study on the Customers of Sriwijaya Air in Indonesia)

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Abstract

Loyalty is the customers' commitment to deeply endure to subscribe back or re-buy the chosen product or service consistently in the future, although the influence of situation and the marketing efforts have potency to cause shifts on the behavior. The purpose of this research is to know: (1) description of the quality of service, E-WOM, brand image, and loyalty of Sriwijaya Air Customers in Indonesia, (2) the effect of quality of service, E-WOM towards the brand image, (3) the effect of brand image towards the loyalty of Sriwijaya Air in Indonesia, (4) direct and indirect effect of quality of service, E-WOM towards the customers' loyalty through the brand image of Sriwijaya Air in Indonesia. The data were analyzed through descriptive analysis and path analysis with samples in the amount of 385 respondents. The research instruments were questionnaires. The research results show that (a) the quality of service and E-WOM have positive and significant effect towards the brand image, (b) the brand image has positive and significant effect towards the loyalty of Sriwijaya Airline in Indonesia, (4) the quality of service and E-WOM have positively and significantly direct and indirect effect towards customers' loyalty through the brand image of Sriwijaya Air in Indonesia.

Keywords: Sriwijaya Air Indonesia, The Quality of Service, Electronic Word of Mouth, Customers' Loyalty

DOI: 10.7176/EJBM/11-12-11

Publication date: April 30th 2019

1. Introduction

Along with rapid times development, transportations in Indonesia is extremely needed by the society. One of them is air transportation. The competition of flight service in Indonesia is getting more competitive day by day since the government enforces open sky policy in 2001, by giving the opportunities for foreign airlines to take part in Indonesia. Therefore, the airline must be able to attract and maintain its user by giving the best quality of service. The quality of service is the measurement of how well is the level of service given can meet the expectation of the users (Tjiptono, 2012). The quality of service refers to the service which is offered by one party to another party and not related to physical products; intangible services (Lovelock, 2007). The brand image appears based on the experience and quality of service felt by the consumers, because it is the perception of the customers about the quality of service proven having the effect on the brand image (Wu, 2011), (Soltani, 2016).

The brand image is the reflection hold in the mind of customers and basically it emerges in their mind when a brand is placed forward (Saleem, 2012). Image cannot be created like a product or service. It goes through the process of maintaining and improving the quality of service for the service users (Saktiani, 2015). Image can also be obtained, one of which is through Electronic Word of Mouth, because it is the most favorite source of information (Zhu and Zhang, 2010). The consumers consider the description or comments and consumers will use them to create perception of the brand (Dulger, 2014). E-WOM has been a permanent element of online marketing and has great contribution on the brand image (Bambauer, 2011). This is also supported by the research by Sufya (2015) who states that the potency of E-WOM can affect the perception of the recipient about the product or service they consumed, until it will have effect on its image.

Electronic Word of Mouth (E-WOM) is all informal communication intended to the customers through internet technology which relates to certain characteristics of the goods and service offered by the seller (Goldsmith, 2008). The more frequent and positive E-WOM done by the customers, it shows the bigger the level of satisfaction and loyalty of the customers, because E-WOM has effect on the satisfaction and loyalty of the customers (Setiawan, et. al., 2014).

Beside E-WOM without going through the image, the quality of service also has direct effect towards the loyalty (Mardalis, 2005). The brand image has positive action in creating the loyalty of the customers (Alhaddad, 2015). Beside that, the research by Shivashankar and Sulibhavi (2017) states that the brand image can create satisfaction and loyalty of the customers. Loyalty is used as the inhibition of the customers so they do not shift to other brands (Bondesson, 2012). The loyalty tells how the psychology of customers work in suggesting the brand to other people and tend to buy the product again (Dust, 2013). Therefore, customers' loyalty is important for the success of the company, because it has huge contribution towards sustainable profit growth (Titko and Lace, 2010). One of airlines existed in Indonesia which tries to give the best quality of service for its passengers in order to

make them have loyalty until it will contribute to sustainable profit growth is Sriwijaya Air. Sriwijaya Air is chosen because by implementing medium service and having the first category of security standard (number 1) (review by Wikipedia Indonesia), in fact Sriwijaya Air only get a little improvement on the number of passengers each year and still cannot become the airline with the biggest number of passengers in Indonesia and only at fourth position with the improvement of passengers not more than 1 million (Directorate General of Air Transportation, 2015-2017). Based on the background above, then there are four purposes of this research, they are to know:

- 1) description of the quality of service, E-WOM, the brand image, and customers' loyalty of Sriwijaya Arline in Indonesia,
- 2) the effect of quality of service, E-WOM toward the brand image.
- 3) the effect of brand image towards the loyalty of Sriwijaya Airline in Indonesia.
- 4) the direct effect and idirect effect of quality of service, E-WOM towards the loyalty of customers through the brand image of Sriwijaya Air in Indonesia.

2. Research Method

The research method used qualitative approach with descriptive and explanative research types. The quantitative research method is a method to examine certain theories by checking the relation between variables (Creswell, 2013). Decriptive analysis contains of response topic related to descriptive given by respondents according to the questionnaire. The explanatory nature of this study is used to explain the magnitude of the direct influence of Service Quality (X_1) and *Electronic Word of Mouth* (X_2) through Brand Image (Z) and explain the direct and indirect effects of Service Quality (X_1) and *Electronic Word of Mouth* (X_2) about Customers Loyalty (Y). The design of tis research can be seen in Picture 2.1 as follows.

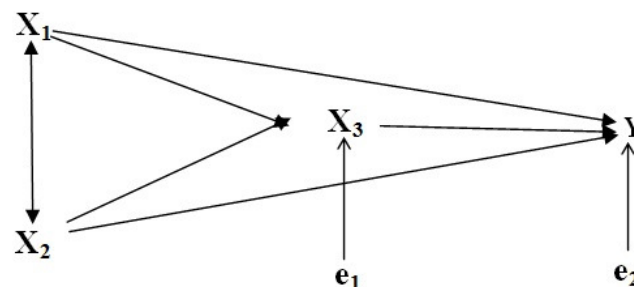


Figure 1. Research Design

Figure 2.1 shows the conceptual framework that has been developed by intergrating to the variables of this research. To equalize the perspectives between researcher and readers in seeing this research result, it needs some provisions as follows:

- a. Service Quality
The Service Quality is the results that are compared that have been made by customers between their hope and perceptions about the service to be given by the way it has been received (Caruana, 2002). The dimensions of service quality are tangible (*berwujud*), emphaty (*empati*), responsiveness (*daya tanggap*), reliability (*kehandalan*), assurance (*kepastian*) (Chen dan Liu, 2017).
- b. Electronic Word of Mouth is both positive or negative statements about a product or company made by potential customers, the customers or ex-customers nowadays, which are avaliable for many people and institutions through internet (Sandes, 2013). The indicators of *Electronic Word of Mouth* are *intensity*, *valence of opinion*, *content* (Goyette, 2010).
- c. Brand image is the overall impression in consumers' mind that all sources are formed (Upamannyu dan Sankpal, 2014). The indicators of brand image are the excellence of brand associations on the strength of brand associations and the uniqueness of brand associations (Keller, 2013).
- d. Customer loyalty is the customer intention to make a purchase in the future, not to move to another service provider or brand, and to provide positive information to others (Unidha, 2017). The indicators of customer loyalty in this research is to repurchase, not buy between service lines, recommendations to others and cannot be influenced by competitors (Griffin, 2005).

2.1 Population and Sample

The population in this research are all of Sriwijaya Air airline in Indonesia with unlimited number. The sampling technique in this research uses purposive sampling, where the researcher determines sampling by setting specific characteristics that are suitable with the research objectives. The research sample was 385 respondents.

2.2 Data analysis technique

The data collected was then analyzed descriptively and inferentially by using statistical programs *SPSS 22 for*

Windows. The descriptive analysis is used for analyzing the variable descriptive of Service Quality. (X_1), *Electronic Word of Mouth* (X_2), Brand Image (X_3), Customer Loyalty (Y). Further inferential statistical calculations to find out the magnitude of correlation and regression to answer the hypothesis of the research.

2.3 Result

2.3.1 Descriptive Analysis Result

a. Service Quality Variable (X_1)

Based on table 2.3.1 the following variables of service quality are obtained by the average answers of respondents 3.61. Based on class intervals, it is included in the category $3,40 \geq PQ \leq 4,20$, meaning that respondents rate "Agree" with the aspect related to Service Quality.

Table 1 Answers Frequency Distribution of Service Quality Variables (X_1)

Var	Question Item	Mean
X _{1.1}	Interesting plane exterior and interior arrangement	3,70
X _{1.2}	The cabin and sitting room feel comfortable	3,47
X _{1.3}	Interesting and new audio and video systems	3,48
X _{1.4}	Crews are initiative to help passengers	3,38
X _{1.5}	Crews try to fulfill passenger needs	3,54
X _{1.6}	Crews have friendly and commendable service attitudes	3,61
X _{1.7}	The flight is consistent and on time	3,15
X _{1.8}	Provision of guaranteed and safe services	3,86
X _{1.9}	Overall flight quality can be trusted	3,83
X _{1.10}	Customer complaints and problems are resolved correctly	3,62
X _{1.11}	Ability to be responsive with passenger needs	3,61
X _{1.12}	Patiently hear customer complaints	3,61
X _{1.13}	Show professional service skills	3,65
X _{1.14}	Crews have communication skill	3,80
X _{1.15}	Provide healthy and delicious food and drinks	3,86
	Average	3,61

(Source: Data processed by Researchers 2019)

b. *Electronic Word of Mouth* Variable (X_2)

Based on table 2.3.2 the following variables of service quality obtained by the average answers of respondents 3.42. Based on the interval class, it is included in the category of $3,40 \geq PQ \leq 4,20$, meaning that the respondent rate "Agree" with aspects related to *Electronic Word of Mouth*.

Table 2 Answers Frequency Distribution of *Electronic Word of Mouth* Variables (X_2)

Var	Question Item	Mean
X _{2.1}	Frequency of accessing information in internet	3,60
X _{2.2}	Frequency of interaction with airline users	3,62
X _{2.3}	The number of reviews written on the internet	3,47
X _{2.4}	Information about the price	3,41
X _{2.5}	Information about the security	3,22
X _{2.6}	Information about the safety	3,56
X _{2.7}	Information about the punctuality	3,15
X _{2.8}	Positive comments about airlines on the internet	3,41
X _{2.9}	Recommendations from users on the internet	3,29
X _{2.10}	Feeling worried if you don't read reviews on the internet	3,32
X _{2.11}	Confident after reading the reviews of other consumers	3,50
	Average	3,42

(Source: Data processed by Researchers 2019)

c. Brand Image Variables (X_3)

Based on table 2.3.3, the service quality variables are obtained by the average answer of respondents 3.46. Based on the interval class, it is included in the category $3,40 \geq PQ \leq 4,20$, meaning that the respondents rate "Agree" with aspects related to Brand Image.

Tabel 3 Answers Frequency Distributions Brand Image Variables (X_3)

Var	Question Item	Mean
X _{3.1}	The newest generation of planes that are different from other airlines	3,40
X _{3.2}	The price offered is able to compete with other airlines	3,44
X _{3.3}	Many flight routes	3,21
X _{3.4}	Distribution Network that easily found	3,58
X _{3.5}	The desire to get good service	3,60
X _{3.6}	Desire to get safety	3,58
X _{3.7}	Desire to get security	3,54
X _{3.8}	Desire to get easiness in payment	3,53
X _{3.9}	Able to direct consumer perceptions through interesting advertisements	3,38
X _{3.10}	Sriwijaya Air is able to prove the message advertised	3,24
X _{3.11}	The planes have unique symbol	3,49
	Average	3,46

(Source: Data processed by Researchers 2019)

d. Customer Loyalty Variables (Y)

Based on table 2.3.4, the following variables of service quality are obtained by the average answers of respondents 3.74. Based on the interval class, it is included in the category of $3.40 \geq PQ \leq 4.20$, meaning that the respondent rate "Agree" with aspects related to Customer Loyalty.

Table 4 Answers Frequency Distribution Customer Loyalty Variables (Y)

Var	Question Item	Mean
Y _{1.1}	Consumers use the airline continuously	3,78
Y _{1.2}	Customers do not purchase products outside the Sriwijaya Air flight services	3,71
Y _{1.3}	Customers recommend to others	3,77
Y _{1.4}	Not influenced by other airlines	3,69
	Average	3,74

(Source: Data processed by Researchers 2019)

2.3.2 Inferential Analysis Results

The following alternative hypothesis is proposed to identify the influence between variables as follows.

H1: Service quality gives positive and significant effects on brand image.

H2: *E-WOM* gives positive and significant effects on brand image.

H3: Service quality gives positive and significant direct effect on loyalty.

H4: *E-WOM* gives direct positive and significant effects on loyalty.

H5: Brand image gives positive and significant effects on loyalty.

H6: Service quality gives indirect positive and significant effects on loyalty through brand image.

H7: *E-WOM* gives indirect positive and significant effects on loyalty through brand image.

The path analysis is used to test the hypothesis in this research. The hypothesis testing is conducted by testing the path coefficients of each variable. The results of the path analysis in this research are summarized in table 5.

Table 5 The Result of Path Analysis

Model	Beta	t	R Square	Sig.
Quality of Service (X_1) Brand Image (X_3)	0,390	4,521	0,184	0,000
<i>E-WOM</i> (X_2) Brand Image (X_3)	0,221	6,222	0,184	0,000
Quality of Service (X_1) Customers' Loyalty (Y)	0,329	7,362	0,355	0,000
<i>E-WOM</i> (X_2) Customers' Loyalty (Y)	0,185	4,055	0,355	0,000
Brand Image (X_3) Customers' Loyalty (Y)	0,277	6,080	0,355	0,000

(Source: Data managed by researchers in 2019)

1. Hypothesis Test 1

Hypothesis 1 states that service quality has a positive and significant effect on brand of image. This can be seen in Table 5 with 0.390 path coefficient value and $p = 0.000$ ($p < 0.05$) means significant. In conclusion, service quality with significant positive effect of brand image in hypothesis 1 is accepted.

2. Hypothesis Test 2

Hypothesis 2 states that *E-WOM* has positive and significant effect on the image of the brand. This can be seen

in Table 5 with path coefficient value of 0.221 with $p = 0,000$ ($p < 0.05$) which is significant. In conclusion, positive and significant effect on brand image E-WOM in hypothesis 2 is accepted.

3. Hypothesis Test 3

Hypothesis 3 states that service quality has a positive and significant effect on fidelity. This can be seen in Table 5 with path coefficient value of 0.329 with $p = 0,000$ ($p < 0.05$), which is significant. In conclusion, service quality positive and significant effect of fidelity in hypothesis 3 is accepted.

4. Hypothesis Test 4

Hypothesis 4 states that E-WOM has a positive and significant effect on fidelity. This can be seen in Table 5 with path coefficient value of 0.185 with $p = 0,000$ ($p < 0.05$), which is significant. In conclusion, E-WOM which has a positive and significant effect of fidelity in hypothesis 4 is accepted.

5. Hypothesis Test 5

Hypothesis 5 states that brand image has a positive and significant effect on fidelity. This can be seen in Table 5 with path coefficient value of 0.277 with $p = 0,000$ ($p < 0.05$) which is significant. In conclusion, brand image has a positive and significant effect of fidelity in hypothesis 5 is accepted.

Direct and Indirect Effects

The results of hypothesis 6 and 7 which show the influence of each variable both direct and indirect effects are shown in Figure 2.2 below.

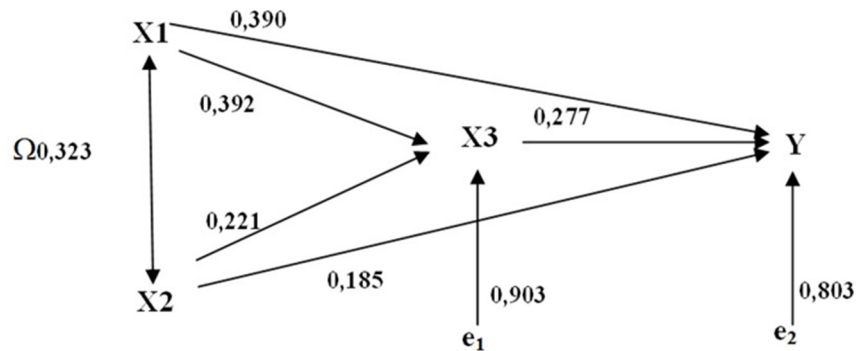


Figure 2.2 Analysis Results Model
 Table 6 Result of Hypothesis Calculation 6 and 7

	Direct Effect	Indirect Effect	Total Influence
$(\rho_{X_3 X_1})^2$	0,152		0,152
$(\rho_{X_3 X_2})^2$	0,048		0,048
$(\rho_{Y X_3})^2$	0,077		0,077
PYX ₁ Indirect Effect (through X ₃) Direct and Indirect Effect	0,329	0,108	0,437
PYX ₂ Indirect Effect (through X ₃) Direct and Indirect Effect	0,185	0,061	0,246

(Source: Data managed by researchers in 2019)

Based on table 2.3.7 above shows that direct effect of path coefficient test in service quality variables (X₁) has a positive and significant effect on brand image (X₃) 15.2%, while the direct effect of Electronic Word of Mouth (X₂) towards brand image (X₃) 4.8% and the effect of brand image (X₃) on customer fidelity (Y) 7.7%.

The direct effect of path coefficient test between service quality variables on customer fidelity (Y), named the service quality variable (X₁) has a positive and significant effect on customer fidelity (Y) 32.9%. On the other hand, the indirect effect of path coefficient test on service quality variables on customer fidelity (Y) through brand image (X₃) is 10.8%. This shows that indirect effects are less than direct effects.

The direct effect of path coefficient test on the Electronic Word of Mouth (X₂) variable has a positive and significant effect to customer fidelity up to 18.5%. Otherwise, the indirect effect of path coefficient test on the Electronic Word of Mouth (X₂) variable to customer fidelity (Y) through brand image (X₃) is 6.1%. This shows that indirect effects are less than direct effects.

As completion, the brand image (X₃) as an intervening variable in this study weakens the indirect effect between service quality variables (X₁) on fidelity (Y) and weakens the indirect effect between word of mouth (X₂) electronic variables on fidelity (Y).

Table 7 Result of Direct and Indirect Effects of Service Quality , Electronic Word of Mouth, Brand Image and Customer Fidelity

Variables	Direct Effect	Indirect Effect			Subtotal	Total	Percentage (%)
		X ₁	X ₂	X ₃			
X ₁	0,152		0,006	0,029	0,035	0,187	18,7
X ₂	0,048	0,006		0,019	0,025	0,073	7,3
X ₃	0,076	0,029	0,019		0,048	0,124	12,4
Total	0,276	0,035	0,025	0,048	0,108	0,384	38,4

(Source: Data managed by researchers 2019)

Partially, the result of path analysis data in Table 2.3.8 above shows the direct effect of service quality (X₁) on customer fidelity (Y) is 0.152 (15.2%) and the indirect effect of service quality (X₁) on customer fidelity (Y) through brand image (X₃) and Electronic Word of Mouth (X₂) is 0.035 (3.5%). These mean that the sub effect of total service quality on customer fidelity is 0.187 (18.7%), and the variable customer fidelity can be explained by the variable service quality which has 18.7% in total.

The direct effect of Electronic Word of Mouth (X₂) on customer fidelity (Y) is 0.048 (4.8%) and indirect effect of brand image (X₃) on customer fidelity (Y) through service quality (X₁) and brand image (X₃) is 0.025 (2.5%). These mean that the effect of sub total Electronic Word of Mouth on customer fidelity is 0.073 (7.3%), and the variable customer fidelity can be explained by the Electronic Word of Mouth variable up to 7.3%.

The direct effect of brand image (X₃) on customer fidelity (Y) is 0.076 (7.6%) and the indirect effect of brand image on customer fidelity (Y) through service quality (X₁) and Electronic Word of Mouth is 0.048 (4, 8%) means that customer fidelity variables can be explained by the brand image variable with its number 12.4%.

The cumulative effect of service quality variables (X₁), Electronic Word of Mouth (X₂) and brand image (X₃) on customer fidelity (Y) is 38.4% and the effect of other variables beside three variables is 0.616 (61, 6%). It indicates there are other variables effect customer fidelity beside service quality variables, Electronic Word of Mouth and brand image that need further study.

3. Discussion

3.1 Description of Service Quality, Electronic Word of Mouth, Brand Image and Customer Fidelity of Sriwijaya Air Airlines in Indonesia.

Based on the explanation of descriptive analysis in section 2.1 above, the variable service quality is 3.61 collected from respondent's answer in average, makes Service Quality variable categorized as the high one. The Electronic Word of Mouth and Brand Image variables also in high category with 3.42 and 3.46 average' respondent answer . The same goes to variable Customer Fidelity which is obtained 3.74 (high category).

3.2 Effect of Service Quality on the Sriwijaya Air Brand Image

Based on the findings in section 2.2 above, it shows that there is a significant and positive effect on service quality on brand image. In case Sriwijaya Air airline can provide good quality service, it will create great brand image among customers. This means that the higher service quality provided, the better brand image will be in customers view. Customers will evaluate services received, and will shape their perception about service quality. (Heryanto et al., 2016). In other words, customers have perceptions of service quality at performance evaluations at various levels and combine these evaluations to determine overall service quality. (Sidharta et al. 2016). Perception is expected to branding the image (Juhana et al. 2015).

Based on the discussion above, we can conclude that service quality has a positive and significant effect on brand image. This was supported by Malik and Nasir (2011) in Pakistan who have statement about the service quality had a positive and significant effect to hotel brand image. Compared with the study of Malik and Nasir's (2011) which using regression analysis while the writer of this study was using path analysis techniques, focus on aviation services and conducted in Indonesia .

Besides, the finding was also supported by Wu's study, et al. (2011) at a shop in Taiwan that their service quality has an effect on brand image and purchase intention. Through the finding, the writer does not see the effect of service quality on purchase intention but customer fidelity. Moreover, this study uses path analysis while Wu, et al. (2011) uses SEM analysis techniques . In conclusion, both of these studies have different study fields, different countries, different analytical techniques while both study have similar result that service quality has an effect on brand image.

3.3 Electronic Word of Mouth Direct Effect on Brand Image

Based on the findings in section 2.2 above, it shows that Electronic Word of Mouth has a positive and significant effect on brand image. Customers who did Electronic Word of Mouth means they share information about their experiences using a product or service and spread advice about products and brands using social networking platforms and costumer review sites (Xia and Bechwati, 2008), which being consideration as pre-purchase

information (Koo, 2012), and can shape consumer attitudes (Jalilvand et al., 2012), so that it can influence the brand image perception of a product or service (Lee et al., 2009).

In conclusion, Electronic Word of Mouth can influence the brand image. This statement supported by the study of El-Baz and Elseidi (2016) in Egypt which using AMOS in SEM analysis techniques with their result is a positive and significant influence of image brand. The differences of both studies are the writer was conducted the study using path analysis with the respondents are all professions in Indonesia while the study of El-Baz and Elseidi (2016) was conducted in undergraduate students of an Egypt campus .

In addition, the result of this study is also supported by the study of Kala and Chaubey (2018) about lifestyle products in India and their finding states there is an effect of Electronic Word of Mouth on brand image and purchase intention. The differences of both studies that the writer and Kala and Chaubey (2018) conducted are the writer's study examines one of the aviation services in Indonesia and the brand image is an intervening variable, while Kala and Chaubey's study (2018) have brand image as a moderating variable.

3.4 Direct Effects of Service Quality on Customer Loyalty

Based on the findings in section 2.2 above, it can be seen that the service quality variable has a positive and significant direct effect on customer loyalty. This means that one which creates customer loyalty is service quality. If companies spend money to obtain new customers, then the company can also spend money to improve the quality of their products and services continuously (Griffin, 2005). In the end, improving the quality of products and services can affect customer loyalty. Bei and Chiao (2001) found evidence that service quality is the basis for motivating the realization of consumer loyalty.

This is in line with the research of Chen and Liu (2017) in Taiwan, whose results show that service quality has a significant effect on customer loyalty. The renewal of this study is that this study consists of 4 variables, namely service quality, Electronic Word of Mouth, brand image and customer loyalty, while the research done by Chen and Liu (2017) only examines service quality and customer loyalty. This result is also supported by Mansori et al. (2014) in private education institutions in Malaysia, the results of which also show the quality of service affects student loyalty. The renewal of this research is that this research was conducted on aviation services, while the research by Mansori et al. (2014) was conducted at educational institutions.

3.5 Direct Effects of Electronic Word of Mouth (E-WOM) on Customer Loyalty

Based on the findings in section 2.2 above, it can be explained that Electronic Word of Mouth has a positive and significant direct effect on customer loyalty. According to Chatterjee (2011), there are two implications of Electronic Word of Mouth, first is customers can find first hand information and make decisions based on it; Second, the company's brand can develop successfully with the help of information provided by customers through their search by using internet, so that customers will be loyal to the brand.

The explanation above means that the more often people do Electronic Word of Mouth, it can affect their loyalty. This was supported by Yoo et al. (2012) whose results show that E-WOM has a positive and significant impact on loyalty. Furthermore, it is also supported by the research of Khan and Hashmi (2016) whose results show that interactive E-WOM has an effect on customer loyalty. The renewal of this study is that this research was conducted in Indonesia using path analysis with the SPSS assistance, while the study used SEM analysis techniques with the AMOS assistance.

3.6 Direct Effects of Brand Image on Customer Loyalty

Based on the findings in section 2.2 above, it shows that the brand image has a direct positive and significant effect on customer loyalty. So the better the brand image in the customer's mind, the higher the customer loyalty. That is because a company is viewed through a brand image, both positive and negative images. Positive images can play a very important role in building a brand (Mao, 2010). Brand image has positive actions in building customer trust and loyalty (Alhaddad, 2015). By having loyal customers, the company will get the benefits since they will be willing to buy more often, spend more money on products and services, recommend products and services to others and sincerely advise others to buy the company's products. Loyalty is the result of brand image (Juntunen et al, 2011). Loyalty is used as a barrier to switching brands and this repetitive action can be based on inertia that results customers will not switching to another brand. (Bondesson (2012).

This means that if the brand image is good in the minds of costumers, it will make costumers become loyal. This is supported by the research of Shivashankar and Sulibhavai (2017) in Karnata, which shows that there is a positive linear relationship between brand image and customer loyalty, there is an effect of mediating satisfaction on the relationship between brand image and customer loyalty. Supported also by Bondesson (2012) research whose results also show that brand image influences loyalty. The renewal of this study compared to previous research, that is, brand image directly affects customer loyalty and acts as an intervening variable, not as a mediating variable.

3.7 Effect of Service Quality on Customer Loyalty through Brand Image

Based on the findings above, it shows that service quality has a positive and significant effect on loyalty through brand image. By providing good quality services and meeting consumer expectations, it creates a positive brand image in the minds of consumers, so that the brand can be more trusted and able to increase customer loyalty (Yudhya, 2017). The same thing was expressed by Chao (2015) based on research conducted in the karaoke industry in Taiwan which shows that service quality and brand image are very closely related in forming customer loyalty. Similar results were obtained in a study conducted by Hashmi (2014) in the electronics industry in Pakistan, which shows that service quality and brand image positively affected customer loyalty. Malik (2011) states in his research in the field of hospitality in Pakistan that service quality that meets consumer expectations will create such a positive brand image to further increase of consumer loyalty. From some of the results of the research that has been done explained above, it can be concluded that in general the quality of service brand image has a positive relationship in the form of consumer loyalty. The renewal of this research is carried out in Indonesia in the field of aviation services.

3.8 Effect of Electronic Word of Mouth (E-WOM) on Customer Loyalty through Brand Image

Based on the results of the analysis it is known that Electronic Word of Mouth has a positive and significant effect on loyalty through brand image. Latest online reviews of others related to discussions on the internet tend to be adopted by consumers, and can affect their perception of a brand or product and have an impact on that brand image (Charo et al. 2015). In addition, Bambauer (2011) also recommends that WOM communication online is an important element of online marketing strategies and enhancing brand image. The experimental study of Sandes (2013) in the Brazilian context reveals online reviews (both profitable and unfavorable) affecting brand image. Krishnamurthy and Kumar (2018) found that customers evaluate eWOM information more stringently and use additional time with eWOM to build brand hopes / image.

Customers will return to using a product or service again, if the brand image is good. This is supported by the research of Hsu (2013) which states that brand image affects customer loyalty. According to Sutisna (2001) positive image can be used as a means to build consumer loyalty, so it can be said that from E-WOM which is positive will create a positive image as well so that it can influence the customer loyalty. This is supported by the study of Isa, et al (2018) which states that E-WOM affects loyalty through brand image. So it can be concluded that different research fields, different countries, different analysis techniques, the results remain the same that Electronic Word of Mouth indirectly affects customer loyalty through brand image.

4. Conclusion

Based on the research objectives and the results of hypothesis testing, the conclusions from this study are as follows.

- a. Variables of Service Quality, Electronic Word of Mouth, Brand Image and loyalty get high category values as the average answer from respondents.
- b. Service quality, E-WOM affects brand image, so that if the quality of service is good then the brand image in the customer's mind will also be good, if Electronic Word of Mouth is good then it will also make the brand image good as well.
- c. Brand image affects loyalty, so that the better the brand image, the customer loyalty will also increased.
- d. Service quality, E-WOM has a direct and indirect effect on customer loyalty through the Sriwijaya Air brand image in Indonesia. So the better the level of service quality and the higher the Electronic Word of Mouth supported by a good brand image, the higher customer loyalty will be.

5. Suggestions

Based on the results of the research and conclusions, the suggestions that can be given by the researcher to several parties are as follows:

- a. The CEO of Sriwijaya Air Airlines that is Mr. Chandra Lie needs to consider improving the quality of his services, especially on indicators that are still not maximal, including the timeliness of the aircraft. To deal with this inconvenience, the airline Sriwijaya Air can provide several additional services in flight if there are delays in flight schedules that cannot be avoided, for example due to bad weather.
- b. It is expected that Sriwijaya Air can be better at maintaining a brand image and service quality that has been created, always innovating to give the best to their customers, so that customers will do Electronic Word of Mouth regarding positive opinions about Sriwijaya Air and will enhance positive brand image so that they become loyal.
- c. For the next researchers in the future it is recommended to examine more deeply and add variables other than service quality, Electronic Word of Mouth, brand image, because the influence of these three variables on customer loyalty is only 38.49%, while 61.6% is affected by other variables. Other variables are for example price, brand equity, trust, advertising creativity, satisfaction and so forth.

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