

PENGARUH PROMOSI, *SERVICE QUALITY* DAN *BRAND IMAGE* TERHADAP LOYALITAS PELANGGAN PADA PEMBELIAN ULANG TIKET PESAWAT DI PT. SRIWIJAYA MEGA WISATA

Abstrak

Industri pariwisata mengalami perkembangan khusus nya di indonesia yang ditandai dengan peningkatan perjalanan wisatawan dan penggunaan transportasi udara. Hal ini menimbulkan persaingan bagi biro perjalanan wisata konvensional dengan hadirnya online travel agent. PT. Sriwijaya Mega Wisata, sebuah biro perjalanan konvensional yang bertindak sebagai agen tiket resmi bagi berbagai maskapai penerbangan di Palembang, mengalami penurunan jumlah pelanggan setia yang membeli tiket pesawat, dari 2.841 pada tahun 2023 menjadi 1.857 pada tahun 2025. Penelitian ini bertujuan mengkaji pengaruh promosi, mutu layanan, dan citra merek terhadap loyalitas pelanggan. Penelitian ini menggunakan pendekatan kuantitatif eksplanatori dengan 100 responden dipilih melalui teknik purposive sampling. Data dianalisis menggunakan regresi linear berganda, uji t, uji F, serta koefisien determinasi dengan SPSS 29. Hasil penelitian menunjukkan bahwa ketiga variabel berpengaruh positif dan signifikan terhadap loyalitas pelanggan, dengan *service quality* sebagai variabel yang berhubungan dengan pemasukan. Temuan ini mengindikasikan bahwa peningkatan *service quality* yang didukung promosi dan *brand image* yang baik dapat meningkatkan loyalitas pelanggan.

Kata Kunci: Promosi, *Service quality*, *Brand image*, Loyalitas Pelanggan, Biro Perjalanan Wisata

THE INFLUENCE OF PROMOTION, SERVICE QUALITY, AND BRAND IMAGE ON CUSTOMER LOYALTY IN AIRLINE TICKET REPEAT PURCHASES AT PT. SRIWIJAYA MEGA WISATA

Abstract

The tourism sector in Indonesia has experienced steady growth, as indicated by the increasing number of domestic and international tourist trips as well as the rising volume of air transportation passengers. This development creates both opportunities and challenges for conventional travel agencies, which must now compete with online travel agent platforms. PT. Sriwijaya Mega Wisata, a traditional travel agency that operates as an official ticket agent for several airlines in Palembang, has seen a decline in the number of airline tickets purchased by its loyal customers over the past three years, from 2,841 customers in 2023 to 1,857 customers in 2025. This phenomenon highlights the importance of examining the factors that influence customer loyalty, particularly promotion, service quality, and brand image. This research seeks to examine how these three variables influence customer loyalty, considering both their individual (partial) effects and their combined (simultaneous) effects. A quantitative explanatory research approach was employed at PT Sriwijaya Mega Wisata. The sample consisted of 100 respondents selected from a population of 1,857 active customers using the Slovin formula and purposive sampling technique. Data was gathered using a Likert-scale questionnaire and then examined with validity and reliability checks, multiple linear regression, t-tests, F-tests, and the coefficient of determination, all done using SPSS version 29. The findings indicate that promoting the business, providing good service, and having a strong brand image all help to build customer loyalty in a meaningful way. Among these factors, service quality has the biggest impact. These findings indicate that improving service quality, supported by consistent promotion and a strong brand image, is an effective strategy for enhancing customer loyalty in the highly competitive tourism industry.

Keywords: Promotion, Service quality, Brand image, Customer Loyalty, Travel Agency