

The Influence of Brand Image and Brand Trust on Consumer Loyalty (Case Study on Consumers of PT Citilink Indonesia Branch Office Denpasar)

**I Komang Gede Aditya Aristana¹, Putu Gde Arie Yudhistira²,
M. Tanggap Sasmita³**

^{1,2} Politeknik Pariwisata Bali

³ Politeknik Pariwisata Lombok

**adityaaristana99@gmail.com*

Abstract

This study aims to determine the effect of brand image and brand trust on consumer loyalty. This type of research is quantitative research. This research method uses multiple regression analysis. Data collection techniques using questionnaires, sampling techniques using a purposive sampling technique. The population in this study were domestic passengers of PT Citilink Indonesia Denpasar Branch Office in the last five years. The sample used the slovin formula with 100 respondents. The results showed that partially and simultaneously, the variable brand image and brand trust significantly affected consumer loyalty. The brand image formed by Citilink airline can provide a good perception to consumers and the existing efforts in building brand trust in consumers through fulfilling the needs desired by Citilink airline consumers. PT. Citilink is expected to improve its brand image further and maintain and increase the confidence of existing brands by always providing the flight services that consumers want so that consumers no longer doubt the service products that PT has produced. Citilink. Then also pay attention to consumer loyalty; for example, companies can more quickly evaluate what consumers want by providing criticism and advice services to Citilink airlines.

Keywords: Customer Loyalty, Brand Image, Brand Trust

A. Introduction

In the era of globalization today, the transportation industry is undergoing rapid development (Azizah & Adiwia, 2018), one of which the airline industry owns a primary product for air transportation services using aircraft.

The Influence of Brand Image and Brand Trust on Consumer Loyalty (Case Study on Consumers of PT Citilink Indonesia Branch Office Denpasar)

In Indonesia, public interest in air transportation arises; this is caused by the high community mobility level and forces the society to need more efficient means of transport (Kurnia, 2012). In support of this statement, followed by a table of data regarding passenger data in using air transportation to Bali from the year 2016 to 2020.

Table 1. Total Aircraft Passenger at I Gusti Ngurah Rai Bali from 2016 to 2020

Year	International Passengers	Domestic Passengers
2016	5.035.870	4.925.589
2017	5.628.983	5.128.687
2018	6.404.342	5.577.535
2019	6.938.489	4.955.803
2020	1.354.682	1.775.528

Source: (Badan Pusat Statistik, 2021) (data processed)

In Indonesia, low-cost airline services are commonly known as low-cost carriers (LCC). A low-cost carrier is a new and most common flight model that uses a strategy to reduce each line's operating costs and efficiency costs. In short, the concept of a low-cost carrier only sells its main product, which is transportation services (Yowanda & Mawardi, 2017). In contrast to airlines that use a full-service airline that sell tickets, including meals, free baggage, and other additional services. The concept of a low-cost carrier simplifies services such as operating on short flights or point to point.

One transportation service provider that uses the low-cost carrier concept is PT Citilink Indonesia. Citilink is an airline originating in Indonesia. Citilink is part of the Strategic Business Unit of the airline Garuda Indonesia; in other words, Citilink is a subsidiary of the airline Garuda Indonesia. Citilink has begun to operate to reach the lower-middle market, which is difficult for Garuda Indonesia as an airline with a complete service airline concept (PT Citilink Indonesia, 2021).

Competition among low-cost carrier airlines motivates each airline to compete in the aviation business. Citilink, as a standard cost carrier, has won various awards and achievements at the national and international levels. Multiple awards that have been achieved by Citilink airlines can be seen in Table 2 below.

Table 2. Citilink Awards and Achievements

No	Year	Citilink's Awards and Achievement
1	2016	The Best Of Private Company In-house Magazine (PR Indonesia)
2	2017	Transportation Safety Management Award (Kemenhub)
3	2018	Indonesia Top Digital PR Award (Trans N C)
4	2019	Indonesia Original Brand Kategori Airline – LCC

The Influence of Brand Image and Brand Trust on Consumer Loyalty (Case Study on Consumers of PT Citilink Indonesia Branch Office Denpasar)

No	Year	Citilink's Awards and Achievement
5	2020	Official Airline Ratings – Four Star LCC

Source: (PT Citilink Indonesia, 2021)

Based on Table 2, it can be seen that Citilink, as a low-cost carrier, has received various types of awards and achievements. The recognition that Citilink has achieved is beneficial in improving the branding of Citilink airlines. Branding is an essential aspect of running a business. Companies must be able to create distinctive customer satisfaction or customer satisfaction that can only be obtained from the product itself. Therefore, the company's branding must be made as good as possible to increase sales (Adiwidjaja & Tarigan, 2017). Aside from the achievement received, a study shows that social media plays quite a practical part that can be used as a medium, so the dissemination of information can reach a long distance (Yudhistira, 2021).

In terms of increasing good branding in the company, according to Schiffman and Kanuk in Adiwidjaja & Tarigan (2017), consumers prefer products with preferred or well-known brands. Therefore, companies must be able to strengthen their brand position by creating a positive brand image and brand trust. According Hasugian (2015), Brand image is the views and beliefs of consumers as reflected in the associations contained in the memories or minds of consumers. Meanwhile, according Hasugian (2015), brand trust is a consumer's trust in a brand in terms of the consumer's desire to trust a brand and be ready to accept future risks because brand expectations produce positive things. In addition to these two things, the company must consider consumer loyalty.

Consumer loyalty refers to a particular object such as brands, services, goods, or products (Rizan & Sari, 2012). Meanwhile, according to Irnandha (2016), Consumer Loyalty is a deep commitment to repurchase or repeat the preferred pattern of a product or service in the future, leading to repeated purchases of the same brand or set of the same brand, despite the involvement of situational factors and marketing efforts that have the potential to cause switching behavior. Kumalasari & Budiman (2018) argue that Customer loyalty brings profit and lower competition rates with substitute companies. Therefore, customer loyalty is an essential aspect of running a business.

PT Citilink Indonesia, as a low-cost carrier airline company, must maintain and improve brand image and brand trust by planting a positive image in the minds of consumers to create consumer loyalty. During the Covid-19 pandemic, based on information from one of the staff of PT Citilink Indonesia Branch Office Denpasar, due to the Covid-19 pandemic, Citilink's outgoing station Denpasar only served domestic flights. It can be seen in table 3 following the data on the number of domestic passengers of Citilink airlines at PT Citilink Indonesia Branch Office Denpasar.

Tabel 3. Citilink Domestic Passengers at PT Citilink Indonesia Branch Office Denpasar I Gusti Ngurah Rai Airport Bali 2016 – 2020 Period

Year	Number Of Domestic Passenger Citilink Airline Pt Citilink Denpasar	Percentage Growth %
2016	633.609	-
2017	760.125	16,64 %
2018	780.812	2,72 %
2019	902.000	15,5%
2020	543.000	
TOTAL	3.619.546	-39.8%

Source: PT Citilink Indonesia Branch Office Denpasar 2021

Based on Table 3, it can be seen that the number of Citilink airline passengers has increased from 2016 to 2019. However, during the Covid-19 pandemic, Citilink passengers decreased by -39.8% in 2020. Since the Covid-19 pandemic, Citilink airlines have experienced various obstacles in its operational activities. These constraints are triggered by internal and external factors of the company. Internal factors that often disrupt active flight schedules are sudden flight schedule changes, flight cancellations, and a long refund application process. These problems usually impact Citilink airline's brand image and brand trust.

In addition to these general problems, based on information obtained from detiknews.com, Citilink airline also received sanctions from the West Kalimantan Transportation Service because Citilink carried passengers positive for the Coronavirus. The sanction given is a ten-day flight ban on the Cengkareng to Pontianak flight route (Azzahra, 2020). Based on an interview with Ayu Nur Fitriyanti as one of the staff of PT Citilink Indonesia Branch office in Denpasar, where Ayu Nur Fitriyanti argues that although the flight that was subject to sanctions was from Jakarta to Pontianak, this will have an impact on the brand image and brand trust of Citilink airline as a Low-cost carrier flight.

According to a study conducted by Yudhistira (2021), To help the development of a brand or company can be undertaken in several ways, for examples such, by using SWOT Analysis to define what needs to be improved, to know its weakness, the opportunity it holds, and possible threat in the upcoming times hence it is essential to know what factors or variable that is possible to raise consumers knowledge or loyalty. Based on the background analysis above, it can be concluded that brand image and brand trust aspects must be paid attention to in creating and escalating consumer loyalty at Citilink Airlines. Based on the elaboration said. Hence this research is titled "The Influence Of Brand Image and Brand Trust On Consumer Loyalty (Case Study On Consumers Of PT Citilink Indonesia Branch Office Denpasar).

The Influence of Brand Image and Brand Trust on Consumer Loyalty (Case Study on Consumers of PT Citilink Indonesia Branch Office Denpasar)

This research aims to apprehend the influence of Brand Image towards Consumer Loyalty and Brand Trust on Consumer Loyalty. The further objective is to simultaneously determine the impact of both variables, Brand Image and Brand Trust, on Consumer Loyalty.

From this research, it can be concluded that the problem formulation is how each of the variables, Brand Trust and Brand Image, might impact or influence Consumers Loyalty, even simultaneously. By indulging more in this research, the gap appeared to be there haven't been many kinds of research concentrating on Airline products, which in this particular research is flight tickets. Therefore, the researchers attempted to close the gap by providing another research focusing on Brand Trust, Brand Image, and Consumer Loyalty, focusing on the object of the research, in this case, which would be Airline products, such as flight tickets.

The difference between this particular research with other research that has been published is that this research only focused on the two dimensions of Brand Equity, which are Brand Trust and Brand Image; what other things that would distinguish this particular research is where the research is being held, specifically at PT Citilink Indonesia Branch Office Denpasar. This research aims to give appraise towards the possibility that such object is possible to be studied, not only generalized by physical thing but also towards services that companies or brands provide.

B. Literature Review

Brand Image

Several theories have different understanding and views of Brand Image in particular. Firmansyah (2019), in his book, has stated that Brand image is a perspective caused in a consumer's mind when remembering a particular brand for a specific product. According Deliana (2016), another theory of Brand Image is defined as a Brand image is the perception and belief made by consumers, as reflected in the associations that occur in consumers' memory. Understanding of Brand Image has been disclosed by Sangadji & Sopiah (2013) in which. They stated that A brand image is a set of unique associations that a marketer wants to create and maintain. This association tells the truth about the brand and what it promises to consumers. So, in this case, brand image influences consumer behavior in the form of belief or trust in a brand for the product that is consumed.

Brand Image Measurement

According to Hasugian (2015), brand image measurement has a subjective quality, meaning there is no standard condition for measuring brand image. Brand Image Measurement can be done based on brand indicator aspects: (1) Strengths; the advantages are contained in a physical brand and not found in other brands. Includes in this group are physical products, all production facilities functions,

product price, the appearance of a supporting facility from a particular product; (2) Uniqueness, a specific brand's ability or uniqueness makes it possible to differentiate from other products. A unique impression comes from the product's attribute, creating a memorable image that signifies a distinction between one product and other products. Included in this fantastic group consisted of the variance of services usually given from a product, price variance, or the products related or distinction from the product's physical appearance; (3) Favorable, the ability of the brand to be easily remembered by consumers, which is included in this favorable group, have the ease with which the brand is pronounced, the power of the brand to be recognized by customers, as well as the compatibility between the impression of the brand in the minds of customers and the Image the company wants for the brand in question.

Brand Trust

Brand Trust has a vital role in products. Brand Trust reflects two essential components: consumers believing that the product can fulfill their expectations and consumers believing that a particular brand can prioritize the consumers' needs. (Firmansyah, 2019). Another theory of Brand Trust has been stated by Lau & Lee, quoting from Adiwijadja & Tarigan (2017), which defines Brand Trust is the ability of consumers wanting to concentrate on a particular brand with all the risks faced because they are sure and faithfully believe that brand can give a positive result. In short, this understanding means that consumers believe the brand can give what the consumers need regardless of the risk. According to Putra (2018), brand trust is the ability to earn trust. Sourcing from the consumer's trust regarding the particular product can promise and with brand intention based on the brand's ability to prioritize consumers.

Brand Trust Measurement

According Firmansyah (2019), three factors can affect brand trust, and these three factors become a measuring tool for measuring brand trust. The three factors are as follows: (1) brand characteristics are vital because they can influence consumer decisions to trust a brand. This is because consumers assess before buying. Brand characteristics relate to brand trust, consisting of perception, reputation, and competence; (2) Company characteristics, the consumer's view of a company that provides a product brand. These characteristics include the reputation of a company, company motivation, and the company's integrity; (3) Consumer brand characteristics, the characteristics of consumers in the brand can influence trust in the brand. These characteristics include the similarity between emotional concepts and brand personality, brand preference, and consumer experience in using a brand.

Consumer Loyalty

Nugroho (2018), Consumer loyalty is a consumer's commitment to a brand based on a positive attitude and consistent repeat purchases. Another comprehension of Consumer Loyalty is elaborated by Kotler and Armstrong, quoting from Pahlevi & Hayu (2014); Loyalty comes from meeting consumer expectations or expectations, while expectations themselves may come from past buying experiences by consumers, opinions from friends and relatives, promises or information from marketers or competitors. Lovelock and Wright in Ramadhani (2016) argue that loyalty is a voluntary decision from customers and a willingness to support a company for a long time. According to Kotler and Keller in Budi (2013), consumer loyalty indicator consists of (1) Repeat Purchase (loyalty toward product purchase meant); (2) Retention (endurance towards negative influence related to company); (3) Referrals (complete reference toward company).

C. Research Methodology

This type of research is qualitative research that is quantified, namely research based on the philosophy of positivism in describing and testing hypotheses that have been designed by researchers to see the influence between the dependent variable and the independent variable (Sugiyono, 2018). The population used in this study were domestic passengers of PT Citilink Indonesia Denpasar Branch Office in the last five years. This study used a purposive sampling technique by determining the number of samples using the Slovin formula approach and obtained 100 respondents:

$$n = \frac{3,619,546}{1 + 3,619,546 (0,1)^2}$$
$$n = \frac{3,619,546}{1 + 3,619,546 (0,01)}$$
$$n = \frac{3,619,546}{1 + 36,195.46}$$
$$n = \frac{3,619,546}{36,196.46}$$
$$n = 99,997 = 100 \text{ responden}$$

This study uses questionnaires and interviews in data or information collection techniques. Questionnaires are conducted by asking a series of questions or written statements to the respondents to be answered. Meanwhile, an interview will be conducted with PT Citilink Indonesia Denpasar Branch Office, requesting information from the Citilink company and describing the problem being researched. After the data was collected, the data were analyzed using several data testing techniques such as validity testing, reliability testing,

The Influence of Brand Image and Brand Trust on Consumer Loyalty (Case Study on Consumers of PT Citilink Indonesia Branch Office Denpasar)

classical assumption test, coefficient of determination, T test, F test, and multiple linear regression analysis techniques.

D. Result

Tabel 4. Respondent Characteristics

		Frequency	Percent
Gender	Male	55	55%
	Female	45	45%
Age	> 55 years old	2	2%
	18 - 25 years old	73	73%
	26 - 35 years old	12	12%
	36 - 45 years old	5	5%
	46 - 55 years old	8	8%
Employment	Not yet working	1	1%
	Freelancer	1	1%
	Housewife	2	2%
	Part Time Marketing	1	1%
	BUMN Employee	2	2%
	General Employee	40	40%
	Student	39	39%
	Bussinessman	10	10%
	Government Employees	4	4%

Source: IBM SPSS 26 Data Processed Result (2021)

Based on the results of distributing questionnaires to 100 respondents, the female respondents were 55 (55%), while the male respondents were 45 (45%) respondents. Based on age characteristics, this study was dominated by respondents aged 18-25 years, with 73 respondents (73%). Based on employment status, respondents who work in the private sector are dominated by 40 respondents (40%).

Table 5. Validity

Variable	Dimension	Questions	r-count	r-table	Description
Consumer Loyalty	Purchase	Y1	0.626	0.196	Valid
	Retention	Y2	0.673	0.196	Valid
	Referals	Y3	0.730	0.196	Valid
Brand Image	Strengths	X1.1	0.568	0.196	Valid
		X1.2	0.616	0.196	Valid
		X1.3	0.642	0.196	Valid
	Uniqueness	X1.4	0.552	0.196	Valid
		X1.5	0.522	0.196	Valid
	Favorable	X1.6	0.551	0.196	Valid
X1.7		0.595	0.196	Valid	
X1.8		0.708	0.196	Valid	

The Influence of Brand Image and Brand Trust on Consumer Loyalty (Case Study on Consumers of PT Citilink Indonesia Branch Office Denpasar)

Variable	Dimension	Questions	r-count	r-table	Description
Brand Trust	Brand	X2.1	0.617	0.196	Valid
	Characteristic	X2.2	0.702	0.196	Valid
		X2.3	0.752	0.196	Valid
	Company	X2.4	0.699	0.196	Valid
	Characteristic	X2.5	0.760	0.196	Valid
	Consumer Brand Characteristic	X2.6	0.570	0.196	Valid

Source: IBM SPSS 26 Data Processed Result (2021)

Table 4 shows that the r-count value of each variable is greater than the r-table value of 0.196, so it can be concluded that the question instrument used in this research questionnaire is valid.

Tabel 6. Reliability Test

Variable	Cronbach's Alpha
Consumer Loyalty (Y)	0.821
Brand Image (X1)	0.853
Brand Trust (X2)	0.875

Source: IBM SPSS 26 Data Processed Result (2021)

In Table 5, the reliability test results show that the three instrument variables are declared reliable because they have a Cronbach Alpha value greater than 0.60.

Tabel 7. Normality Test

Unstandardized Residual		
N	100	
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.41397825
Most Extreme Differences	Absolute	.086
	Positive	.084
	Negative	-.086
Test Statistic	.086	
Asymp. Sig. (2-tailed)	.068 ^c	

Source: IBM SPSS 26 Data Processed Result (2021)

Based on Table 6 above, it can be seen that the value of Asymp. Sig. (2-tailed) is greater than the value of 0.05, so the data were normally distributed in this study.

The Influence of Brand Image and Brand Trust on Consumer Loyalty (Case Study on Consumers of PT Citilink Indonesia Branch Office Denpasar)

Table 8. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Brand Image (X1)	.440	2.271
Brand Trust (X2)	.440	2.271

Source: IBM SPSS 26 Data Processed Result (2021)

Based on Table 7 shows that the Variance Inflation Factor (VIF) variable Brand Image (X1) and Brand Trust (X2) is a VIF value of < 10 and has a tolerance value of > 0.1. So it can be concluded that there is no multicollinearity, and the multicollinearity test has been fulfilled.

Table 9. T-Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.197	.436		-.451	.653
Brand Image (X1)	.373	.147	.269	2.536	.013
Brand Trust (X2)	.634	.136	.496	4.676	.000

Source: IBM SPSS 26 Data Processed Result (2021)

Based on the table above, it can be seen that the independent variable in this study has a significant value of less than 0.05. Based on these results, it can be concluded that there is a partially significant effect between Brand Image (X1) and Brand Trust (X2) variables on Consumer Loyalty (Y).

Table 10. F-Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	18.289	2	9.145	52.281	.000 ^b
Residual	16.966	97	.175		
Total	35.256	99			

Source: IBM SPSS 26 Data Processed Result (2021)

Based on the ANOVA table above, the significance value of F is less than 0.05, so it can be concluded that there is a significant effect of the Brand Image (X1) and Brand Trust (X2) variables on the dependent variable, namely Consumer Loyalty (Y) simultaneously.

Table 11 .Determination of Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.720 ^a	.519	.509	.41822

Source: IBM SPSS 26 Data Processed Result (2021)

Based on the results of Table 10, referring to the results of the Adjusted r square of 0.509 x 100% resulting in the acquisition of 50.9%, thus indicating that the dependent variable Consumer Loyalty (Y) is influenced by the independent variable Brand Image (X1), and Brand Trust (X2) of 50.9%, and the rest is influenced by other variables that are not included in this research model.

E. Discussion

Brand Image partially has a significant effect on consumer loyalty; the results of this study are supported by previous research conducted by Sianipar (2017), Upamannyu et al. (2014), and Abbas et al. (2021), showing that positive brand image and perception can increase intention customer purchases and leads to customer loyalty. This research proves that brand image influences customer loyalty. That the high decision to purchase Citilink airline tickets was caused by the influence of the brand image owned by the airline Citilink, which can be seen through the level of customer familiarity with Citilink, customers towards Citilink, trust in Citilink, and the excellence of the association brand in competition with other airlines. The importance of brand image on Citilink airlines requires marketing managers to make information about a brand fully installed in the minds of consumers. This indicates that marketing managers must be more aggressive in communicating information about the brand's positive image to the public, such as making advertisements containing the attributes and benefits of the brand and directing public opinion to be more positive by growing public brand knowledge of how to convey information about the brand into the memory of target consumers and maintain it as part of the brand image of the advertised product or service.

Brand trust partially has a significant effect on consumer loyalty; the results of this study are supported by previous research conducted by Putra (2018), Setyawan (2015), and Suprpto (2019), which shows that brand trust is a perception of superiority from the point of view of consumers based on their experience, consumers who have met their expectations of a product will tend to put their trust in the company. So they will try again to make a purchase. This study shows that when Citilink customers already trust and know the brand that has been attached to the airline, customers stay optimistic about choosing a brand they know without trying to compare it with other brands because of PT. Citilink can meet what consumers expect or even exceed what consumers expect and provide quality assurance at every opportunity; even Citylink flight services have

a good reputation. Consumers will also be more confident in their choice to use flight services. Consumers will also consider Citilink Airlines as a part of themselves. Thus, trust in the brand will be easily formed and PT. Citilink will have strong consumer trust, determining consumer loyalty to the brand. Trust will potentially create a high-value relationship with the airline services offered by PT. Citilink.

F. Conclusion

Brand image has a significant effect on consumer loyalty; this shows that the brand image formed by Citilink airlines can provide good perceptions to consumers, thus creating a high sense of loyalty to consumers. Brand trust has a significant effect on consumer loyalty; this shows the efforts in building brand trust in consumers through fulfilling the needs desired by Citilink airline consumers. PT. Citilink is expected to improve its brand image further because there are still consumers who do not know about the brand image produced by Citilink airlines, so it impacts consumer loyalty. PT. Citilink is also expected to maintain and increase the trust of existing brands from consumers by always providing flight services that consumers want so that consumers no longer doubt the products that PT has produced. Citilink will increase high loyalty. PT. Citilink is also expected to pay attention to consumer loyalty; for example, by providing criticism and advice services on Citilink airlines, the company can quickly evaluate what consumers want.

REFERENCES

- Abbas, U., Islam, K. M. A., & Hussain, S. (2021). Impact of Brand Image on Customer Loyalty with The Mediating Role of Customer Satisfaction and Brand Awareness. *International Journal of Marketing Research Innovation* 5(1):1-15.
- Adiwidjaja, A. J., & Tarigan, Z. J. (2017). Pengaruh Brand Image Dan Brand Trust Terhadap Keputusan Pembelian Sepatu Convers. *Agora*, 5(3): 1-6.
- Azizah, A., & Adiwia, P. (2018). Analisa Perkembangan Industri Transportasi Online di Era Inovasi Disruptif (Studi Kasus PT Gojek Indonesia). *Jurnal Humaniora*, 18(2): 149-151.
- Azzahra, T. A. (2020). Dapat Sanksi Usai Bawa Penumpang Positif Corona, Ini Respons Citilink. Retrieved on February 02, 2022, from detiknews: <https://news.detik.com/berita/d-5181134/dapat-sanksi-usai-bawa-penumpang-positif-corona-ini-respons-citilink>
- Badan Pusat Statistik. (2021, Januari 27). Jumlah Penumpang di Bandar Udara Utama. Retrieved Maret 24, 2021, from *Badan Pusat Statistik*:

The Influence of Brand Image and Brand Trust on Consumer Loyalty (Case Study on Consumers of PT Citilink Indonesia Branch Office Denpasar)

<https://www.bps.go.id/indicator/17/66/2/jumlah-penumpang-pesawat-di-bandara-utama.html>.

- Budi, A. P. (2013). *Manajemen Marketing Perhotelan*. Yogyakarta: Andi.
- Deliana. (2016). Pengaruh Brand Image Dan Promosi Terhadap Keputusan Pembelian Motor Matic Yamaha Fino Pada PT. Suraco Jaya Abadi Motor Cab. Pallangga. *Skripsi*. Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Makassar.
- Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek Planning dan Strategi*. Surabaya: Qiara Media.
- Hasugian, J. T. (2015). Pengaruh Brand Image Dan Brand Trust Terhadap Brand Loyalty Telkomsel (Survey Terhadap Pelanggan di Grapari Samarinda). *Ilmu Administrasi Bisnis*, 10(2): 923-937.
- Irnandha, A. (2016). Pengaruh Kualitas Layanan Terhadap Loyalitas Pelanggan Yang Dimediasi Oleh Kepuasan Pelanggan Jasa Pengiriman Jalur Darat (Studi Kasus Kepuasan Pelanggan JNE Cabang Hijrah Sagan Yogyakarta). *Skripsi*. Universitas Negeri Yogyakarta.
- Kumalasari, F. P., & Budiman, S. F. (2018). Customer Retention Strategy Through Customer Satisfaction and Customer Loyalti: The Study on Traveloka Loyalti Program. *Tourism Research Journal*, 2(1): 69-74.
- Kurnia, W. (2012). Faktor-Faktor Yang Mempengaruhi Minat Masyarakat Dalam memilih Angkutan Trans Jogja di Malioboro. *Skripsi*. Universitas Negeri Yogyakarta.
- Nugroho, S. A. (2018). Analisis Pengaruh Kepuasan Konsumen Terhadap Loyalitas Konsumen Dalam Berbelanja Online Melalui Situs Belanja Tokopedia. *Skripsi*. Jurusan Manajemen, Fakultas Ekonomi, Universitas Islam Indonesia.
- Pahlevi, R., & Hayu, R. (2014). Pengaruh Kepuasan, Kepercayaan Dan Harga Terhadap Loyalitas Konsumen Pada Green Product.(Studi Kasus Pada Masyarakat Bengkulu Yang Menggunakan Produk Elektronik Lampu Hemat Energi). *Skripsi*. Universitas Bengkulu, 15-16.
- PT Citilink Indonesia. (2021). Informasi Perusahaan. Retrieved May, 15, 2021, from *Citilink*: <https://www.citilink.co.id/company-profile>.
- Putra, A. S. (2018). Pengaruh Citra Merek (Brand Image) dan Kepercayaan Merek (Brand Trust) Terhadap Loyalitas Konsumen (Studi Pada Konsumen Smartphone Lenovo di DIY). *Skripsi*. Universitas Negeri Yogyakarta.
- Ramadhani, S. (2016). Pengaruh Pemasaran Kereliasan Pelanggan Terhadap Loyalitas Pelanggan Di Sugar Tribe Patisserie Bandung. *Skripsi*. Sekolah Tinggi Pariwisata Bandung.
- Rizan, M. B., & Sari, Y. (2012). Pengaruh Brand Image dan Brand Trust Terhadap Brand Loyalty Teh Botol (Survei Konsumen Teh Botol Sosro di Food Court ITC Cempaka Mas, Jakarta Timur). *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, 3(1), 1-6.

The Influence of Brand Image and Brand Trust on Consumer Loyalty (Case Study on Consumers of PT Citilink Indonesia Branch Office Denpasar)

- Sangadji, E. M. (2013). *Perilaku Konsumen*. Yogyakarta: CV Andi.
- Setyawan, A. (2015). Brand Trust and Brand Loyalty, an Empirical Study in Indonesia Consumers. *British Journal of Marketing Studies* 4(3): 37-47.
- Sianipar, E. T. (2017). Pengaruh Brand Trust Dan Brand Image Terhadap Loyalitas Konsumen Dalam Membeli Produk Online Pada Lazada Indonesia. *Skripsi*. Universitas Sumatera Utara Fakultas Psikologi.
- Sugiyono. (2018). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif dan R&D)*. Bandung: CV. Alfabeta.
- Suprpto, D. (2019). The Impact of Brand Trust, Brand Loyalty, Brand Image on Service Quality. *Advances in Economics, Business and Management Research*, 143: 162-167
- Upamannyu, N. K., Gulati, C., & Mathur, G. (2014). Effect of Brand Trust, Brand Image on Customer Brand Loyalty in Fmcg Sector at Gwalior Region. *Scholars World-IRMJCR*, II(II): 83-93.
- Yowanda, H. B., & Mawardi, M. K. (2017). Strategi Pemasaran Penerbangan Berkonsep Low Cost Carrier (LCC) dan Daya Saing Perusahaan (Studi Pada Maskapai Penerbangan PT. Garuda Indonesia Citilink). *Jurnal Administrasi Bisnis (JAB)*, 51(2), 168-178.
- Yudhistira, P. G. (2021). Social Media Promotion Strategy Approach (Case Study of Ubud Monkey Forest Tourist Attraction's Instagram Account). *Journal of Business on Hospitality and Tourism*, 7(1), 78-89.
- Yudhistira, P. G. (2021). Taro Tourism Village Development Strategy As An Eco-Spiritual Destination, in Gianyar Regency Bali. *Journal of Business on Hospitality and Tourism*, 7(01): 90-102.