

# Analysis of Brand Equity towards the Decision of Air Transport Passenger Service Users at Lion Airlines

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## Abstract

Lion Air Airline is one of the airlines that comes with the low-cost carrier category and is able to attract the consumer's attention to make purchasing. Before doing the purchasing process, consumers will consider many brands, that finally, they will choose a very popular brand for various reasons. This study aims to determine the effect of each dimension of brand equity, such as brand awareness, perceived quality, brand association, and brand loyalty on purchasing decisions on Lion Air Airline with a sample of 100 respondents who have used Lion Air Airline. Sampling technique using non-probability sampling method with the type of accidental sampling. The data analysis method used is SEM (Structural Equation Modeling), multivariate analysis which is a combination of factor analysis and regression analysis. Analysis equipment in this study is using Smart PLS 3.0. The results of this study indicate that partially the dimensions of brand equity are brand awareness, brand association and brand loyalty have a positive and significant influence on purchasing decisions, while perceived quality doesn't have a positive and significant influence.

**Keywords:** Brand Equity, Purchase Decision, Lion Air

## I. Introduction

As the times progressed, the mobility of society was also getting more intense. People need a mode of transportation that is the safe, fast, comfortable, and affordable price. In the world of aviation, various airlines are required to adapt and compete competitively to provide the best service and create creativity, because every company has the same goal, namely how their products can be accepted by consumers through the war between brands.

Through its low-cost business strategy, Lion Air carries the slogan "We Make People Fly", which means Lion Air provides facilities that anyone can fly but must prioritize safety, security, and flight quality. The availability of an adequate fleet of aircraft and has served flight routes to remote parts of the country at a 'cheap' cost is one of the reasons why this airline is still in demand among the Indonesian people. This is certainly a target, especially for travelers who want to travel on a low budget. The existence of the potential for aircraft movements which tend to increase from year to year provides a very important role in the country's economic growth activities, especially in the tourism sector (Samosir, Kuntohadi, et al., 2020) [1].

The purchase decision is a complex aspect because it is influenced by several factors. One of the factors that consumers consider is the brand or brand. Lion Air is one of the LCC airline brands that dominate the market share, especially for domestic flights. But simply controlling market share is not enough because it must be balanced with building strong brand equity that will benefit the company in

the long run.

Complaints from passengers regarding poor service are no stranger to this airline. Lion Air airline delays almost often occur in every flight schedule, so the on-time performance of the flight will not be achieved and cause a string of delays in the next flight schedule. The following is a case that occurred with Lion Air (JT-130) in 2018 at Minangkabau International Airport, West Sumatra.

The occurrence of delays can be caused by several factors including bad weather, the airline or crew (starting from late refueling, sudden damage or maintenance, delayed crew schedule changes, aircraft cleaning, transportation or baggage problems), and air traffic that is congested. In other cases, the crash on the Lion Air airline makes people more careful in making purchasing decisions. The bad news that occurred in October 2018, the crash of the Lion Air airline caused 189 passengers to die in the waters of Karawang.

There are many reasons why Lion Air crashed. One of them is the inspection of aircraft technicians who are not optimal in carrying out the repairs mentioned in the article. According to the KNKT (National Transportation Safety Committee), the condition was exacerbated by the ignorance of the pilot and co-pilot responding to new features on the Boeing 737 Max 8 aircraft (human error).

Referring to the bad news, the image of Lion Air is decreasing, this indicates an influence on purchasing decisions for the Lion Air airline in 2019, as evidenced by the number of passengers who have decreased. Strong brand equity in the company provides value to consumers and can affect confidence in making purchasing decisions. Lion Air proves that its products are in demand based on Top Brand Award data. Top Brand Award is an award given to top brands.

**Table 1. 1 Top Brand Index (TBI) LCC Airlines 2018-2019**

Brand	Top Brand Index	
	Year 2018	Year 2019
Lion Air	27,2%	19,2%
Citilink	9,8%	13,1%
Air Asia	6,0%	4,8%

Source: [www.topbrand-award.com](http://www.topbrand-award.com)

From table 1.1 the airline Lion Air occupies the highest position consistently every year compared to the Citilink and Air Asia brands. Based on the BTI data in the table above, it shows that Lion Air is in the top of mind position according to the brand awareness pyramid, which means a position where someone immediately remembers a brand in their mind without being given any reminder assistance. This shows that the Lion Air brand is recognized and exists among the Indonesian people as a low-cost airline that can be reached by all people.

However, being a punctual airline is often difficult, with Lion Air, the airline that occupies the second-lowest position regarding the airline's punctuality performance in 2019 (June-October). On-Time Performance (OTP) is one of the performance appraisal indicators for airlines.

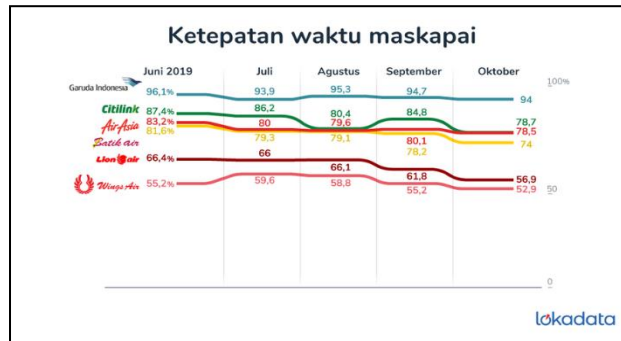


Figure 1. Airlines on time chart year 2019 (Juni-Oktober)

Sources: [www.lokadata.id](http://www.lokadata.id)

Based on data from the Official Airline Guide, shows that the level of on-time performance of Lion Air in June-October 2019 has decreased every month.

## II. Literatur Review

a. Marketing management is a planning process to get what you want to achieve by creating, offering, and exchanging valuable products related to the distribution of products or services starting from producers to consumers (Firmansyah, 2019) [2].

Marketing management is the art and science of trying to get the right target market, where it is intended to find and keep customers by creating, building, and maintaining superior value (Kotler & Keller, 2015) [3].

Marketing management is a business activity where these activities are formed to plan, determine and distribute prices, products, and ideas that will achieve the goal of meeting market needs (Tjiptono, 2011: 2) [4].

Based on the opinions of the experts above, it can be concluded that marketing management is a process that starts from recognizing customer needs, then developing a concept, to designing, establishing, and distributing a product that is carried out to grow customers and maintain a company/organization itself, and achieve a certain goal. The main purpose of the company to the customer is to make a profit.

### b. Brand

A brand is an element of a product that becomes an important position because a good brand places the company's position above competitors. Brands influence in adding value to a product so that brands give a special position to consumers' minds to become a "brand" not only seen based on the impression of its users (Samosir, Sijabat, et al., 2020) [5].

A brand is a unit that includes names, terms, images, logos, symbols, and designs that are used as the identity of an individual or company to distinguish a product (goods or service) from products produced by competitors. In addition to giving a name, a brand is a means to signal to the world that a product has been branded based on the achievements and track record of the organization (Maurya & Mishra, 2012) [6].

The brand is a sign of ownership and as a link between the customer and the product, which gives an impression so that it sticks in the mind of the customer. (Setiawan et al., 2020) [7] said that generally, brands are a differentiator between one product and another on the market, for that the brand must be designed properly to attract the attention of a customer (Maurya & Mishra, 2012) [8].

### **c. Brand Equity**

Brand equity is an intangible asset associated with psychological and financial value for the company, so the company must be able to create a brand in order to become a prestigious brand (Radansyah et al., 2021) [9].

Kotler & Gary (in Sudar, 2014) [10] state that brand equity is a positive comparison effect that consumers respond to based on consumer knowledge of the brand name of a product.

Aaker mentions (in Tjiptono, 2011) [11] that brand equity is a number of assets and liabilities (liabilities) related to brands, names, and symbols that can add or reduce the value given by a product to the company or the company's customers.

Based on the opinions of the experts above, it can be concluded that brand equity is an intangible asset, which consists of a series of assets as a consumer process in analyzing a brand, which is based on consumer knowledge obtained through various information or past experiences. So the company must be able to form strong brand equity, which can create its own value for consumers and companies.

### **d. Brand Awareness**

Brand awareness is the ability of prospective buyers to identify brands, which include certain names, logos, images, and slogans that companies use to promote their products. Thus, with brand awareness, consumers will recognize and even recall a brand from the product category they want to buy (Wajdi et al., 2020) [12]. According to (Kotler & Keller, 2015) [13] brand awareness is the ability of prospective buyers to identify a brand with different conditions according to the performance of consumer memory. According to (Malik et al., 2013) [14] brand awareness is a condition where consumers are likely to be familiar with the brand because of the availability and ease of reaching a product in the company's services.

Based on the opinions of the experts above, it can be concluded that brand awareness is the ability of consumers to remember and identify certain brands in different situations. This is also determined by how much motivation consumers have in identifying brands before making a purchase, the more information needed, the more time it takes to make a brand familiar, usually done in deciding

to buy durable products.

#### **e. Perceived Quality**

According to (Fadhilah, 2015) [15] states that perceived quality is another dimension of brand equity whose value is very important for consumers where positive perceived quality will have a direct impact on purchasing decisions that product quality is an important focus to achieve competitive advantage. (Suryani, 2013: 89) [16] consumers will directly or indirectly evaluate the goods or services they have consumed in their minds. Evaluation is carried out based on an overall assessment between what is experienced (reality) and what is expected (expectations), there are two main factors that serve as consumer guidelines, namely the service received and the service expected.

According to (Suryani, 2013) [17] perceived quality is defined as the customer's perception of the overall quality or superiority of a product in relation to what is expected by consumers.

Dodds mentions (in Ferrinadewi, 2011) [18] that perceived quality is the consumer's perception of product quality, whose judgment depends on whether the intrinsic and extrinsic elements can be felt and evaluated when they want to make a purchase.

#### **f. Brand Loyalty**

Ballester & Aleman (in Nissi & Budiono, 2019) [19] state that brand loyalty is a consumer response in showing satisfaction with a product based on the performance received from an item or service. According to (Kamilia & Djatmiko, 2018) [20] brand loyalty is a feeling created in the minds of customers to always return to using the same brand, this is a link between consumers and a product. According to (Sudar, 2014) [21] states that brand loyalty is a measure related between consumers and a product, where brand loyalty is the main idea in marketing related to sales opportunities that guarantee the company's own profit in the future.

Based on the opinions of the experts above, it can be concluded that brand loyalty is the attitude shown by consumers to continue to consume the same brand repeatedly from time to time because of the perceived satisfaction of the service of a product.

### **III. Method**

The data analysis technique is a method used to find data, systematically arrange data obtained from interviews, field notes, and documentation. Grouping the data into categories, describing it into several units, synthesizing it, compiling it into a pattern which will be chosen which is important and which will be studied, and making conclusions so that it is easily understood by oneself and others (Sugiyono, 2012) [22] ]. The data analysis technique used by the author in this study uses SEM (Structural Equation Modeling) or a structural equation model. SEM is a multivariate analysis technique that is a combination of factor analysis and regression analysis (correlation) which aims to examine the relationship between latent variables and other manifest variables, as well as the relationship between one latent variable and other latent variables (Latan, 2013) [23].

**IV. Discussion & Result**

Based on the data processing that has been done, the results can be used to answer the hypothesis in this study. Hypothesis testing in this study was carried out by looking at the path coefficient, t-statistics, and p-values. The research hypothesis can be declared accepted if the p-values <0.05. The following are the results of hypothesis testing obtained in this study through the inner model:

**Table of Research Hypothesis Testing**

Hypothesis	Impact	Original Sample(O)	T-Statistics	P-Values	Result
H1	KM (X <sub>1</sub> ) => KP (Y)	0.167	2.445	0.015	Accepted
H2	PK (X <sub>2</sub> ) => KP (Y)	- 0.056	0.519	0.604	Rejected
H3	AM (X <sub>3</sub> ) => KP (Y)	0.326	2.619	0.009	Accepted
H4	LM (X <sub>4</sub> ) => KP (Y)	0.525	5.710	0.000	Accepted

Source : Data Process, 2021

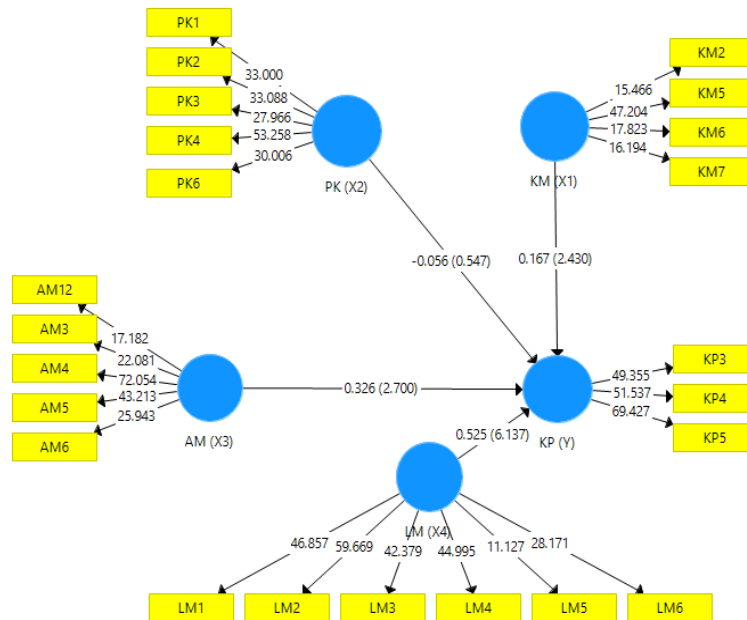
Tests in PLS are carried out statistically, each hypothesized relationship is carried out using simulation. In this case, the bootstrapping method is applied to the sample. Testing with bootstrapping is also intended to minimize the problem of abnormal research data. The results of the bootstrapping test from the PLS analysis are as follows:

Based on the data presented in table 4.26 above, it can be seen that of the four hypotheses proposed in this study, the X variable, namely brand awareness (X<sub>1</sub>) has a path coefficient value greater than 0 (0.167) and p-values less than 0.05 ( 0.015) and the value of t-statistics (2,445) is greater than the t-table which is 1.65. So it can be concluded that brand awareness (X<sub>1</sub>) is proven to be positive and significant towards purchasing decisions (Y), so it can be stated that the first hypothesis is accepted.

For perceived quality (X<sub>2</sub>), the path coefficient value is smaller than 0 (-0.056) and p-values greater than 0.05 (0.604) and the t-statistics value (0.519) is smaller than the t-table, namely 1.65. So it can be concluded that perceived quality (X<sub>2</sub>) has no positive and significant effect on purchasing decisions (Y) so it can be stated that the second hypothesis is rejected.

The brand association (X<sub>3</sub>) has a path coefficient value greater than 0 (0.326) and p-values smaller than 0.05 (0.009) and the t-statistics value (2.619) is greater than the t-table, namely 1.65. So it can be concluded that the brand association (X<sub>3</sub>) is proven to have a positive and significant effect on purchasing decisions (Y) so that it can be stated that the third hypothesis is accepted.

For brand loyalty (X4), the path coefficient value is greater than 0 (0.525) and p-values are smaller than 0.05 (0.000) and the t-statistics value (5.710) is greater than the t-table, namely 1.65. So it can be concluded that brand loyalty (X4) is proven to have a positive and significant effect on purchasing decisions (Y) so that it can be stated that the fourth hypothesis is accepted.



**Figure 2. Testing Model Result**  
Source: Data Process, 2021

### Researched Result

This section will explain the results of the research analysis. The purpose of this study was to determine the most influential factors in purchasing decisions at Lion Air. Given the previous literature, this study uses four items, namely brand awareness (KM), perceived quality (PK), brand association (AM), and brand loyalty (LM) to determine their effect on purchasing decisions (KP). A total of four hypotheses were developed and tested using the Structural Equation Modeling (SEM) method and assisted by the Smart PLS 3.0 software, the results of this study show the following:

#### a. Effect of Brand Awareness (X1) on Purchase Decision (Y)

Based on the results of the statistical test above, it was obtained that the X1 variable Brand Awareness had a Path Coefficient value > 0 of 0.167 and a T-Statistic value of > 1.65 which was 2.445 with the bootstrapping test, and had a P-Values < 0.05, which was 0.015. It can be concluded :

- 0.167 > 0, then from these results, H0 is rejected H1 is accepted.
- 2.445 > 1.65 and 0.015 < 0.05, so from these results H0 is rejected and H1 is accepted,

These results show that the Brand Awareness variable has a positive and significant influence on Purchase Decisions for Lion Air. This means that the Lion Air flight brand is still familiar and has become an interest and choice in the minds of the public as an airline in the low-cost carrier (LCC) category. This is in line with the fact that in making purchasing decisions, consumers will tend to buy a well-known brand because by buying a well-known brand, they feel safe, avoid various risks of use with the assumption that a known brand can be more reliable. The results that have been obtained statistically prove that this study supports previous research researched by (Wajdi et al., 2020) [24] that brand awareness has a significant and positive effect on purchasing decisions.

### **b. The Influence of Perceived Quality (X2) on Purchase Decisions (Y)**

Based on the results of the statistical test above, it is obtained that the X2 Quality Perception variable has a Path Coefficient < 0 value of -0.056 and a T-Statistics value < 1.65 which is 0.519 with bootstrapping test and has a P-Values > 0.05 which is 0.604. So it can be concluded that:

- $-0.056 < 0$ , then from these results  $H_0$  is accepted  $H_1$  is rejected.
- $0.519 < 1.65$  and  $0.604 > 0.05$ , so from these results  $H_0$  is accepted and  $H_1$  is rejected.

These results indicate that the Quality Perception variable does not have a positive and significant influence on purchasing decisions on Lion Air airline. This means that the perception of quality built-in evaluating the Lion Air airline does not affect consumers to make purchases on the Lion Air airline because there are other factors that consumers consider when they want to make a purchase. As stated (Durianto et al., 2014) [25] even though consumers have a positive perception of the Lion Air airline, it will not affect consumers in making decisions to buy Lion Air tickets. This result is contrary to previous research conducted by (Lie et al., 2016) [26] that perceived quality has a significant and positive contribution to purchasing decisions.

### **c. Effect of Brand Association (X3) on Purchase Decision (Y)**

Based on the results of the statistical test above, it is obtained for the X3 variable that the Brand Association has a Path Coefficient value > 0 of 0.326 and a T-Statistics value of > 1.65 which is 2.619 with the bootstrapping test, and has a P-Values < 0.05, which is 0.009. So it can be concluded that:

- $0.326 > 0$ , then from these results,  $H_0$  is rejected  $H_1$  is accepted.
- $2.619 > 1.65$  and  $0.009 < 0.05$ , then from these results  $H_0$  is rejected and  $H_1$  is accepted.

These results indicate that the Brand Association variable has a positive and significant influence on Purchase Decisions on Lion Air Airlines. This means that the advantages offered and the perceived experience of the Lion Air airline greatly affect customers when making purchasing decisions, especially for repeat purchases. In accordance with what is said (Durianto et al., 2014) [27] the impressions related to the brand will increase with the increasing number of consumer experiences in consuming a brand. This is supported by the results of research (Krypton, 2020) [28] which states that what are positive associations with a brand have an influence in determining purchasing decisions.



#### **d. The Effect of Brand Loyalty (X4) on Purchase Decisions (Y)**

Based on the results of the statistical test above, it is obtained that the X4 Brand Loyalty variable has a Path Coefficient value  $> 0$  of 0.525 and a T-Statistics value of  $> 1.65$  which is 5.710 with a bootstrapping test, and has a P-Values  $< 0.05$ , which is 0.000. So it can be concluded that:

- $0.525 > 0$ , then from these results,  $H_0$  is rejected  $H_1$  is accepted
- $5.710 > 1.65$  and  $0.000 < 0.05$ , then from these results  $H_0$  is rejected  $H_1$  is accepted.

These results indicate that the Brand Loyalty variable has a positive and significant influence on purchasing decisions on Lion Air airlines. This means that consumer satisfaction and strong trust in Lion Air has an impact on making repeated purchases, where the brand loyalty dimension is very important because it becomes a sales opportunity that provides guarantees for the company for a long period of time to earn profits. This is supported by research (Kamilia & Djatmiko, 2018) [29] that brand loyalty as a dimension of brand equity has the highest influence among other dimensions on purchasing decisions.

#### **V. Conclusions**

The results of research data that have been analyzed using Partial Least Square (PLS) show that:

1. Based on the results of the analysis with Smart PLS, it can be concluded that from partial testing of the relationship between Brand Awareness and Purchase Decisions, the t-statistics value of 2.445 is greater than t-table 1.65, and p-values of 0.015 are smaller than 0.05, so the null hypothesis is rejected. , so that it can be explained that there is a direct influence of the Brand Awareness variable on the Purchase Decision. The magnitude of the influence of the Brand Awareness variable on the Purchase Decision is 0.167. The coefficient on this relationship is positive, so it can be concluded that the influence of Brand Awareness on Purchasing Decisions is unidirectional.

2. Based on the results of the analysis with Smart PLS, it can be concluded that from partial testing of the relationship between Quality Perceptions and Purchasing Decisions, the t-statistics value of 0.519 is smaller than t-table 1.65, and p-values of 0.604 are greater than 0.05, so the null hypothesis is accepted. , so that it can be explained that there is no direct influence of the Quality Perception variable on the Purchase Decision. The magnitude of the influence of the Quality Perception variable on the Purchase Decision is -0.056. The coefficient on this relationship is negative, so it can be concluded that the influence of Brand Awareness on Purchase Decisions is not unidirectional.

3. Based on the results of the analysis with Smart PLS, it can be concluded that from partial testing of the relationship between Brand Associations and Purchase Decisions, the t-statistics value of 2.619 is greater than t-table 1.65, and p-values of 0.009 are smaller than 0.05, so the null hypothesis is rejected. , so that it can be explained that there is a direct influence of the Brand Association variable on the Purchase Decision. The magnitude of the influence of the Brand Association variable on the Purchase Decision is 0.326. The coefficient on this relationship is positive, so it can be concluded that the influence of brand associations on purchasing decisions is unidirectional.

4. Based on the results of the analysis with Smart PLS, it can be concluded that from partial testing of the relationship between Brand Loyalty and Purchase Decisions, the t-statistics value of 5.710 is greater than t-table 1.65, and p-values of 0.000 are less than 0.05, so the null hypothesis is rejected. , so that it can be explained that there is a direct influence of the Brand Loyalty variable on the Purchase Decision. The magnitude of the influence of the Brand Loyalty variable on the Purchase Decision is 0.525. The coefficient on this relationship is positive, so it can be concluded that the influence of Brand Loyalty on Purchasing Decisions is unidirectional.

## **VI. Suggestion**

1. As an airline whose position is at the top of mind. Lion Air should retain familiar symbols, slogans, and designs. However, in this case, to increase public awareness of the Lion Air brand, it can be done by advertising on various online platforms to reach a wider population.

2. Improve product quality assurance, friendliness & service skills, flight punctuality, and matters related to flight safety in increasing quality perceptions and brand associations to consumers.

3. Lion Air needs a customer relationship strategy so that consumers do not switch to other flight brands other than the "Lion Air Passport Club" program. For example: implementing a leader board system as in gamification. Where passengers who frequently make the most transactions are entitled to a reward from the company.

4. Future researchers are expected to be able to examine other variables outside of the variables that have been studied in order to obtain more varied results that can affect the purchasing decision-making process.

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